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	證照	<ol style="list-style-type: none"> 門市服務乙級技術士技能檢定 創新創業技術經營管理認證 跨境電子商務經營管理認證 虛實整合行銷經營管理認證 阿里巴巴跨境電子商務規劃師 MTA: Introduction to Programming using Python TQC+ 網頁資料擷取與分析Python 3 MBMP微電影品牌行銷規劃師
	著作	<p>一、期刊論文</p> <ol style="list-style-type: none"> Chiuhsiang Joe Lin* & <u>Lai-Yu Cheng</u> (2017). Product attributes and user experience design: how to convey product information through user-centered service. <i>Journal of Intelligent Manufacturing</i>, 28(7), 1743-1754, DOI: 10.1007/s10845-015-1095-8. 【SCI】 Chiuhsiang Joe Lin, <u>Lai-Yu Cheng*</u>, Ming-Ching Wang (2015). Performance of estimating depth in projection based stereoscopic virtual display, <i>Journal of the Society for Information Displays</i>, 23(2),76-83, DOI:10.1002/jsid.309 【SCI】 Chiuhsiang Joe Lin & <u>Lai-Yu Cheng*</u> (2015). An integrated model of service experience design improvement, <i>Service industries journal</i>, 3(1-2), 62-80, DOI: 10.1080/14783363.2014.895522 【SSCI】 Chiuhsiang Joe Lin, <u>Bereket H Woldegiorgis*</u>, Dino caesaron, & <u>Lai-Yu Cheng</u> (2015). Distance estimation with mixed real and virtual targets in stereoscopic displays, <i>Displays</i>, 36, 41-48. 【SCI】

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8. Lai-Yu Cheng, Ching-Chow Yang* & Hui-Ming Teng (2013). An Integrated Model for Customer Relationship Management: Analysis and Empirical Study, *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23(5), 462-481. 【SCI&SSCI】
9. Ching-Chow Yang, Yung-Tsan Jou*, & Lai-Yu Cheng (2011). Using integrated quality assessment for hotel service quality. *Quality & Quantity*, 45(2), 349-364. 【SCI&SSCI】
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11. Ching-Chow Yang, Lai-Yu Cheng, Dylan Sung, & Glenn Withiam (2009) Strategic pricing policy based on analysis of service attributes. *Cornell Hospitality Quarterly*, 50(4), 498-509. 【SSCI】
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二、研討會論文

1. Juo-Wei Chen, Lai-Yu Cheng, Cheng-Jhe Lin, Jing-Ming Chiu, Hui-Ling Yuan, Chiuhsiang Joe Lin (2014). Modeling online to offline e-business user experience. *14th International Conference on Electronic Business, December 8-12, Taipei, Taiwan.*
2. Chiuhsiang Joe Lin, Chih-Wei Yang, Tzu-Chung Yenn, & Lai-Yu Cheng. (2009). Allocating Human-System Interfaces Functions by Levels of Automation in an Advanced Control Room. *13th International Conference on Human-Computer Interaction, July 19-24, 2009, San Diego, USA.*
3. Ching-Chow Yang, Yung-Tsan Jou, & Lai-Yu Cheng (2008). The development of integrated CRM system and analysis of implementation among the service industries. *9th Asia Pacific Industrial Engineering and Management Society Conference, December 3-5, 2008, Bali, Indonesia.*
4. Chiuhsiang Joe Lin, Tzu-Chung Yenn, Yung-Tsan Jou, Chih-Wei Yang, & Lai-Yu Cheng (2008). A Model for Ergonomic Automation Design of Digitalized Human-System Interface in Nuclear Power Plants. *Applied Human Factors & Ergonomics International (AHFEI), July 14-17, 2008, Las Vegas, USA.*
5. Chi-Hsing Hsu, Lai-Yu Cheng, & Chih-Wei Yang (2007). Applying the service FMEA model on the prevention of service failures. *8th Asia Pacific Industrial Engineering and Management Society Conference, December 9-13, 2007, Kaohsiung, Taiwan, R.O.C.*
6. Dylan Sung, Chiuhsiang Joe Lin, Ching-Chow Yang, Yung-Tsan Jou, Lai-Yu Cheng, & Chih-Wei Yang (2007). An Interdisciplinary Approach of Applying Instant Messaging to Improve Taiwanese University Students' English Communication Skills. *12th International Conference on Human-Computer Interaction, July 22-27, 2007, Beijing, P. R. China.*
7. Chiuhsiang Joe Lin, Dylan Sung, Ching-Chow Yang, Yung-Tsan Jou, Chih-Wei Yang, & Lai-Yu Cheng (2007). Designing Globally Accepted Human Interfaces for Instant Messaging. *12th International Conference on Human-Computer Interaction, July 22-27, 2007, Beijing, P. R. China.*
8. Chih-Wei Yang, Lai-Yu Cheng, Shu-Yu Lien, & Ching-Hsin Chang (2006). Faculty's influence on the English Learning Motivation of Taiwanese university students. *Proceeding of*

the 54th International Conference of Teachers of English as a Foreign Language in Indonesia, December 5 -7, 2006, Salatiga, Indonesia.

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10. Dylan Sung, Ching-Chow Yang, Lai-Yu Cheng, & Chih-Wei Yang (2006). Addressing the human-centered design elements for instant messaging user-interface development. *Proceeding of the 11th Annual International Conference on Industrial Engineering Theory, Applications & Practice, October 24 - 27, 2006, Nagoya, Japan.*
11. Dylan Sung, Chiuhsiang Joe Lin, Chih-Wei Yang, & Lai-Yu Cheng (2006). Enhancing Taiwanese university students' English communication ability utilizing instant messaging. *Proceeding of the 11th Annual International Conference on Industrial Engineering Theory, Applications & Practice, October 24 - 27, 2006, Nagoya, Japan.*
12. Ching-Chow Yang, Lai-Yu Chang & Chih-Wei Yang, (2005). On the study of the performance evaluation in non-profit organizations. *Proceeding of the 2005 International Conference in Management Sciences and Decision Making, June 18, 2005, Tamkang University, Taipei, Taiwan, R.O.C.*

三、企業產學合作案

1. 虛擬隨身運動教練服務數位體驗與訓練指導品質評量研究
2. 智能農場與IOT框架體驗應用服務設計與商驗證研究
3. 靜脈可視化數據分析服務設計與商模驗證研究
4. 模具與成型生產智能物聯網服務設計與商模驗證研究
5. 遠距體感體操教練聯網智慧平台商業實證研究
6. 跨業商務區塊鏈模式設計研究
7. 虛擬隨身運動教練服務之智慧監督與指導
8. 網站UX設計與虛實整合通路策略委外研究案
9. 數位顧客關係管理之整合模式建構與實證分析(I)
10. 106 年度創新政府數位服務委外服務案
11. 103 年度虛實整合智慧商務關鍵技術與平台研發計畫(1/4)
12. 軟體價值產業推動計畫
13. 102 年度虛擬實境輻射可視性與估算軟體建置計畫
14. 高齡者服務體驗之虛擬環境建構與人因互動研究
15. 101 年雲端運算推廣服務計畫-雲端服務人因工程檢測

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| <ol style="list-style-type: none">16. 服務業國際化知識能量整合與建置17. 服務業國際化知識能量整合與建構先期規劃18. 中華民國科學技術白皮書先期研究計畫19. 98 年度中小企業品質管理提升計畫20. 潤福生活事業股份有限公司滿意度調查建教案 |
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四、帶領學生競賽

1. 2018年第8屆TBSA全國大專創新企劃競賽—佳作
2. 2019年經濟部B-BOX 智取櫃創新應用設計共創 競賽—入圍決賽
3. 2019 Cstar創意點子暨創業企劃競賽-服務創新組-佳作
4. 2019 經濟部搶鮮大賽-創意發想類-優選2018年第8屆TBSA全國大專創新企劃競賽—佳作
5. 2019年經濟部B-BOX 智取櫃創新應用設計共創 競賽—入圍決賽
6. 2019 Cstar創意點子暨創業企劃競賽-服務創新組-佳作
7. 2019 經濟部搶鮮大賽-創意發想類-優選