

	姓名	鄭來宇
	職稱	副教授
	學歷	中原大學 工業與系統工程學系 博士
	分機	2751
	Mail	Alice@mail.chihlee.edu.tw
	研究領域	使用者經驗研究、人機介面與互動、服務設計、虛擬實境系統評估、服務業行銷
主要經歷	<ol style="list-style-type: none"> 財團法人資訊工業策進會資安所 資深規劃師 國立台灣科技大學工管系 博士後研究 財團法人商業發展研究院創模所 助研究員 財團法人國家實驗研究院科政中心 副研究員 	
證照	<ol style="list-style-type: none"> Adobe Certified Associate: Illustrator Google Analytics (分析) 個人認證 職涯諮詢師認證 門市服務乙級技術士技能檢定 MBMP微電影品牌行銷規劃師 TQC+ 網頁資料擷取與分析Python 3 MTA: Introduction to Programming using Python 阿里巴巴跨境電子商務規劃師 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 	
著作	<p>一、期刊論文</p> <ol style="list-style-type: none"> <u>Lai-Yu Cheng</u> & Chiuhsiang Joe Lin (2021). The effects of depth perception viewing on hand-eye coordination in virtual reality environments. <i>Journal of the Society for Information Displays</i>, 29(10), 801-817. 【SCI】 Hsiu Yu Teng, <u>Lai-Yu Cheng</u> & Chien Yu Chen (2021). Does job passion enhance job embeddedness? A moderated mediation model of work engagement and abusive supervision. <i>International Journal of Hospitality Managements</i>, 5, 1-10. 【SSCI,IF=9.237】 Chiuhsiang Joe Lin, <u>Lai-Yu Cheng</u>* & Chih-Wei Yang (2021). An investigation of the influence of age on eye fatigue and hand operation performance in a virtual environment. <i>The Visual Computer</i>, 37(8), 2301–2313. 【SCI】 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</i> 	

	<p><i>of Intelligent Manufacturing</i>, 28(7), 1743-1754. 【SCI】</p> <p>5. 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. 【SCI】</p> <p>6. 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. 【SSCI】</p> <p>7. Chiuhsiang Joe Lin, Bereket H Woldegiorgis*, 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】</p> <p>8. Ching-Chow Yang, <u>Lai-Yu Cheng*</u>, & Chiuhsiang Joe Lin (2015). A Typology of Customer Variability and Employee Variability in Service Industries, <i>The Total quality management & business excellent</i>, 26(7/8) 825-839. 【SSCI】</p> <p>9. 林久翔*、鄭來宇、何穗華、陳宏仁(2014)，建構演進式高齡者居家生活智慧型互動系統。福祉科技與服務管理學刊，2(3)，221-228.</p> <p>10. <u>Lai-Yu Cheng*</u> & Chih-Wei Yang (2013). Conceptual Analysis and Implementation of an Integrated CRM System for Service Providers. <i>Service Business</i>, 7(2), 307-328. 【SSCI】</p> <p>11. <u>Lai-Yu Cheng</u>, Ching-Chow Yang* & Hui-Ming Teng (2013). An Integrated Model for Customer Relationship Management: Analysis and Empirical Study, <i>Human Factors and Ergonomics in Manufacturing & Service Industries</i>, 23(5), 462-481. 【SCI&SSCI】</p> <p>12. Ching-Chow Yang, Yung-Tsan Jou*, & <u>Lai-Yu Cheng</u> (2011). Using integrated quality assessment for hotel service quality. <i>Quality & Quantity</i>, 45(2), 349-364. 【SCI&SSCI】</p> <p>13. Ching-Chow Yang*, King Jang, Yang, & <u>Lai-Yu Cheng</u> (2010). Holistically integrated model and strategic objectives for service business. <i>The TQM journal</i>, 22(1), 72-88. 【EI】</p> <p>14. Ching-Chow Yang, <u>Lai-Yu Cheng</u>, Dylan Sung, & Glenn Withiam (2009) Strategic pricing policy based on analysis of service attributes. <i>Cornell Hospitality Quarterly</i>, 50(4), 498-509. 【SSCI】</p> <p>15. Chiuhsiang Joe Lin, Chih-Wei Yang, Tzu-Chung Yenn, & <u>Lai-Yu Cheng</u> (2009). Allocating Human-System Interfaces Functions by Levels of Automation in an Advanced Control Room, <i>Lecture Notes in Computer Science (LNCS)</i>, 5613(4), 741-750. 【EI】</p> <p>16. Dylan Sung, Chiuhsiang Joe Lin, Chih-Wei Yang, & <u>Lai-Yu Cheng</u> (2009). Exploring the Potential Use of Instant Messaging in English Learning. <i>International Journal of Instructional Technology and Distance Learning</i>, 6(9), 21-32.</p>
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17. Dylan Sung, Chih-Wei Yang, & Lai-Yu Cheng (2008). The influence of faculty on Taiwanese university students' English-learning motivation. *English.Edu: Journal of Language Teaching and Research*, 1.8(2), 123-134.
18. 鄭來宇、彭淑芸、黃礎嬋、楊妙琪(2008)。電影院服務品質績效衡量—以 W 電影院為例。 *品質學報*, 15(3), 249-258。
19. Chiuhsiang Joe Lin, Dylan Sung, Ching-Chow Yang, Yung T. Jou, Chih-Wei Yang, & Lai-Yu Cheng (2007). Designing globally accepted Human interfaces for Instant Messaging, Usability and Internationalization, Part II, HCII 2007, *Lecture Notes in Computer Science (LNCS)*, 4560, 150-159. 【EI】
20. Ching-Chow Yang, Lai-Yu Chang & Chih-Wei Yang, (2005). A study of implementing balanced scorecard (BSC) in non-profit organizations: a case study of private hospital, *Human Systems Management*, 24(4), 285-300. 【EI】

二、國際研討會論文

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.*
 9. Dylan Sung, Chiuhsiang Joe Lin, Chih-Wei Yang, & Lai-Yu Cheng (2006). Adding human-centered elements to instant messaging design for enhancing university students' English communication ability. *Proceeding of the 54th International Conference of Teachers of English as a Foreign Language in Indonesia, December 5 -7, 2006, Salatiga, Indonesia.*
 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

計畫名稱	擔任 職務	執行 期間	補助(委託) 單位
精進師生實務職能 方案-數據化程式教 育精進師生實務職 能方案	主持人	109/09- 110/07	教育部
運用體感科技與影 像醫學於大健康數 據服務創新研究	共同 主持人	109/12- 110/03	后羿醫學科技股 份有限公司
智慧製造與智慧零 售 AI 解決方案研究	共同 主持人	109/10- 109/11	聯合線上股份有 限公司
智慧健身 AI 導航服 務體驗設計	主持人	109/09- 109/10	新創智慧健身控 股股份有限公司
兒童體操產業之專	主持人	109/06-	林距離健康事業

利佈局分析與績效 評估研究		109/08	股份有限公司
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	共同 主持人	109/03- 109/11	財團法人資訊工 業策進會
智能農場與IOT框架 體驗應用服務設計與 商驗證研究	共同 主持人	109/01- 109/12	拓可思科創研發 股份有限公司
720度虛擬實境影音 攝製技術效能優化	主持人	109/08- 109/10	陸基股份有限公 司
製造業價值鏈資訊 應用之診斷與評估 研究案	主持人	109/06- 109/07	威眾企業股份有 限公司
數位轉型智慧製造之 診斷與評估研究	主持人	109/06- 109/07	元眾實業有限公 司
靜脈可視化數據分 析服務設計與商模 驗證研究	共同 主持人	108/10- 109/03	京翔國際有限公 司
遠距體感體操教練 聯網智慧平台商業 實證研究	共同 主持人	108/09- 109/04	林距離健康事業 股份有限公司
模具與成型生產智 能物聯網服務設計 與商模驗證研究	共同 主持人	108/09- 109/02	型創科技顧問股 份有限公司
跨業商務區塊鏈模 式設計研究	共同 主持人	108/06- 108/08	財團法人資訊工 業策進會
虛擬隨身運動教練 服務之智慧監督與 指導	共同 主持人	108/04- 108/09	財團法人資訊工 業策進會
網站 UX 設計與虛實 整合通路策略委外 研究案	主持人	108/03- 108/08	裕樺建材股份有 限公司
數位顧客關係管理 之整合模式建構與 實證分析	主持人	108/01- 109/01	科技部
四、指導學生競賽榮譽			
1. 2020致青春·創未來選拔大賽-創新產品設計組-優等獎			
2. 2021第二十屆馬來西亞MTE 國際發明展-銀牌			
3. 109學年度大專院校創業實戰模擬學習平台-創客金10萬 (等一名)			
4. 2019Cstar創意點子暨創業企劃競賽-創客實踐組-佳作			
5. 2020致青春·創未來選拔大賽-創新產品設計組-金獎(第 一名)			
6. 2019Cstar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			
8. 2018年第8屆TBSA全國大專創新企劃競賽-創新服務創 業企劃-佳作			