

**Ling-Yen Pan**  
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Graduate Institute of Information Management, National Taipei University  
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## EDUCATION

2010.09-2020.06	Ph.D.	International Business & Marketing, National Taiwan University
2008.09-2010.06	M.A.	International Business & Marketing, Yuan-Ze University
2001.09-2005.06	B.A.	Sociology, National Cheng-Chi University

## CURRENT POSITION

2024.02-present	Assistant Professor, Graduate Institute of Information Management, National Taipei University
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## AREAS OF RESEARCH

Brand Management & Marketing Communication; Digital Transformation & Technology Acceptance; Consumer Psychology & Behavior

## AREAS OF TEACHING

- **Basic:** Management; Marketing Management; Consumer Behavior; Introduction to Advertising and Public Relations
- **Advanced:** Data-Driven Marketing Strategies; New Media & Social Media Marketing; Brand Management & Marketing Communication; Digital Transformation & Omnichannel Management; Platform Strategy & Perspectives of Digital Business; Design Thinking & Innovation Practice
- **Methodological:** Qualitative & Quantitative Research Methods; User Research & Insights; Data Analysis & Software Application; Academic Thesis Writing and Research Design

## ACADEMIC EXPERIENCE

2021.08-2024.01	Assistant Professor, Professional Master's Program in Business Administration, National Taiwan University Associate Executive Officer, PM Master's Program, National Taiwan University
2023.03-2023.12	Research Consultant, Chung-Hua Institution for Economic Research
2022.10-2023.06	Survey Committee Member, Taiwan Communication Survey
2021.05-2021.07	Survey Committee Member, Taiwan Communication Survey
2020.09-2021.07	Postdoctoral Fellow of Taiwan Communication Survey, Research Center for Humanities and Social Sciences, Academia Sinica
2020.11-2021.06	Survey Committee Member, Taiwan Communication Survey
2011.09-2020.08	Research Assistant & Teaching Assistant, Department of International Business, National Taiwan University

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## PRACTICAL EXPERIENCE

2023.02-2024.01	Project Research Consultant, OWL Consulting. Co.
2023.03-2023.06	Project Research Consultant, Family Co.,Ltd.
2020.09-2021.07	Chief Ecosphere Officer and Supervisor, Outing Application Co., Ltd.
2020.04-2020.08	Marketing and Strategy Specialist in General Manager's Office, SinoPac Holdings
2017.08-2019.03	Author, Business Next Media (refer to: <a href="https://www.bnext.com.tw/author/2337">https://www.bnext.com.tw/author/2337</a> )
2017.08-2019.03	Data Analyst, Chinese Consumer Center, StanShih Foundation
2007.05-2008.08	Bank Administrator, Taipei Fubon Commercial Bank
2005.06-2006.03	HR Administrator, Eastern Media Group

## AWARDS AND HONORS

1. 2019.03-2020.06 Scholarshiand grant for Ph.D. candidates in Research Center of Humanities and Social Sciences, Academia Sinica. (Advisor: Ching-Ching Chang)
2. 2016.08-2017.07 Doctoral Dissertation Fellowship of Ministry of Science and Technology for PhD candidates in the Department of Humanities and Social Sciences. (Advisor: Heng-Chiang Huang)
3. 2012 Membership of the Phi Tau Phi Scholastic Honor Society of the Republic of China.

## RESEARCH GRANTS

### *MOST Project*

- Principal Investigator (PI), MOST grants (MOST 111-2410-H-002-012-MY2), “Love You or Love You Not: Identifying the Antecedents and Consequences of Consumers' Love-Hate Intertwined with Social Media Influencers via Mixed-Method Approaches,” 2022/06/01~2024/05/31.

## INDUSTRY SPONSORED PROJECT

- Co-PI, “Analysis of Key Issues in Responsible Gaming and Stakeholder Impact Assessment,” 2023/05/17~2024/04/30

## JOURNAL PUBLICATIONS

### *International Journals*

### **2023**

1. Crystal T. Lee and Ling-Yen Pan\* (2023). Smile to pay: Predicting continuous usage intention toward contactless payment services in the post-COVID-19 era. *International Journal of Bank Marketing*, 41(2), 312–332. (Indexed in SSCI, impact factor = 5.083; \*correspondence author). ([DOI: 10.1108/IJBM-03-2022-0130](https://doi.org/10.1108/IJBM-03-2022-0130))
2. Crystal T. Lee and Ling-Yen Pan\* (2023). Resistance of facial recognition payment service: A mixed method approach. *Journal of Services Marketing*, 37(3), 392–407. (Indexed in SSCI, impact factor = 5.246; \*correspondence author) ([DOI: 10.1108/JSM-01-2022-0035](https://doi.org/10.1108/JSM-01-2022-0035))

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## 2022

3. Crystal T. Lee, Ling-Yen Pan\* and Sara H. Hsieh (2022). Artificial intelligent chatbots as brand promoters: A two-stage structural equation modeling-artificial neural network approach. *Internet Research*, 32(4), 1329–1356. (Indexed in SSCI, impact factor = 6.353; \*correspondence author) ([DOI: 10.1108/INTR-01-2021-0030](https://doi.org/10.1108/INTR-01-2021-0030))

## 2021

4. Ling-Yen Pan\*, Heng-Chiang Huang and Chih-Huei Ko (2021). A prideful posting a day keeps admiring readers awake: Voluntary bloggers in a self-construal framework. *Behaviour & Information Technology*, 40(14), 1528–1543. (First author & \*correspondence author; Indexed in SSCI, impact factor = 3.320) ([DOI: 10.1080/0144929X.2020.1766115](https://doi.org/10.1080/0144929X.2020.1766115))
5. Yung-Cheng Shen, Crystal T. Lee, Ling-Yen Pan, and Chung-Yuan Lee (2021). Why people spread rumors on social media: Developing and validating a multiattribute model of online rumor dissemination. *Online Information Review*, 45(7), 1227–1246. (Indexed in SSCI, impact factor = 2.901) ([DOI: 10.1108/OIR-08-2020-0374](https://doi.org/10.1108/OIR-08-2020-0374))

## BOOK

### *In Chinese*

6. Ling-Yen Pan (2020). *Analysis of Media Audience in Taiwan*. Ching-Ching Chang and Chen-Chao Tao (Ed.), Taipei: Taiwan Communication Survey (TCS). ([Full text](#))

## ACADEMIC CONFERENCE PRESENTATIONS

### *International Academic Conferences*

1. Ling-Yen Pan and Yu-Wei Shen (2024, August). *Investigating the impact of corporate social responsibility on consumer buying choices in pet healthcare brands*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
2. Ling-Yen Pan and Crystal T. Lee (2024, August). *Reveal to relate: Diverse self-disclosure aspects of social media influencers and their effects on authenticity perception and audience engagement*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
3. Crystal T. Lee, Ling-Yen Pan, Lanshun Yuan and Meichen Liu (2024, August). *The rise of social media family influencers: Artificial neural network approach for predicting social media influencer content performance*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
4. Crystal T. Lee, Ling-Yen Pan, Lanshun Yuan and Meichen Liu (2024, August). *Understanding content strategies of top mommy influencers through text mining analysis and affordance mapping*. Paper presented at the American Marketing Association (AMA) Summer Academic

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- Conference, Boston, U.S.A. (Virtual Paper Presentation)
5. Heng-Chiang Huang and Ling-Yen Pan (2024, March). *Virtual community as inclusive digital democracy: How legitimate communities thrive on “of-by-for-the-people” principles*. Paper presented at 2024 Cross-Strait Economic Management Theory and Practice Conference, Beijing, China (Received **Best Paper Award**).
  6. Ling-Yen Pan (2023, July). *The impact of social media on successful aging: A converging perspective of self-efficacy and social capital*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
  7. Ling-Yen Pan and Crystal T. Lee (2023, July). *The impact of social media influencers on brand marketing: An empirical study of Facebook fan pages*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
  8. Crystal T. Lee, Ling-Yen Pan and Zimo Li (2023, July). *Will AI replace humans: Conceptualizing technological affordances of virtual avatar live-streamers in livestream e-commerce*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
  9. Ling-Yen Pan (2023, July). *From art to life: Exploring the antecedents and consequences of life aesthetic literacy on social media*. Paper presented at the Academy of Marketing Conference, Birmingham, U.K.
  10. Crystal T. Lee and Ling-Yen Pan (2023, July). *Brands as crypto storytellers: Exploring storytelling effect of Non-Fungible Tokens (NFTs) of luxury brands in metaverse commerce*. Paper presented at the Academy of Marketing Conference, Birmingham, U.K.
  11. Ling-Yen Pan and Heng-Chiang Huang (2022, August). *Revisiting the legitimacy in online communities of the people, by the people, and for the people*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Chicago, Illinois, U.S.A. (Virtual Paper Presentation)
  12. Crystal T. Lee, Sara H. Hsieh, and Ling-Yen Pan (2020, August). *AI companionship: Examining social support of artificially intelligent social chatbot*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, C.A., U.S.A. (Virtual Paper Presentation)
  13. Heng-Chiang Huang, Ling-Yen Pan, and Chih-Huei Ko (2015, July). *A self-construal model of voluntary bloggers*. Paper presented at the 8th International Conference on ICT, Society and Human Beings, Las Palmas de Gran Canaria, Spain.
  14. Ling-Yen Pan and Shuling Liao (2011, June). *The influence of service convenience, purchasing self-efficacy, and hedonic value on consumers’ continual participation in group buying service*. Paper presented at the Asia-Pacific Conference of the Association for Consumer Research

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(APACR), Beijing, China.

15. Ling-Yen Pan and Shuling Liao (2011, May). *Service convenience determinants of consumer continual intention for group buying*. Paper presented at the Annual Academy of Marketing Science Conference (AMS), Coral Gables, Florida, U.S.A.

#### *Chinese Academic Conferences*

16. Ling-Yen Pan (2024, May). *Valence Framework for Deconstructing Social Media Boycotts*. Paper presented at 2024 Multi-dimensional Impact of Social Media: A Prospective Study on Academic and Practical Issues, Taipei, Taiwan.
17. Ling-Yen Pan (2022, June). *When cancellation becomes a blade: Analyzing the motivation, intentions, and behaviors of boycotts on social media via the appraisal theory*. Paper presented at 2022 Annual Conference of the Chinese Communication Society, Tainan, Taiwan. (Virtual Paper Presentation)
18. Ling-Yen Pan (2021, June). *Interpersonal influence on intrapersonal perception: Exploring the process of aestheticization of everyday life on new media*. Paper presented at 2021 Annual Conference of the Chinese Communication Society, Taipei, Taiwan. (Virtual Paper Presentation)
19. Ling-Yen Pan (2021, April). *Who replies determines social media users' behaviors and feelings: A PLS-SEM model of response network composition, active and passive use, and perceived social connectedness*. Paper presented at the Management Concept and Application Conference, Kaohsiung, Taiwan (Received **Editor's Choice Award**).
20. Ling-Yen Pan and Ming-Huei Hsieh (2011, December). *Daphne international holdings limited: A company with multi-brands and multi-channels*. Paper presented at the First Management Cases Conference by Management Review, Taipei, Taiwan.