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|  <p>Liu, Yi-Yuan</p> | Degree | PhD in Business Administration, National Cheng Chi University |
| | Job Title | Assistant Professor |
| | Teaching Field | 1. International Business and Strategy : International Business Strategy and Management 、 International Marketing 、 Business English. 2. Banking Practice : Financial Report Analysis 、 Investment Decision 、 Derivatives. |
| | Research Expertise | Business Strategy 、 International Marketing 、 Banking 、 Investment Decision |
| | Office Tel No. | 02-7738-8000分機5214 |
| | E-Mail | yyliu@mail.oit.edu.tw |
| Journal Paper | <ol style="list-style-type: none"> 1. Wen-Hong Chen, Yi-Yuan Liu (2019, Jun). How Does Top Management Team Diversity Matter in Abruptly Dynamic Environment. <i>Journal of Business Economics and Management</i>, 19(3), 668-685. (Accepted). (SSCI). 2. Chen Yongyao, Cai Mengzhe, Zheng Yuhong, Liu Yiyuan* (2017). Feasibility of electronic payment in Taiwan night markets. <i>Journal of Oriental Institute of Technology</i>, 37, 159-174. 3. Peng Wanzhen, Chen Yuqi, Gu Yifan, Liu Yiyuan* (2016). Effectiveness of public bicycles in transportation – the case of YouBike. <i>Journal of Oriental Institute of Technology</i>, 36, 1-18. 4. Huang Bozhen, Liu Yiyuan*, Zhang Weizhen (2015). The effect of locking-in strategy on capital gains? <i>Journal of Oriental Institute of Technology</i>, 35, 151-164. 5. Guo Guotai, Liu Yiyuan*, Yan Liangyi, Yang Liwei (2014). Application of mobile devices on silver industry. <i>Journal of Oriental Institute of Technology</i>, 34, 181-192. 6. Ming-Sung Kao, Chun-Kuang Wu, Yi-Yuan Liu*, Wilma Liu (December 2013). A Comparative study of Taiwan crowdfunding websites, <i>Journal of Oriental Institute of Technology</i>, 33, 93-106. 7. Huang Baizhen, Liu Yiyuan *, Gao Yunqing (2012), Performance of non-profit organizational funds: the case of education industry, <i>Journal of Oriental Institute of Technology</i>, 32. 8. Huang Bozhen, Liu Yiyuan *, Xu Huangnan (2011), Association of decision-making performance, personal traits and professional confidence: the case of bank credit officers, <i>Journal of Oriental Institute of Technology</i>, 31. 9. Liu Yiyuan, Guo Qiurong (2011), Introduction to the Australian Financial Supervisory Authority Risk Assessment System (PAIRS), <i>Journal of Central Deposit Insurance Corporation</i>, 24, 1, 107-114. 10. Wu, Chenho, Liu Yiyuan (2011), The effect of announcement of bank's overseas subsidiary establishment on stock returns, <i>Journal of National Pingtung Institute of Business and Technology</i>, 13, 69-90. 11. Liu Yiyuan, Wu Chenho (2010), Overseas market entry strategy of service industry: analysis from the viewpoint of Institutional Theory, <i>Journal of Oriental Institute of Technology</i>, 30, 219-227. 12. Yi-Yuan Liu (2010). Does technology acceptance change the way from CRM to customer loyalty? -- An Empirical Study on Banking Industry. | |

Conference
Paper

1. Kun-Huei Yeh, **Yi-Yuan Liu**, Anlin Peng, Ruey-Kuen Hsieh (2018, October). *Cancer-related Risk Behaviors of Junior High School Students in Taiwan*. World Cancer Congress, Kuala Lumpur, Malaysia.
2. Wen-Hong Chen, **Yi-Yuan Liu** (2017, August). *Sources of Capabilities for Asian Multinational Enterprises' Accelerated Internationalization*. 2017 Academy of Management Meeting, Atlanta, Georgia U.S.A..
3. Peng-Yu Li, **Yi-Yuan Liu**, Xuan-Hong Guo, (2017, June). *The Effects of Environmental Factors, Firm Performance and TMT Heterogeneity on TMT Turnover*. 2017 joint conference of Asia Academy of Management and Taiwan Academy of Management, Kitakyushu City, Japan.
4. Kun-Huei Yeh, **Yi-Yuan Liu**, Anlin Peng, Li Yueh Fang-Wang, Ruey-Kuen Hsieh, Taiwan Cancer Total Care Information Society, Taiwan Total Cancer Care Foundation (2016, October). *Cancer-related Risky Behaviors of Junior High School Students in Taiwan: the 2015 annual report of a cancer prevention educational program and future perspectives*. 2016 World Cancer Congress, Paris, France.
5. Wen-Hong Chen, **Yi-Yuan Liu*** (2016, March). *Does Top Management Team Diversity Matter in Abruptly Dynamic Environments?* . 2016 Academy of Management Meeting , Anaheim, California. U.S.A..
6. Po-Kai Huang, **Yi-Yuan Liu*** (2015, September). *How Does D&O Insurance Go Hand in Hand with Corporate Governance?* 3rd Global Economy & Governance –Challenges of Environmental Finance, Social Responsibility & Governance, Taipei, Taiwan.
7. **Yi-Yuan Liu***, Wen-Hong Chen (2015, July). *Does Top Management Team Diversity Matter in Abruptly Dynamic Environments*. IAM2015 Summer International Conference on Innovation and Management, Sapporo, Japan.
8. **Yi-Yuan Liu***, Po-Kai Huang, Wen-Chen Chang (2014, September). *The More Self-Controlled, the Better Capital Rewarded?*. International Business Research, Economics, Finance and MIS Conference, Okinawa, Japan.
9. Kun-Huei Yeh, **Yi-Yuan Liu**, Ruey-Kuen Hsieh (2014, March). *Cancer related Risky Behaviors of Junior High School Students in Taiwan*. 7th General Assembly Asian Pacific Organization for Cancer Prevention, Taipei, Taiwan.
10. Fang-Yi Lo, Peng-Yu Li, Pao-Hung Fu, **Yi-Yuan Liu** (2013, December). *Top Management Team Characteristics, Firm Growth Strategy and Performance*. Academy of International Business Southeast Asia Regional Conference, Bali, Indonesia.
11. Kun-Huei Yeh, Yi-Yuan Liu, Ruikun Xie (2013, July) , *Cancer Risky Behavioral Analysis in Taiwan, - Based on Large-scale Questionnaires of Junior High School Students from a Cancer Prevention Education Program* , The 18th Taiwan Cancer Joint Academic Annual Meeting, Taipei, Taiwan.
12. **Yi-Yuan Liu** (2013, December). *How Do Emerging Markets' Investors Benefit from Banking's Internationalization?* 2013 Annual Meeting for Global Business And Technology Association (GBATA), Helsinki, Finland.
13. Po-Yuan Chen, Fang-Yi Lo, Tzu-Ju Ann Peng, **Yi-Yuan Liu** (2012, September). *How Does Organizational Slack Activate Internationalization? RBV and Agency*

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| | <p><i>Theory</i>, 2012 Taiwan Organization and Management Association (TAoM) Annual Seminar, Taipei, Taiwan.</p> <p>14. Yi-Yuan Liu*, Chen-Ho Wu (2012, July). <i>How Does a Capital Market React to Banking Expansion Abroad? – Evidences from an Emerging Market</i>, 2012 International Conference on Business and Information, Sapporo, Japan.</p> <p>15. Yi-Yuan Liu (2010, September). <i>Determinants of Expanding Abroad – An Empirical Study of Banking Industry</i>, 2010 International Conference on Management Innovation under Global Change, Taipei, Taiwan.</p> <p>16. Yi-Yuan Liu (2010, July). <i>Who’s Network Matters? The Issuers or the Lead managers? An Empirical Study of a Developing Market</i>. Proceedings of Annual Meeting for Global Business and Technology Association (GBATA), Mpumalanga, South Africa.</p> <p>17. Yi-Yuan Liu (2009, May). <i>Nutritional Management for Cancer Patients Receiving Chemotherapy</i>. International Symposium of Healthcare, Taipei, Taiwan. .</p> <p>18. Yi-Yuan Liu (2008, August), <i>Is Centralization a Better Solution? Cases in Consumer Lending Industry</i>. 2008 Annual Meeting for Academy of International Business, Milan, 2008.</p> <p>19. Yi-Yuan Liu (2008, July). <i>Conventional or Alternative? How is the Decision Made? The Application of Elaboration Likelihood Model</i>. Academy of Marketing Science Cultural Perspectives in Marketing Conference. New Orleans, U.S.A..</p> <p>20. Dah-Hsian Seetoo, Yi-Yuan Liu (November, 2007). Analysis of the organizational structure of commercial banks – the case of corporate financial services. The 13th Service Industry Management Seminar, Taipei, Taiwan.</p> <p>21. Yi-Yuan Liu (2006, July). <i>Does Technology Acceptance Change the Way from Customer Relationship Management to Customer Loyalty - An Empirical Study on Banking Industry?</i> 2006 Academy of Marketing Science/Korean Academy of Marketing Science Cultural Perspectives in Marketing Conference, Seoul, South Korea.</p> <p>22. Yi-Yuan Liu, Kong-Pao Yin (2006, June). <i>Determinants of Investing Abroad – The Case of Taiwanese Banks</i>. 2006 Annual Meeting for Academy of International Business, Beijing, China.</p> |
| Book Chapter | <p>1. Chwo-Ming Yu and Yi-Yuan Liu (2005), Chapter One: “Growth with customers: Ligitek”, “Success from Innovation: cases of SMEs”, Taipei City: Ministry of Economic Affairs Published by the Chinese Academy of Management Sciences, page 1-20.</p> |
| Research Project | <p>1. Product innovation strategy of cultural industry, 106/09/25~107/12/31, funding NT\$80,000, PI.</p> <p>2. Booth selection and design of international trade show, 105/08/01~107/07/31, funding NT\$100,000, PI.</p> <p>3. Business strategy of cultural industry, 104/09/25~105/12/31, funding NT\$60,000, PI.</p> <p>4. Preparation for online entrepreneurship, 103/10/01~104/09/30, funding NT\$60,000, PI.</p> <p>5. Preparation for the international trade shows, 102/12/01~103/11/30, funding NT\$60,000, PI.</p> <p>6. Analysis of the introduction of ICT energy in the small service industry,</p> |

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| | <p>102/03/21~103/03/20, funding NT\$60,000, PI.</p> <p>7. The impact of CRM on supply chain management, funding NT\$60,000, 101/03/15~102/03/14, PI.</p> <p>8. Network structure, network relationship and choice of outsourcing partners – the case of interior design and renovation businesses, 100/09/16~101/09/15, funding NT\$60,000, PI.</p> <p>9. Inertia and loyalty of the customer relationship in the service industry of the personal studios – the case of beauty salon, 100/06/21~101/06/20, funding NT\$50,000, PI.</p> <p>10. Differences of organizational consumer behaviors of domestic and foreign companies' on office space maintenance, 99/09/16~100/09/15, funding NT\$50,000, PI.</p> <p>11. Establishment and maintenance of international customers. Evidence from small and medium-sized electronics manufacturers, funding NT\$50,000, 99/05/20~100/04/19, PI.</p> |
| Award/ Honor | <p>1. Teaching Excellence Award. (2013.10)</p> |
| Award/ Honor | <p>1. Second place winner in the 2017 National Practice Competition. (Supervising teacher. Training students: Chen Yongyao, Cai Mengzhe, Zheng Yuhong; Topic: Feasibility of electronic payment in Taiwan night markets).</p> <p>2. Best design award in 2016 Linker Marketing Creativity Competition (Supervising teacher. Training students: Cai Yuwen, Lin Yuling, Wu Yi, Xie Yuya; Topic: Marketing strategy for tea of Nanhaisado.</p> <p>3. Excellence Award in 2013 National Leisure Agriculture Zone One-Day Tournament Competition Winning Award. (Supervising teacher. Training students: Lin Yuying, Lai Yanrong, Liu Jiuzhen; Topic: Planning for one-day tour in leisure agriculture and rural tourism.</p> |
| Certificate | <p>1. TBSA marketing planning ability primary verification (certificate number: B1702875; Taiwan Business Strategy Association) (2018.07.05).</p> <p>2. Online marketing planners level B (certificate number: TIEA-CCMP-10600267; Taiwan Innovative Education Association) (2017.08.02).</p> <p>3. E-commerce manager (certificate number: TIEA-ECM-10600562; Taiwan Innovative Education Association) (2017.08.01)</p> <p>4. Leisure industry activity designer (certificate number: LIAD1600073; Fengying Information).</p> <p>5. Demonstrated Logistician (SOLE-The International Society of Logistics / The Global Logistics Council of Taiwan) (2014.09.22).</p> <p>6. Cross-strait economic and trade business manager (certificate number: E1300002; Chinese National Export Enterprises Association) (2013.03.13).</p> <p>7. Cross-strait economic and trade business manager/Train-the-trainer (certificate number: ET130002; Chinese National Export Enterprises Association) (2013.03.13).</p> <p>8. International marketing (certificate number: C1300002; Chinese National Export Enterprises Association) (2013.03.13).</p> <p>9. International marketing/ Train-the-trainer (certificate size: CT130002; Chinese National Export Enterprises Association) (2013.03.13).</p> <p>10. International Barcode Management Technician (Certificate No.: 12070701009;</p> |

Republic of China Commodity Barcode Policy Committee) (2012.08.01).

11. MICE Marketing Application (Certificate size: MICEA1200095; INFO Information Technology Company Limited) (2012.03.18).

12. Supply Chain Management/ Train-the-trainer (Certificate no.: Material Association (Teaching) Certificate No. L00180; Taiwan Association of Logistics Management) (2012.07.13).