

Chih-Cheng Lin 林志丞

Contact details E-mail: cclin@g2.usc.edu.tw

Education:

2006-2010 PhD in Innovation Management, Nottingham University Business School

2001-2002 ME.d in Microprocessors in Education, the University of Manchester, UK

Working Experience

● **2021-2022: Shih Chien University**

1. Director of Center for Teaching and Learning Development

- (1) MoE Teaching Practice Research Program(教學實踐研究計畫)
- (2) The Teachers' Professional Learning Community (教師專業社群)
- (3) MoE e-Learning course Accreditation (數位課程認證)

2. Director, Office of Bilingual Education

The BEST Program Universal Enhancement University (EMI)

3. Assistant Professor Ph.D, ME.d, English Taught Program (ETP) in International Business

- (1) Principle of Marketing (BA)
- (2) International Marketing Management (BA and MA)
- (3) International Organizational Behavior(BA)
- (4) Business Ethic (BA)
- (5) Research in Creative Industries (Ph.D)

● **2017- 2021 Tainan University of Technology**

1. Chief of Planning Section

- (1) Responding for Higher Education Sprout Project (高教深耕計畫)
- (2) Coordinating for Interdisciplinary Field Plan of Optimized the Implementation for Vocational Institution. (跨院系實作場域計畫)

2. Assistant Professor Ph.D, ME.d, Department of Business Administration

- (1) Business Management
- (2) Introduction to Creativity
- (3) Retailing Management
- (4) Product Innovation Management
- (5) Organizational Change and Development

- (6) Marketing Management
- (7) Knowledge Management
- **2013- 2016 University of Southern Denmark**
 - 1. Assistant Professor Ph.D, ME.d, Department of Environmental and Business Economics**
 - (1) MSc for Qualitative and Market Research
 - (2) BSc for Organizational Change and Development
 - (3) BSc for Scientific Theory
 - (4) BSc for Business Research Methods.
 - 2. Teaching Associate Professor at Mærsk Mc-Kinney Møller Institutet**
 - (1) BSc in Introduction to Software Engineering
 - (2) MSc in Scientific Research
- **2011- 2013 Integlo Solution, Denmark**
European Authorised Representative and Consultant
- **2010- 2011 National Taiwan Normal University, Taiwan**
Post-Doctoral Research Fellow

Publications:

1. Under Review Papers

- (1) Hung H. Y. and **Lin C. C.** (submitted). Reconsidering the Customer Experience for Users in the Metaverse (*European Journal of Marketing*)
- (2) Lin W.S. and **Lin C. C.** (submitted). How does knowledge co-creation value impacts learners' continuous usage intentions of e-learning systems at blended class? An integrated framework (*Journal of Library Hi Tech*)
- (3) Cheng H. R., Lin W.S., Gantomor B., **Lin C.C.**, Yang M.L.(submitted) A study of learners' continuous usage intentions of e-learning systems at blended classes: Roles of knowledge sharing and co-creation value (*Journal of Educational Computing Research*)

2. Working Papers

- (1) **Lin C. C.** and Hung H. Y., Engaging Literature, and Exemplar Studies: Describing the Key Characteristics of Good Qualitative Research
- (2) **Lin C. C.** and Hung H. Y., I See You; We See You, Globally as well as Virtually in Consumer Community Context
- (3) **Lin C. C.** and Hung H. Y., There is no Absolute Truth, but just Co-Constructed Alternative Realities: A Theoretical Lens of Time-Tuning Effects on Intra-Interpersonal Memories for Social Constructionism

3. Published Papers

- (1) Shao, Y., **Lin, C.-C.**, Hung, H.-Y., & Deng, H. (2022). Integrating the Feedback of Training Deficiencies to the Knowledge Map Construction of Corporate Training Needs. *International Journal of Adult Education and Technology*, 13, 1-14.(ESCI)
- (2) Lin, C. P., Chen, W., **Lin, C. C.**, Su, Y.-T., & Xie, W. (2014). Group Scribbles to Support “Fraction” Collaborative Learning in a Primary School. *Research and Practice in Technology Enhanced Learning*, 9(3), 461-473. (ESCI)
- (3) Lin, C. P., Chen, W. L., Yang, S. J., Xie, W. T., & **Lin C. C.** (February, 2014). Exploring students' learning effectiveness and attitude in Group Scribbles-supported collaborative reading activities: a study in the primary classroom, *Journal of Computer Assisted Learning*, 30(1), 68-81. (SSCI)
- (4) Lin, C. P., Chung, Y. P., & **Lin C. C.** (2013), A Study of GS platform to Support Classroom Collaborative Learning, *Global Chinese Journal for Computers in Education*, 9 (1&2), 1-13 °
- (5) Ma, Z., **C-C Lin** and S. Tanev (2012), An Investigation of the NPD Team Interaction: Insights from Cultural Diversity and Geographical Dispersion, *Innovative Marketing*, 8(3), 62-72
- (6) **Chih-Cheng Lin**, Zheng Ma, Wolfgang Gerstlberger: The ‘Green’ concern in e-learning development findings from a university case study in the UK, (2012) *Int. J. Foresight and Innovation Policy*, 8 (1), 84-100.
- (7) **C-C, Lin**, Z, Ma, R, Lin (2011), Re-examining the Critical Success Factors of E-Learning from the EU Perspective, *International Journal of Management in Education*, 5(1), 44-62.
- (8) **C-C, Lin**, Z, Ma, C-C, Chang, E-Learning Implementation from Strategic Perspective: a Case Study of Nottingham University, *International Journal of Learning and Intellectual Capital*, Vol. 9, No.1/2, 125 - 136
- (9) Zheng Ma, **Chih-Cheng Lin**, Kulwant Pawar, Johann Riedel (2009), Case Study of Cultural Comparison Using a Simulation Game-COSIGA, *On the Horizon*,17 (4), 303-312
- (10) Zheng Ma, **Chih-Cheng Lin**, Kulwant Pawar (2007), Evaluation of team interaction patterns during NPD within European and Chinese context, *International Journal of Chinese Culture and Management*, 1(1), 70-72
- (11) Zheng Ma and **Chih-Cheng Lin** (2007), The Development and Prospect of New Product Management in China (in Chinese), *Science-Technology Enterprise* , Aug., 2007 · ISSN1004-9207
- (12) **Chih-Cheng Lin**, and Zheng Ma (2007), The Situation and development of E-Learning in China (in Chinese) *Occupational Circle* , Aug., 2007 · ISSN1671-5969

4. Research Projects

- (1) STEAM 教育科技產學合作聯盟(3/3) NT\$ 1,900,000 Feb 2022 – Jan 2023
- (2) STEAM 教育科技產學合作聯盟(2/3) NT\$ 1,900,000 Feb 2021 – Jan 2022
- (3) STEAM 教育科技產學合作聯盟(1/3) NT\$ 2,000,000 Feb 2020 – Jan 2021
- (4) 193,500 DKK Danish International Network Programme - Exploratory study of healthcare innovation with application to domestic rehabilitative robotics, Jan- Dec, 2015
- (5) £ 3000 project —The International Cooperation and Academic Interaction in Expanding the R&D Capability of Critical Techniques and Promoting the ability of Innovation Design in Value-added Products, Sept—Nov, 2008
- (6) £ 3000 project —Qualitative Case Study for Theory Building, 2008
- (7) €7 million Laboranova project — Collaboration environment for strategic innovation, Feb, 2006 — Dec, 2008
- (8) £ 2000 Consultancy project —Business Process Re-engineering, June—Sept, 2008
- (9) £ 25000 project —teaching & training postgraduate students on supply chain management and collaboration using simulation game, Jan — July, 2006

5. Book Chapters:

- (1) **Lin, C-C**, Pawar, K. S., Ma, Z., Chen J-W (2007) “Innovation and eLearning in the Context of Higher Level Institutions” Paul Cunningham and Miriam Cunningham (Eds) Expanding the Knowledge Economy: Issues, Applications, Case Studies. Amsterdam, IOS Press.

6. Conference Papers:

- (1) **C-C Lin**, Can Crowdfunding Work? Constructing Successful Fundraising Projects from the Lens of Consumer Perceived Value (2021), 2021 Management Concept and Application Conference: Asian Business Management under Macroeconomic Uncertainty, Kaohsiung, Taiwan.
- (2) Sørensen, A.S., Nielsen, J., Maagaard, J. Skriver, M., **Lin C. C.** RoboTrainer-Light: The Low-Cost Modular Robotic System for Neurological Rehabilitative, Proceedings of the IEEE International Conference on Industrial Technology. IEEE Press, pp. 1585-1591 (ICIT2016), Taipei, Taiwan.
- (3) C-P Lin W. L. Chen & **C-C Lin**, A Study of GS-Based “Factor” Collaborative Learning in a Primary School (2015), the 23rd International Conference on Computers in Education (ICCE 2015), Hangzhou, China.
- (4) **C-C Lin**, Z. Ma and S. Tanev, Transformation Lin, C. C of Manufacturing Firms to Servitisation Firms: An Ego Network Approach for SMEs (2014), the XXV ISPIM Innovation Conference, Dublin, Ireland.
- (5) **C-C Lin**, Z. Ma and S. Tanev, Transformation of Manufacturing Firms to Service Firms, (2013), the 20th International Product Development Management Conference (IPDMC),

Paris, France

- (6) **C-C Lin** and Z. Ma, Three Tails of Organizational Change: from the Value Creation Perspective, (2012), 2012 Academy of Management (AoM) annual meeting, Boston, USA
- (7) **C-C Lin**, S. Pedersen, S. Tanev, and Z. Ma, A qualitative study of the challenges related to the development of product enabled services in technology driven start-ups, (2012), 19th International Product Development Management Conference, Manchester, UK
- (8) Wong, L. H., Lin, C. P., Sung Y. L., & **Lin, C. C.** (2011). Group Scribbles to Support Elementary Students' Writing Based on VSPOW Model: A Preliminary Study, ICCE2011, Chiang Mai, Thailand
- (9) **C-C Lin**, S. Pedersen, S. Tanev, and Z. Ma, Product Enabled Services in Technology Start-ups, (2012), 5th International Conference on Entrepreneurship, Innovation and Regional Development, Sofia, Bulgaria
- (10) Ma Z, **Lin, C-C.**, Hsiao H-L and Hsiao Y-L (2010), A Study on the Impact of E-commerce in Improving Performance of Taiwanese SMES, the 17th International Product Development Management Conference, Murcia, Spain
- (11) **Lin, C-C.**, Ma Z., and Chen, J. W. (2009), Green Education Innovation Process in Higher Education Context, Conference of Production and Operations Management Society (POMS), Orlando, USA
- (12) Ma, Z., **Lin, C. C.**, Pawar, K. and Riedel, J. (2009), J. Examining the influence of culture & team type on global new product development team interaction, Conference of Production and Operations Management Society (POMS), Orlando, USA
- (13) **Lin, C-C.**, Ma Z., Pawar, K., and Chen, J. W. (2008), The Process innovation for E-Learning Implementation: A Case study of A Taiwan University, the Seventh IASTED International Conference on Web-based Education Innsbruck, Austria
- (14) Ma, Z., Pawar, K. Riedel, J. and **C. C Lin** (2008), Case study of cultural difference using a simulation game-Cosiga, SAGSET 2008 – 38th Annual Conference, Nottingham, UK
- (15) Ma, Z., Pawar, K. Riedel, J. and **C. C Lin** (2008), The impact of team interaction on the success of Global Product Development Team using simulated evaluation, The Fifteenth International Working Seminar on Production Economics, Austria
- (16) Ma, Z., Pawar, K. Riedel, J. and **C. C Lin** (2008), The culture influence on the NPD teams - The comparison study of Chinese and British NPD team, CEA (UK) 19th Annual Conference 'China's Three Decades of Economic Reform (1978-2008)', Cambridge, UK
- (17) **Lin, C-C**, Ma, Z., Zhou, X, Ma, Y (2007), End of Vehicles Life in China – Analysis of Implications, the 5th Supply Chain Management and Information Systems Conference, Melbourne, Australia

- (18) Ma, Z., Pawar, K. Riedel, J. and **C. C Lin** (2007), Comparison study of NPD team communication models between UK and Chinese context, in the proceedings of 2007 ISPIIM Conference, June, Warsaw, Poland
- (19) **Lin, C-C**, Pawar, K. S., Ma, Z. (2007), The Process of an innovation: E-Learning Implementation in higher institutions context, Proceeding of The 5th International Symposium on Management of Technology, June. 1-3, 2007, Hangzhou City, P.R. China
- (20) Chen, J. Wey and **Lin, C-C**, (2006), A van Hiele Web-based Learning System with Knowledge Management for Teaching Programming, ICALT, Sixth IEEE International Conference on Advanced Learning Technologies (ICALT'06), 5-7, July, 2006, Kerkrade, The Netherlands. pp. 114-116 (EI)
- (21) Ma, Z., Pawar, K. Riedel, J. and **Lin, C-C** (2006), Evaluation of team communication patterns during NPD process within European and Chinese context using simulation, in the proceedings of R&D Management Conference, Nov, Taipei, Taiwan,(ISBN: 0 9540016 8 0).

7. Magazine articles:

- (1) **林志丞**, (2018), 【智庫專欄】離岸風電在地運維人力資源策略性規畫, Mii 金屬情報網 Vol, 86.
- (2) **林志丞**, 楊映葵(2015), 新技術、新商機大型能源除藏, SmartAuto 智動化特刊(005) pp 8-9.
- (3) **林志丞**, 楊映葵(2015), 北歐觀察站, 丹麥觀點, SmartAuto, vol. 10, pp-6-7
- (4) **Chih-Cheng Lin**, and Zheng Ma, High-Tech industrial Parks in China- Introduction to the China-Singapore SuZhou Industrial Park, China Insight, ISSN 1988-5288.
- (5) Zheng Ma, and **Chih-Cheng Lin**, Automotive Industry with End of Vehicles Life in China, China Insight, ISSN 1988-5288.

8. Regular columnist

- (1) The CTIMES columnist, offers the latest European industrial trends to the readers in Asia
<http://www.ctimes.com.tw>

Keynote speaker:

1. Transformation of Manufacturing Firms to Servitisation Firms, An Ego Network Approach for SMEs (2019). Institute of International Management, National Cheng Kung University, Taiwan.
2. The Eco-Systems in Business Context: A Network Approach (2014) , Århus, Denmark.
3. Product Development and Innovation in Denmark (2011), National Tsing Hua University, Taiwan
4. Qualitative Methodology (2010), National Cheng Kung University Taiwan
5. International Conference on Innovative Designs & Techniques of New Product Developments for Mechanical Applications (2007), Southern Taiwan University of Technology and National Taipei University of Technology, Taiwan.
6. Qualitative Methodology (2006), Tsinghua University of Economics and Management schools, China.
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Awards and Certificates

1. Teaching Material and Innovation Award (2022), Shih Chien Univeristy
2. Taiwan Traditional Archery Instructor Level C Certificate (2019).
3. Entrepreneurial Leadership and Innovation Faculty Growth (2019), Babson College
4. Teaching Entrepreneurship Thought and Action (2018), Babson College.
5. Academic Teaching Rank Accreditation Certificate Assistant Professor
6. University of Southern Denmark Teaching Certificate 2015
7. The British Council Qualification for UK Education Agents 2002
8. Volleyball England qualify Grade IV Referee (Dec, 2007 ~ present)