

Pei-Li Yu
curriculum vitae
Jul., 2022

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EDUCATION

National Cheng Kung University, Taiwan (AACSB accredited college of business)

Ph.D., Business Administration, Jul. 2015

Topic: Toward an Integrative Perspective on Interfirm Adaptation: Connecting Organizational Design, Learning, and Contractual Contingency

Committee: Fang, Shih-Chieh (Chair), Wang, Yu Lin (at NCKU), Tseng, Chiung Hui (at NCKU), Lin, Bou-Wen (at NTHU) Hsu, Yi-Chieh (at NCUE) Yang, Chen-Wei (at FY), and Tsai, Fu-Sheng (at CSU)

A visiting scholar in the University of Illinois at Urbana-Champaign : 2011 June – 2013 September
(College of Business Department of Business Administration)

Supervisor : Prof. Joseph T. Mahoney

Investors in Business Education Professor of Strategy, & Director of Graduate Studies Department of Business Administration College of Business University of Illinois at Urbana-Champaign

Topic: Inter-organizational general strategy

National Cheng Kung University, Taiwan (AACSB accredited college of business)

M.B.A., Business Administration, 2006

Topic: An Empirical Research of Entrepreneurial Outsourcing Business Model Features of Taiwan Broadband Router Industry-A Case Study

Committee: Yen, Quey-Jen (Chair), Wu, Hsueh-Liang (NTU, Taiwan), Chen, Chung-Jen (NTU, Taiwan)

National Yang Ming Chiao Tung University, Taiwan

M.S., College of Computer Science (Degree Program of Computer Science) 2020 - 2023

Topic: Stock Trend Prediction: The Machine Learning Application, and Focusing on Ensemble Method

MEMBERSHIP IN ACADEMIC ORGANIZATIONS

Academy of Management (AOM)

- Organizational Behavior Division
- Organization and Management Theory Division
- Business Policy

Strategic Management Society (SMS)

Academy of International Business (AIB)

Southern Management Association (SMA)

R&D Management

AWARD AND HONORS

- 2013 The recipient of travel stipend award from the Academy of International Business (AIB) Doctoral Stipend Program (to attend the 2013 AIB Annual Conference in Istanbul, Turkey)
- 2012 Grants for Ph.D. Candidates in the humanities and social sciences writing dissertation from the National Science Council of Taiwanese government, Starting from Aug. 2012 – Aug. 2013
行政院國家科學委員會獎勵人文與社會科學領域博士候選人撰寫博士論文獎
- 2012 The recipient of travel stipend award from the Academy of International Business (AIB) Doctoral Stipend Program (to attend the 2012 AIB Annual Conference in Washington DC USA)
- 2011 The recipient of the Graduate Students Study Abroad Program sponsored by National Cheng Kung University, Taiwan, Starting from Jan. –July, 2012
成功大學海外短期研究補助
- 2011 Southern Management Association Doctoral Consortia Nominations(Savannah, Georgia, USA)
- 2010 The recipient of the Graduate Students Study Abroad Program sponsored by National Science Council, Taiwan, Starting from Jun, 2011 – Jan, 2012
行政院國家科學委員會100年度「補助博士生赴國外研究」(千里馬計劃)

PUBLICATIONS

Yu, P-L* & Fang, S-C. (2022) Corporate Venturing Initiation: The Examination of Interfirm Adaptation, Sensemaking, and Strategic Reactiveness. *R&D Management*, Accepted.

***通訊作者 & 第一作者 (corresponding & first author)**

IF=6.194, MANAGEMENT, 77/226=34.07%

<https://onlinelibrary.wiley.com/doi/10.1111/radm.12552>

尤珮力·蔡淳娟* (2022年06月) 新冠肺炎疫情下的遠距醫療典範轉移:數位科技的影響. 台灣擬真醫學教育期刊, 第八卷第一期. 頁: 38-48.

Yu, P-L* 2019. Interfirm Coopetition, Trust, and Opportunism: A Mediated Moderation Model. *Review of Managerial Science*, 13(5), 1069-1092. (SSCI)

***通訊作者 & 第一作者 (corresponding & first author)**

IF=7.127, MANAGEMENT, 39/226=17.26%

尤珮力(Yu, P-L)* · 方世杰 · 王瑜琳 (2018年08月) 。公私營組織合作績效之兩手兼具能力統治觀點。 *Organization and Management*, 11(2), 107-152. (TSSCI)

***通訊作者 & 第一作者 (corresponding & first author)**

Yu, P-L * 2017. Innovative Culture and Professional Skills: The Use of Supportive Leadership and Individual Power Distance Orientation in IT Industry. *International Journal of Manpower*, 38(2), pp.198-214. (SSCI)

*通訊作者 & 第一作者 (corresponding & first author)

IF=3.295, INDUSTRIAL RELATIONS & LABOR, 10/30=33.33%

Yu, P-L *, Fang, S-C., & Wang, Y-l. 2016. Improving IT Professionals Job Skills Development: The Use of Management Styles and Individual Cultural Value Orientation. *Asia Pacific Management Review*, 21(2), pp. 63–73. (TSSCI)

*通訊作者 & 第一作者 (corresponding & first author)

Yu, P-L*, Fang, S-C., & Wang, Y-l. 2015 Coordination Mechanisms and Interfirm Adaptations: The Roles of Innovative Processes and Cultural Differences. *Journal of Technology Management*, 20, 3, 1-34 (TSSCI) 科技管理學刊, 20(3) 9月, pp.1-34 (Taiwan SSCI)

*通訊作者& 第一作者 (corresponding & first author)

Yu, P-L*, Fang, S-C., & Wang, Y-l. 2015.An Ambidextrous Perspective on the Governance of Public-Private Partnerships, Forthcoming. *Taiwan Journal of Management* 台灣組織與管理期刊 (TSSCI)

*通訊作者 & 第一作者 (corresponding & first author)

Paper under the Revision and Resubmission (R&Rs)

Winter, 2021 European Management Review

Title: Theorizing on Value Co-Creation
(SSCI, IF=1.6) (with Prof. S-C, Fang)

*通訊作者(corresponding author)

Spring, 2022 International Business Review

Title: International University-Industry Collaborations Performance Examination from the Cultural Distance Perspective. (SSCI, IF= 5.915) (with Prof. S-C, Fang)

*通訊作者(corresponding author)

Paper under the Reviewing Process

Spring 2022 Technovation

Title: The Paradigm Shift of Value Co-Creation in Digital Economy:
The Application of Artificial Intelligence and Blockchain in International Business

(SSCI, IF=6.66)

Summer, 2022 IEEE Transactions on Engineering Management

Title: Realizing Sustainable Development Goals in MNEs – The Application of Artificial Intelligence and Blockchain

(SSCI, IF=2.81)

Summer, 2022 Journal of Management Studies

Title: Toward an Integrative Perspective on Interfirm Adaptation: Examination among Coordination Mechanisms, Learning Processes, and Exchange Hazards

(SSCI, IF=7.388)

WORKING PAPERS

Micro, Macro, and Meso studies:

- Yu, Pei-Li** Examining Industry- University Collaboration Performance: Combining the Interorganizational Learning Perspective, a Multilevel Model, and the New Industry Studies. *To be submitted to Academy of Management Review, Winter. 2022*
- Yu, Pei-Li** The Evolution of Healthcare Ecosystem in Post-pandemic Era. *To be submitted to Technovation , Spring, 2023*
- Yu, Pei-Li** How an Innovative Human-Centered Medical Service Ecosystem Impact the People’s Medical Accessibilty and Affordability after COVID-19 Pandemic: The Value Co-Creation Approach. *To be submitted to Medical Education., Spring, 2023*
- Yu, Pei-Li** Strategic Contradictions: Examining the Substitutive and Complementary Roles of Relational Governance and Management Controls *To be submitted to Journal of Management Studies (SSCI, IF=8.041) Spring, 2023*
- Yu, Pei-Li** The Coopetition and Value Co-Creationue in Inter-Organizational Collaboration. *To be submitted to Strategic Management Journal. Summer, 2023*
- Yu, Pei-Li** New Industry and Invention Study. *To be submitted to Academy of Management Journal. Winter 2023*
- Yu, Pei-Li** The Impact of Digital Technology on Telemedicine under COVID-19 Pandemic: The Paradigm Shift View. *To be submitted to Health Care Management Review. Spring, 2024*
- Yu, Pei-Li** Paradigm shift in international medical care models: An exploration of technological innovation and contextual factors, *To be submitted to JAMA (The Journal of the American Medical Association), Summer, 2024*
- Yu, Pei-Li** The organizational change in opto-electronics new venturing .*The longitudinal study To be submitted to Academy of Management Journal, Winter 2024*
- Yu, Pei-Li** The Digital Transformation Performance in Resilience-Oriented Enterprise: The Application of Artificial Intelligence and Ecosystem Desgin *To be submitted to Academy of Management Journal, Winter, 2024*
- Yu, Pei-Li** Dynamic Tranascation Cost Economice Studies *To be submitted to Strategic Management Journal, Spring 2025*
- Yu, Pei-Li** An Interdisciplinary Integration and Innovation Research in Biotechnology and pharmaceutical Industries. *To be submitted to Academy of Management Journal Spring 2025*

- Yu, Pei-Li** A Multi-level organizational study in high executives leadership to organizational change: From learning perspective. *To be submitted to Academy of Management Journal, Spring 2025.*
- Yu, Pei-Li.** How Penrose Effect Influence BGs' Internationalization Strategy: The Examination of International Environment Market Factors and Product Diversification. To be submitted to *Management International Review, Winter 2025*
- Yu, Pei-Li.** The Moderating Effect of Diversification on the Relationship between Internationalization and the Penrose Effect: To be submitted to *Journal of World Business, Winter 2025*
- Yu, Pei-Li.** How Does Industrial Environment Influence the Relationship between International Market Environment and the Penrose Effect? To be submitted to *Management International Review, Winter 2025*

Interdisciplinary studies:

- Yu, Pei-Li*** & Chen, Fang-pei Collaboration, Alliance and Social Entrepreneurship in the Rural Communities In Aging Era. *To be submitted to Organization Studies, (SSCI, IF=7.388), Spring 2024*
- Yu, Pei-Li** The Sustainable Development Goals (SDGs) education in Taiwan's Universities. *To be submitted to Higher Education, Winter, 2024*
- Yu, Pei-Li** The Importance of Personal Traits to the Success of Learning and Entrepreneurship. *To be submitted to Academy of Management Learning & Education, (SSCI, IF=4.953), Winter 2024*
- Yu, Pei-Li***, Cheng, Ching-Hsia, & Chen, Fang-Pei Increasing the Mobility of Elderly Adults: The Advocacy of Transportation System in the Rural Areas . *To be submitted to Social Policy & Social Work (Taiwan SSCI), Spring 2025*
- Yu, Pei-Li***, Cheng, Ching-Hsia, & Chen, Fang-Pei Building a Transportation System for Elderly Adults: Liking Collaboration, Alliance and Social Entrepreneurship in the Rural Communities. *For Proceedings of the National Science Council, R.O.C., Part C: Humanities and Social Sciences (Taiwan SSCI) , Spring, 2025*

CONFERENCE PRESENTATIONS

- Yu, Pei-Li** (2022). The Performance Examination of International University-Industry Collaborations: The Cultural Distance Perspective. 2022 IEEE ICE-IAMOT Joint Conference, France.
- Yu, Pei-Li** (2022). The Paradigm Shift of Value Co-Creation in Digital Economy: The Application of Artificial Intelligence and Blockchain in International Business. Academy of International Business Annual Meeting, July 7-9, Miami, U.S.A.
- Yu, Pei-Li** (2022). Theorizing on Value Co-Creation. Academy of International Business Annual Meeting, July 7-9, Miami, U.S.A.
- Yu, Pei-Li*** & Fang, Shih-Chieh. (2021). An Exploratory Examination on Corporate Ventures Creation. R&D Management Conference, 2021, UK.
- Yu, Pei-Li ***& Su, Hsin-Ning (2020) Organizational Ambidexterity and the Performance of International University-Industry Collaborations: Cultural Distance Matters. IAMOT (International Conference of Management of Technology) 2020 Conference, Cairo, Egypt.
- Yu, Pei-Li*** & Su, Hsin-Ning (2020) The Influence of Occurrence of a Patent Incorporating on the Relationship between Knowledge Diffusion and Interfirm Collaborations. PICMET '21 Conference, Korea.
- Yu, Pei-Li ***& Su, Hsin-Ning (2020) Strategic Contradictions: Examining the Substitutive and Complementary Roles of Originality and Generalizability in technological innovation. PICMET '21 Conference, Korea.

- Yu, Pei-Li** (2019) Interfirm Adaptation: An Integrative Perspective, *Academy of Management Annual Meeting*, 9-13 August in Boston, Massachusetts, U.S.A
- Yu, Pei-Li** (2019) Creating New Ventures under the Structure-Style Fit Contingency: Sensemaking Matters. Academy of International Business Annual Meeting, Jun. 24-27, Copenhagen, Denmark
- Yu, Pei-Li** (2019) The Sustainable Development Goals (SDGs) education in Taiwan's Universities. South East Asian Association for Institutional Research (SEAAIR), September, Taipei, Taiwan (was accepted)
- Yu, Pei-Li*** & Chuang, Pao-Tiao (2019) The influence of Sustainable Development Goals (SDGs) education on student employment - A Case Study from Taiwan's University. AIR Forum, May 27-31, Denver, CO, USA. (was accepted)
- Yu, Pei-Li** (2018) Interfirm Coopetition, Trust, and Opportunism: A Mediated Moderation Model. *Academy of International Business Annual Meeting Minneapolis, USA*
- Yu, Pei-li** (2018). How Interfirm Adaptations Enhance Corporate Venturing under the Structure-Style Fit Contingency? Sensemaking Matters. The Academy of Management conference, AOM Specialized Conference: From Start-up to Scale-up, taking place December 17-19, 2018 in Tel Aviv, Israel.
- Yu, Pei-Li** (2017) Achieving Organizational Ambidexterity: The Coordination and Entrepreneurial Orientation Perspectives on the Firm. *AOM, Africa Academy of Management, Addis Ababa* (was accepted)
- Yu, Pei-Li** (2017) How Interfirm Adaptations Enhance Corporate Venturing under the Structure-Style Fit Contingency? Sensemaking Matters. Africa Academy of Management. Addis Ababa (was accepted)
- Yu, Pei-Li** (2016) An Ambidextrous Perspective on the Governance of Public-Private Partnerships. Strategic Management Society (SMS) Special conference in *Hong Kong, China* (was accepted)
- Yu, Pei-Li** (2016) Toward an Integrative Perspective on Interfirm Adaptation. Southern Management Association Meeting.(SMA) Marriott City Center in *Charlotte, NC, U.S.A.* (was accepted)
- Yu, Pei-li** (2016) Substitues or complements? An Examination of Relational Governance and management controls. The Academy of Management conference, *Anaheim, California, U.S.A.*
- Yu, Pei-li** (2016) Technological uncertainty and ambidexterity: The use of coordination mechanisms and entrepreneurship orientation in high-tech industry. The Academy of International Business conference, *New Orleans, U.S.A.*
- Yu, Pei-li** (2016) Evaluating the performance of PPPs. R&D Management Conference, *Cambridge, U.K.* (was accepted)
- Yu, Pei-li** (2016) Learning strategy and interfirm adaptation. R&D Management Conference, *Cambridge, U.K.* (was accepted)
- Yu, Pei-Li** (2015) Pursuing the Stretch Goals of Low Opportunism and High Adaptation in Interorganizational Relationships. Academy of International Business Annual Meeting in *Bengaluru, India*
- Yu, Pei-Li** (2015) Curtailing Ex-Post Opportunism from a Symbiotic Relationship in High-Tech Industry. Academy of International Business Annual Meeting in *Bengaluru, India*
- Yu, Pei-Li** (2014) Developing Professional Skills: Culture, Leadership, and Individual Power Distance Matter. Academy of Management Annual Meeting, in Philadelphia, U.S.A
- Yu, Pei-Li** (2013) Coordination Mechanisms and Interfirm Adaptation: Learning Process and Cultural Difference Matter, 2013 Academy of Management Annual Meeting, in Lake Buena Vista (*Orlando*), Florida, U.S.A
- Yu, Pei-Li** (2013) Improving IT Professionals Job Skills when Management Styles and Cultural Values Work Together, 2013 Academy of Management Annual Meeting, in Lake Buena Vista (*Orlando*), Florida, U.S.A

- Yu, Pei-Li** (2013) Learning Strategies as an Interfirm Ambidexterity in Reconciling Interorganizational Relational Outcomes Tension", 2013 AIB Istanbul, *Turkey Conference*.
- Yu, Pei-Li** (2012) Ambidexterity in IORs Relational Outcomes: The Exploration of Mechanisms in Between, the 2012 SMS (Strategic Management Society) Conference in *Prague, Czech Republic*.
- Yu, Pei-Li** (2012) Management Styles and IT Engineers' Professional Skills: The Moderators in between, 2012 *Academy of Management Annual Meeting*, in Boston, Massachusetts, U.S.A
- Yu, Pei-Li** (2012) Coordination Modes and IORs Relational Outcomes: The Mechanisms in between, 2012 *AIB Washington, DC Conference, U.S.A*
- Yu, Pei-Li** (2012) Innovative Culture and Professional skills: The Moderating Role of Power Distance Orientation and Mediating Role of Supportive Leadership, 2012 *AIB Washington, DC Conference, U.S.A*
- Yu, Pei-Li** (2010) Asian and Western Management Styles, Innovative Culture and Professionals' Skills, 2010 *Academy of Management Annual Meeting*, Montreal, Canada
- Yu, Pei-Li** (2009) The Mediating Role of Learning Processes for the Relationships between Coordination Mechanisms and IORs Performance. *Proceedings of the 2009 AIB South East Asia Regional Conference*, Hong Kong, China.
- Yu, Pei-Li** (2009) Management Style and Professional Skills: Innovative Culture Matters. *Proceedings of the 40th Decision Sciences Institute Annual Meeting*, New Orleans, U.S.
- Yeh, Quey-Jen * & **Yu, Pei-Li** (2008) Small Business Turnaround: the Sources, the Means, and the Status. 2008 *Academy of Management Annual Meeting*, Anaheim, U.S. A.
- Yu, Pei-Li** * & Yeh, Quey-Jen (2007) Innovative Culture and Professional Quality: The Moderating Role of Management Style. *Proceedings of the 2009 AIB South East Asia Regional Conference*, Hang Chow, China.

其他平台論文發表(other publications)

1. SDGs課程對學生素養與就業力的影響此文獲Taiwan AIR協會邀稿分享於其電子報上, 2019年) (The impact of SDGs courses on student literacy and employability, published in Taiwan AIR Association Newsletter, 2019)
2. SDGs情境下，軟體程式設計課程對學生就業力的影響:弱勢生之在地就業分析(此文獲工研院UCAN團隊邀稿並分享於其網頁上, 2019年) (The impact of software programming courses on students' employability under the context of SDGs: An analysis of local employment of disadvantaged students, published in ITRI UCAN web page, 2019)

科技部計畫申請 (MOST Project Application)

- 獨立博士後研究計畫(3年期) (Independent Postdoctoral Research Program)
- 旗艦型高齡研究計畫 (Long-term Care Research Project)
- 2030 科技部新秀計畫(4年期) (Emerging Young Scholars Research Program)

Research Design

Model: Moderated Mediation/Mediated Moderation model; HLM (多層次模型);
System Dynamics (simulation) , AI, and Blockchain

Quantitative methods:

1. 問卷設計(Survey Design)
2. 資料庫(Database): Microsoft SQL、SQL Server、專利 (Patent),
CompuStat、股票上市櫃資料(Listed and OTC Companies)、健保資料
(Taiwan Health Insurance Database)、高等教育資料庫(Higher
Education)、校務資料(Institutional Research Database) etc.
3. 次級問卷 (Secondary Questionnaire)
4. AI與大數據分析 (AI, Blockchain and Big Data Analysis)

Qualitative methods: Interviews; Longitudinal Study (content analysis)

Mixed methods: Quantitative and Qualitative

Data Analysis Methods

Quantitative research: Regression (SPSS), SEM/AMOS, HLM(MPlus), Simulation, SAS,
Microsoft SQL, My SQL, R, Tableau, Python, Blockchain, and AI
(Machine Learning, ML & Deep Learning, DL) etc.

Qualitative research: Content analysis, Interviews

SERVICE:

- 2022 AOM Annual Meeting Reviewer
- 2022 AIB Annual Meeting Reviewer
- 2021 Journal of Managerial Psychology Reviewer
- 2021 Internatioanl journal of Manpower Journal Reviewer
- 2020 International Journal of Human Resource Management Reviewer
- 2020 AOM Annual Meeting Reviewer
- 2019 R&D Management Journal: Reviewer
- 2018 Journal of Managerial Psychology Reviewer
- 2018 AOM Annual Meeting Reviewer
- 2017 AIB Annual Meeting Reviewer
- 2016 SMA Annual Meeting Reviewer
- 2016 AOM Annual Meeting Reviewer
- 2016 AIB Annual Meeting Reviewer
- 2015 Canadian Journal of Administrative Sciences: Reviewer
- 2015 AOM Annual Meeting Reviewer
- 2014 AOM Annual Meeting Reviewer
- 2013 AOM Annual Meeting Reviewer; AI B Annual Meeing Reviewer
- 2012 AOM Annual Meeting Reviewer; Journal of Business Psychology: Reviewer
- 2011 R&D Management Journal: Reviewer ; California Management Review: Reviewer

WORKING EXPERIENCE IN INDUSTRY:

Sumika Technology Co., Ltd. 2005 ~ 2006

Deputy Director of Sales Dept.

(Sumika is a Japan Sumitomo Chemical Taiwan Company; a designer and manufacturer of Polarizer, Color Filter and AL Target for LCD, Liquid Crystal Display products.)

Etop Network Corp. 2003 ~ 2005

Director of Sales Dept ; Director of Administrative Dept; Director of Product Design Dept.

(ETOP is a designer and manufacturer of multi-function fix/mobile/wireless network access devices.)

AMIT Inc. 1998 ~ 2003

Account Manager; Project Manager; Section Manager of Sales Dept.

(AMIT is a designer and manufacturer of fix/mobile/wireless network access devices.)

ACADEMIC APPOINTMENTS

A Postdoctoral Research Fellow at Kaohsiung Medical University (高雄醫學大學)

((Ministry of Science and Technology (MOST) Funding)) 2022~

科技部研究計畫: 2030跨世代臺灣社會發展政策研究-後疫情時代新形態診療模式在台灣醫療體系實現之機會與衝擊(多年期計畫)

A Postdoctoral Research Fellow at National Cheng Kung University (國立成功大學)

((Ministry of Science and Technology (MOST) Funding)) 2020 – 2021

MOST Research project: Value Co-Creation Theory and Empirical Research: The Construction and Governance of Ecosystem

科技部研究計畫: 價值共創理論與實證研究: 生態系統之建與治理

A Postdoctoral Research Fellow at National Yang Ming Chiao Tung University ((國立陽

明交通大學) ((Ministry of Science and Technology (MOST) Funding)) 2019 ~2020

MOST Research project: Analysis on Driving Forces of Sustainable Innovation and Knowledge Diffusion in Biotechnology Pharmaceutical Industry

研究計畫: 1. 科技部生技製藥產業永續創新與知識擴散驅動力分析

2. 教育部高教深耕計畫

A PostDoc Fellow at National University of Kaohsiung (國立高雄大學) 2017~ 2019.

Research project: 1. (Ministry of Education) Improving the Professional Management Capability of School Affairs in the University.

2. (Ministry of Education) Higher Education Sprout Project

研究計畫: 1. 教育部大學校院提升校務專業管理能力計畫

2. 教育部高教深耕計畫

A PostDoc Fellow at the National Chung Cheng University of Taiwan: (國立中正大學)

2016 – 2017 (The College of Social Sciences)

MOST Research project: Proposing a bright future for dementia prevention and care:

Discussing the screening of dementia patients, the psychological

adjustment of caregivers, the rural transportation system, and community education in Yun, Jia, and Nan regions of Taiwan.

研究計畫: 為失智預防及照護許一個美好未來: 探討雲、嘉、南地區失智症病人篩檢、照顧者心理調適、偏鄉運輸系統、及社區教育

A visiting scholar in the University of Illinois at Urbana-Champaign : 2011 June – 2013 September (College of Business Department of Business Administration)
Supervisor : Prof. Joseph T. Mahoney
Investors in Business Education Professor of Strategy, & Director of Graduate Studies
Department of Business Administration College of Business University of Illinois at Urbana-Champaign
Topic: Inter-organizational general strategy

Teaching Assistant of Business Administration of NCKU. 2010 -2011
Class: Ph.D. ProSeminar

Research Assistant (Kao Yuan University) 2008 – 2010
National Science Council (NSC) Project Research Assistant (Kao Yuan University, Taiwan) (MOST Project): Interfirm Relationship, Transaction Cost Economics, Coordination cost, Governance Mechanisms and Opportunism

Teaching Assistant of Business Administration of NCKU. 2009. 01 -07
Class: *Human Resource Management*

Teaching Assistant of Business Administration of NCKU. 2007.09 -2008. 01
Class: *Advanced Quantitative and Qualitative Data Analysis*

Teaching Assistant of Business Administration of NCKU. 2007 02 -07
Class: *Quantitative and Qualitative Data Analysis*

Research Assistant (National Cheng Kung University, Taiwan) 2005 – 2008
National Science Council (NSC) Project (MOST Project): A comparative study on the professional qualities of high-tech people across Taiwan Strait: the effect of innovative culture?

Teaching Tourism English Class in Kun Shan University (Taiwan) 2008. 09

BIOGRAPHICAL:

Pei-Li, Yu received her Ph.D. from the Business Administration of National Cheng Kung University, Taiwan. Her current research interests include multi-level of interdisciplinary organizational studies (in strategic management, organizational behavior, and international business), cognition theory, (international) university-industry collaboration (UIC), entrepreneurship and innovation, value co-creation (VCC), interorganizational relationships (IORs), private and public partnerships (PPPs), AI and Big Data application studies in international business and global supply chain.