

	<p>&lt; <b>Basic Information</b> &gt;</p>
	<p>Name: <b>Tyrone T. Lin</b></p> <p>Honor: <b>Full Professor, <i>Exempted from Teaching and Research Evaluation</i></b></p> <p>Former Title (2003.08~2004.07): <b><u>Director of Executive MBA Program</u></b> and <b><u>Professor &amp; Acting Chairman, Department of International Business, National Dong Hwa University</u></b></p> <p>Degree: Ph.D. (1996)</p> <p>Ph.D. Program in Business Administration, Graduate School of Business Administration, Nanzan University, Nagoya, Japan</p> <p>E-mail: <a href="mailto:tjlin@mail.ndhu.edu.tw">tjlin@mail.ndhu.edu.tw</a></p> <p>Extension# :</p> <p><b>+886-3-863-3051(Office)/+886-3-863-3041(IB)/+886-3-863-3007(EMBA)</b></p>

< <b>Specialties</b> >	< <b>Experiences</b> >	< <b>Teaching</b> >
<ul style="list-style-type: none"> <li>• <b>Decision Science</b></li> <li>• <b>Green and Environmental Economics</b></li> <li>• <b>International Business Management</b></li> <li>• <b>International Financial Management</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Associate Prof.</b>, National Dong Hwa University (2006.8-2010.7)</li> <li>• <b>Assistant Prof.</b>, National Dong Hwa University (2004.8-2006.7)</li> <li>• <b>Assistant Prof.</b>, Ming Chuan University (1999.2-2004.7)</li> <li>• <b>Assistant Prof.</b>, Chao Yang University of Technology (1998.8-1999.1)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Real Options</b></li> <li>• <b>International Financial Management</b></li> <li>• <b>Management Mathematics</b></li> <li>• <b>Japanese Business Management</b></li> <li>• <b>Quantitative Model of International Investment</b></li> <li>• <b>International Business Management</b></li> </ul>

## <Journal Publications> Selected Journal Papers during 2009-2014

1. Lee, Chia-Chi\*, **Tyrone T. Lin** and Pei-Chu Cheng, **The Determinants of the Transportation Outsourcing Strategy for the Express Delivery Company**, *Service Business*, Vol.7, No.2, June, 2013, pp.207-225. (SSCI, 2011 impact factor:1.000)
2. **Lin, Tyrone T.**, Chia-Chi Lee\* and Hsiao-Chi Lin, **Analysis of Customer Profit Contribution for Banks with the Concept of Marketing Mix Strategy between 4C's and 5P's**, *Service Business*, Vol. 7, No. 1, Mar. 2013, pp. 37-59. (SSCI, 2011 impact factor:1.000)
3. **Lin, Tyrone T.\***, Chia-Chi Lee and Yu-Chuan Kuan, **The Optimal Operational Risk Capital Requirement by Applying the Advanced Measurement Approach**, *Central European Journal of Operations Research*, Vol. 21, No. 1, Jan. 2013, pp. 85-101. (SCI, 2012 impact factor:0.629) (NSC98-2410-H-259- 010-MY 3)
4. **Lin, Tyrone T.\*** and Shio-Ling, Huang, **Application of the Modified Tobin's Q to an Uncertain Energy-saving Project with the Real Options Concept**, *Energy Policy*, Oct. 2010, Accepted. (SSCI & SCI, 2009 impact factor: 2.436)
5. Montoneri, Bernard\*, **Tyrone T. Lin**, Chia-Chi Lee and Shio-Ling, Huang, **Application of Data Envelopment Analysis on the Indicators Contributing to Learning and Teaching Performance**. *Teaching and Teacher Education*, Vol.28, Vol.3, Apr. 2012, pp.382-395. (SSCI, 2011 impact factor: 1.322)
6. Montoneri, Bernard\*, Chia-Chi Lee, **Tyrone T. Lin**, and Shio-Ling Huang, **A Learning Performance Evaluation with Benchmarking Concept for English Writing Courses**, *Expert Systems With Applications*, Vol.38, No.12, Nov./Dec., 2011, pp.14542-14549. (SCI, 2011 impact factor:2.203)
7. Ko, Chuan-Chuan\*, **Tyrone T. Lin** and Chyan Yang, **The Venture Capital Entry Model on Game Options with Jump-diffusion Process**, *International Journal of Production Economics*, Vol.134, No.1, Nov., 2011, pp.87-94. (SCI, 2011 impact factor:1.760)
8. Cheng, Ching-Tsung, Shang-Lien Lo\* and **Tyrone T. Lin**, **Applying Real Options Analysis to Assess Cleaner Energy Development Strategies**, *Energy Policy*, Vol.39, No.10, Oct., 2011, pp.5929-5938. (SSCI&SCI, 2011 impact factor:2.723)
9. **Lin, Tyrone T.\*** and Yu-hsin Ou, **An Entry/Exit Decision for Transnational Production System: Applying Optimal Financing Behavior**, *Quality & Quantity*, Vol. 45, No.6, Oct., 2011, pp.1349-1359. (SSCI&SCIE, 2011 impact factor:0.768)
10. **Lin, Tyrone T.\***, Chia-Chi, Lee and Chun-Hung, Chen, **Impacts of the Borrower's Attributes, Loan Contract Contents, and Collateral Characteristics on Mortgage Loan Default**, *The Service Industries Journal*, Vol.31, No.9, Jul. 2011, pp.1385-1404. (SSCI, 2011 impact factor:2.579)
11. **Lin, Tyrone T.\*** and Shio-Ling, Huang, **Application of the Modified Tobin's Q to an Uncertain Energy-saving Project with the Real Options Concept**, *Energy Policy*, Vol.39, No.1, Jan., 2011, pp.408-420. (SSCI&SCI, 2011 impact factor:2.723)
12. Lee, Chia-Chi, **Tyrone T. Lin\*** and Chien-Jen, Chen, **The Determinant of Customer Profitability on the Financial Institution**, *The Service Industries Journal*, Vol.30, No.14, pp.2311-2328, Dec., 2010. (SSCI,

2011 impact factor: **2.579**)

13. **Lin, Tyrone T.\***, Chuan-Chuan, Ko and Chia-Wen, Chang, **Applying Jump-Diffusion Processes to Liquidate and Convert Venture Capital**, *Quality & Quantity*, Vol.44, No.5, pp.817-832, Aug., 2010. (SSCI&SCI Expanded, 2010 impact factor:**0.688**)
14. **Lin, Tyrone T.\***, **Assessment of Decision-Making Regarding Market Entry/Exit for Technology Innovation**, *Quality & Quantity*, Vol.44, No.3, pp.447-457, Apr., 2010. (SSCI&SCI Expanded, 2010 impact factor:**0.688**)
15. **Lin, Tyrone T.\***, Chuan-Chuan, Ko and Chien-Ku Liu, **An Optimal Market Entry/Exit Evaluation Model with Partial Financing Funds**, *Asia-Pacific Journal of Operational Research*, Vol.27, No.2 Apr., 2010, pp.257-269. (SCIE, 2010 impact factor:**0.303**)
16. **Lin, Tyrone T.\*** and Shio-Ling, Huang, **An Entry and Exit Model on the Energy Saving Investment Strategy**, *Energy Policy*, Vol.38, No.2, Feb., 2010, pp.794-802.
17. **Lin, Tyrone T.\***, Chia-Chi, Lee and Tsui-Fen, Chiu, **Application of DEA in Analyzing a Bank's Operating Performance**, *Expert Systems With Applications*, Vol. 36, No. 5, pp.8883-8891, Jul., 2009. (SCI, 2009 impact factor: **2.908**)
18. **Lin, Tyrone T.\***, **Applying the Maximum NPV Rule with Discounted/Growth Factors to a Flexible Production Scale Model**, *European Journal of Operational Research*, Vol. 196, No. 2, pp. 628-634, Jul., 2009. (SCI, 2009 impact factor: **2.093**)
19. **Lin, Tyrone T.\***, **The Determinant of Production Entry and Exit Model on Financing Behavior**, *European Journal of Operational Research*, Vol. 196, No. 1, pp. 258- 265, Jul., 2009. (SCI, 2009 impact factor: **2.093**)
20. **Lin, Tyrone T.\***, Chuan-Chuan, Ko and Shin-Ni, Yeh, **Applying Real Options in Investment Decisions Relating to Environmental Pollution**, *Energy Policy*, Vol. 35, No.4 pp. 2426-2432, Apr., 2007. (SSCI & SCI, 2007 impact factor: **1.901**)
21. **Lin, Tyrone T.\***, Chuan-Chuan, Ko and Chien-Yi, Liao, **Applying Game Options in a Loan Exit Model**, *Quality & Quantity*, Vol. 40, No. 4, pp. 561-575, Aug., 2006. (SSCI & SCI Expanded, 2006 impact factor: **0.204**)

### <Conference Publications> Selected Conference Papers during 2009-2014

1. **Lin, Tyrone T.**, Yu-Shyuan, Lu (2013/12), **A Green Logistics Evaluation Model with Real Options Approach**, The 2013 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2013), Bangkok, Thailand. (EI) (NSC101-2410-H-259-009- MY3, Grant No. 102T930-5)
2. **Lin, Tyrone T.**, Tai-Chi, Huang (2013/12), **The Evaluation Model for Cooperate Social Responsibility from a Management Flexibility Perspective**, The 2013 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2013), Bangkok, Thailand. (EI) (NSC101-2410-H-259-009-MY3, Grant No. 102T930-5)

3. **Lin, Tyrone T.**, Chung-Hsiao, Hsieh (2013/12), **A Decision Analysis for the Dynamic Crop Rotation Model with Markov Process's Concept**, The 2013 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2013), Bangkok, Thailand. (EI) (NSC 101-2410-H-259-009-MY3, Grant No. 102T930-5)
4. Ko, Chuan-Chuan Ko, Ying-Ru Tai, and **Tyrone T. Lin** (2013/08), **An Evaluation of Investment for the Expansion of Service Centers of Chain Stores**, The 3rd Annual Conference on Global Economics, Business, and Finance (GEBF), Bali Island, Indonesia. (NSC101- 2410-H-259-009-MY3)
5. Tu, Chia-Jung Tu, Yu-Shin Liu, and **Tyrone T. Lin** (2013/08), **An Organizational Management Effectiveness Indicator Choice from the Perspective of ICT Companies**, The 3rd Annual Conference on Global Economics, Business, and Finance (GEBF), Bali Island, Indonesia. (NSC101-2410-H-259-009-MY3)
6. **Lin, Tyrone T.** (2013/07), **A Two-person Scenic Resort' s Mixture Strategy with an Optimal Entrance Fee and Suitable Ratio for Adapting an Optimistic or Pessimistic Strategy**, The 3rd Annual Conference on Global Economics, Business, and Finance (GEBF), Bali Island, Indonesia. (NSC101-2410-H-259-009-MY3, Grant No. 101T926-5)
7. **Lin, Tyrone T.** (2013/07), **An Extended Marshallian Model with the Concept of Managerial Flexibility: A Real Options Approach**, The 2013 International Symposium on Business and Social Science (ISBASS), Bangkok, Thailand. (NSC101-2410-H-259-009-MY3, Grant No. 101T926-5)
8. **Lin, Tyrone T.** (2013/06), **A Decision Analysis for a Scenic Resort with Optimal Location Choice, Travel Agent' s Cost Bargaining, and Entrance Fee**, 2013 International Conference on Business and Social Sciences (ICBASS), Seoul, Korea.(NSC101-2410-H-259-009-MY3, Grant No. 101T926-5)
9. Lee, Chia-Chi, Shu-Yen Hsu and **Tyrone T. Lin** (2013/06), **Analysis of Operating Performance Based on the Client Industry: Raw Food Material Suppliers**, 2013 International Conference on Business and Social Sciences (ICBASS), Seoul, Korea.
10. Chang, Chaio-Chen and **Tyrone T. Lin.** (2013/06), **The Optimal Resort Development Investment Projects with a Replacement Cost Perspective**, 22nd International Conference on Multiple Criteria Decision Making (MCDM2013), Málaga, Spain. (Grant No. 101T925-2)
11. Lee, Jen-Chieh Lee and **Tyrone T. Lin.** (2013/01), **A Project Evaluation of Alternative Fire Insurance and Security Services with the Fire Loss Frequency Uncertainty**, 2013 Bangkok International Conference on Social Science (BICSS 2013), Bangkok, Thailand.
12. **Lin, Tyrone T.**, Chuan-Chuan, Ko and Yi-Shun Huang. (2013/01), **Applying Real Options Model on M&As with Sustainability Operation Concept**, 2013 Bangkok International Conference on Social Science (BICSS 2013), Bangkok, Thailand.
13. **Lin, Tyrone T.** and Hsiao Jung Chen. (2012/12), **A Real Options Analysis with CVA on Optimal Decision of Regulatory Capital for the Basel Capital Accord III**, IEEM International Conference on 2011 IEEM, Hong Kong. (EI)
14. **Lin, Tyrone T.** and Yu Suan Lu. (2012/12), **A Reverse Logistics Decision Model in Green Manufacturing**

- Supply Chains**, IEEM International Conference on 2011 IEEM, Hong Kong. (EI)
15. **Lin, Tyrone T.** and Hung Ching Su. (2012/12), **Investment Decisions on the Case Industrial Port BOT Project**, IEEM International Conference on 2011 IEEM, Hong Kong. (EI)
  16. Chang, Chaio-Chen, **Tyrone T. Lin** and Chih-Hao Wu. (2012/11), **Green Innovation in the Hotel Industry**, The Tourism and Hospitality International Conference (THIC 2012), Kuala Lumpur, Malaysia.
  17. Lee Chia-Chi, Yi-Wen Fan and **Tyrone T. Lin.** (2012/08), **Factors Influencing the Work Performance of Mobile Phone Customer Service Personnel**, The 2nd International Conference on Computer Science and Service System (CSSS 2012), Shanghai, China. (EI)
  18. Lee Chia-Chi, Shu-E Jaing and **Tyrone T. Lin.** (2012/08), **An Analysis on the Factors Affecting Purchasing Willingness of Mobile Phones**, The 2nd International Conference on Computer Science and Service System (CSSS 2012), Shanghai, China. (EI)
  19. Chang Hsin-Yuan, Yi-Tsung Lu and **Tyrone T. Lin** (2012/08), **Analysis of Factors for Choosing Internet Backbone Providers from the Perspective of Internet Service Providers**, The 2nd International Conference on Computer Science and Service System (CSSS 2012), Shanghai, China. (EI)
  20. Ko Chuan-Chuan, Fu-Min, Zeng and **Lin Tyrone T.** (2012/08), **Evaluation on the Product Life Cycle Innovation Development Project using Compound Binomial Options**, The 2nd International Conference on Computer Science and Service System (CSSS 2012), Nanjing, China. (EI)
  21. **Lin, Tyrone T.** and Yi-Shun Huang (2011/12), **Merger and Acquisition Decisions Analysis with Sustainability Operation Concept**, IEEM International Conference on 2011 IEEM, Singapore. (EI)
  22. **Lin, Tyrone T.** and Wei-Cheng Wu (2011/12), **Applying Green Goodwill for Project Management on Green Economics Concept**, IEEM International Conference on 2011 IEEM, Singapore. (EI)
  23. **Lin, Tyrone T.** and Mong-Tien Chan (2011/12), **A Decision Analysis on Flexible Scale of Green Logistics under Limited Carbon Emission with Real Options Concept**, IEEM International Conference on 2011 IEEM, Singapore. (EI)
  24. Yang, Ta-Hui, Chia-Chi, Lee and **Tyrone T., Lin** (2011/10), **Performance Evaluation and Service Management Strategy of Inbound Business for the Mobile International Roaming**, 2011 World Congress on Engineering and Technology (CET 2011), Shanghai, China. (EI)
  25. Bernard, Montoneri, Chia-Chi, Lee, **Tyrone T., Lin** and Shio-Ling, Huang (2011/09), **Assessing the teaching and learning performance of English freshmen writing courses by applying Data Envelopment Analysis and Management Matrix**, ICELT,2011.  
 Lee, Chia-Chi, Shu Yen, Hsu and **Tyrone T., Lin** (2011/08), **The Determinants of the Operational Performance for Food Ingredient Suppliers**, The 2011 International Conference on Management and Service Science (MASS 2011), Wuhan, China. (EI)
  26. **Lin, Tyrone T.** and Chieh-Ting Tsao (2011/07), **An Optimal Ordering Model in Two-echelon Supply Chain Strategies**, 2011 The International Conference on Organizational Innovation proceeding, Malaysia.

27. **Lin, Tyrone T.** and Chien-Jung Huang (2011/07), **Introducing Corporate Social Responsibility on Evaluating Corporate Value with Green Management Concept**, 2011 The International Conference on Organizational Innovation proceeding, Malaysia.
28. **Lin, Tyrone T.** and Chun-Chen, Shih (2010/12), A Decision Analysis on the Optimal Timing under the Uncertain Cost of Urban Logistics, IEEM International Conference on 2010 IEEM, Macau. **(EI)**
29. **Lin, Tyrone T.** and Chia-Fang, Wu (2010/12), The Decision Analysis of Market Entry with Game Options Concept, IEEM International Conference on 2010 IEEM, Macau. **(EI)**
30. **Lin, Tyrone T.**, Chia-Chi, Lee and Fei-Ting, Chang (2010/12), A Performance Management on Automobile Dealers with Applying Data Envelopment Analysis, IEEM International Conference on 2010 IEEM, Macau. **(EI)**
31. Lee, Chia-Chi, Du-Ching, Lu and **Tyrone T., Lin** (2010/12), The Project Management of the Profit Contribution from the Customers of Mobile Virtual Private Network Services, IEEM International Conference on 2010 IEEM, Macau. **(EI)**
32. Lee, Chia-Chi, Ta-Hui, Yang and **Tyrone T., Lin** (2010/12), A Correlation Analysis on Service Innovation and Management for the International Roaming Inbound Business, IEEM International Conference on 2010 IEEM, Macau. **(EI)**
33. Bernard, Montoneri, Chia-Chi, Lee, **Tyrone T., Lin** and Shio-Ling, Huang (2010/10), Application of DEA on Teaching Resource Inputs and Learning Performance, TARC International Conference on Learning and Teaching (TIC2010), Malaysia. **(The Outstanding Paper for Sub-theme, Methodologies and Strategies in Learning, Teaching and Assessment)**
34. **Lin, Tyrone T.** and Shih-Ting, Wang (2009/12), The Analysis of Decision-making of Investing in the Bi-national Marketing Channel with Game Options , IEEM International Conference on 2009 IEEM, Hong Kong. **(EI)**
35. **Lin, Tyrone T.** and Pei-Hsin, Lai (2009/12), A Decision Analysis for Introducing Corporate Social Responsibility on Science and Technology Industry, IEEM International Conference on 2009 IEEM, Hong Kong. **(EI)**
36. **Lin, Tyrone T.** and Li-chung, Yuo (2009/12), Using Real Options to Evaluate the Reasonable Renminbi Exchange Rate Interval, IEEM International Conference on 2009 IEEM, Hong Kong. **(EI)**

## Honors and Awards

- **2013-2015 Associate Editor**, Energy Economics

- **2010-2012 Research Outstanding Professor** : National Science Council ,Taiwan and National Dong Hwa University
- **2010 The Outstanding Paper** for Sub-theme, Methodologies and Strategies in Learning, Teaching and Assessment at the TARC International Conference 2010 : Application of DEA on Teaching Resource Inputs and Learning Performance.
- **2009 Research's Performance Outstanding Teacher** : Management School, National Dong Hwa University
- **2007 Research's Performance Outstanding Teacher** : Management School, National Dong Hwa University
- **2006 Academic Research Outstanding Award for New Teacher** : National Dong Hwa University