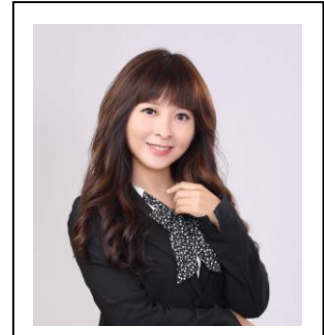


CURRICULUM VITAE

PERSONAL

NAME(姓名，含英譯)

潘令妍 Ling-Yen Pan



PROFESSIONAL APPOINTMENT (現職，含英譯)

國立臺灣大學進修推廣學院事業經營碩士在職學位學程 助理教授
Assistant Professor
Professional Master's Program in Business Administration (PMBA)
National Taiwan University

EDUCATION(學歷)

國立臺灣大學國際企業學系暨研究所 行銷管理組 博士

WORKING EXPERIENCE (經歷)

- 【中央研究院人文社會科學研究中心】博士後研究員
- 【嚮起應用股份有限公司】生態長暨監察人
- 【永豐金控】總經理室企劃專員
- 【巨思文化/數位時代】外稿作者
- 【智榮基金會龍吟研論】數據分析師
- 【台北富邦銀行】助理專員
- 【東森媒體集團】人力資源管理師

MAJOR RESEARCH AREA(研究領域)

社群媒體與行銷溝通／數位轉型與科技接受／消費者心理與行為

PUBLICATION(In the nearest 5 years)(發表、出版物)

JOURNAL PUBLICATIONS

International Journals

2021

1. Crystal T. Lee, Ling-Yen Pan* and Sara H. Hsieh (Accepted on 07-Dec-2021). Artificial intelligent chatbots as brand promoters: a two-stage structural equation modeling-artificial neural network approach. *Internet Research*. (Indexed in SSCI & SCIE, impact factor = 6.773;

*correspondence author)

2. 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 & SCIE, impact factor = 2.325) (DOI: 10.1108/OIR-08-2020-0374)
3. 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 & SCIE, impact factor=3.086) (DOI: 10.1080/0144929X.2020.1766115)

BOOK

In Chinese

4. Ling-Yen Pan (2020). *Analysis of Media Audience in Taiwan*. Ching-Ching Chang and Chen-Chao Tao (Ed.), Taipei: Taiwan Communication Survey (TCS). (ISBN: 978965436131)

ACADEMIC CONFERENCE PRESENTATIONS

International Academic Conferences

1. 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)
2. 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)
3. 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.
4. 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 (APACR), Beijing, China.
5. 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

6. Ling-Yen Pan (2022, June). *When cancellation becomes a blade: Analyzing the motivation, intentions, and behaviors of social media boycotts on the basis of appraisal theory*. Paper presented at 2022 Annual Conference of the Chinese Communication Society, Tainan, Taiwan.
7. 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)
8. 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**).
9. 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.