

Chin-Ching (Kelly) Yin

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INTRODUCTION



Chin-Ching Yin is an Assistant Professor at the Department of Industrial Engineering and Management, National Taipei University of Technology in Taiwan (2022.08-). She received a PhD in Technology Management from National Tsing Hua University, Taiwan. Her current research focuses on high-tech marketing, digital marketing and interactive marketing. She has published in Journal of Business Research, Journal of Retailing and Consumer Services, European Journal of Marketing, Journal of Research in Interactive Marketing, and Journal of Consumer Marketing.

RESEARCH

EXPERIENCES

- University of Maryland (UMD), USA / Participant, EMI Overseas Faculty Training Program (Feb. 2025)
- National Taipei University of Technology / Committee Member, International Student Counseling Committee (Aug. 2024 – Present)
- National Taipei University of Technology / Committee Member, Student Appeals Committee (Aug. 2023 – Present)
- University of California, San Diego (UCSD), USA / Participant, EMI Overseas Faculty Training Program (Feb. 2023)
- College of Technology Management, National Tsing Hua University / Postdoctoral Research Fellow (Jan. 2021 – Jul. 2021)
- College of Technology Management, National Tsing Hua University / Part-time Lecturer (Sep. 2019 – Jan. 2021)

RESEARCH FIELD

- High-Tech Marketing (Technology Management, Service Innovation, Generative AI Applications)
- Digital Marketing (Omnichannel Strategies, Metaverse Experiences, AI-Based Voice Assistants)
- Sustainable Marketing (Green Consumption, Sustainable Behavior, Corporate Social Responsibility)
- Consumer Behavior (Consumer Decision-Making, Customer psychology, Purchase behavior)

HONORS

- Outstanding Newly Recruited Research Talent, National Taipei University of Technology (2023–2025)
- Excellent Mentor Award, National Taipei University of Technology (2025).
- College of Management Outstanding Teaching Award and Excellent Teaching Award, National Taipei University of Technology (2024).
- College of Management Faculty Award for Achievements in Research, Teaching, and Service (2023–2025).
- Faculty Research Paper Award, National Taipei University of Technology, College of Management (2023–2025).
- President's Scholarship, National Tsing Hua University (2016–2019).

PUBLICATIONS

Journals

- **Yin, C. C.**, & Do, K. M. (2025). Metaverse and Consumer Behavior: A Systematic Literature Review and Future Research Agenda. *International Journal of Consumer Studies*, 49(4), e70097.
- ***Yin, C. C** (2024). Integrating or tailoring? Optimizing touchpoints for enhanced omnichannel customer experience. *Journal of research in interactive marketing* (SSCI, Q1), ahead-of-print.
- ***Yin, C. C.**, Tang Y. C., Chiu H. C., Hsieh H. C., Lai Y. T. (2023). Telling an authentic story by aligning with your product type and price. *Journal of business research* (SSCI, Q1), 161, 113799.
- ***Yin C. C.**, Chiu Y. C., Hsieh Y. C., Kuo C. Y. (2022). How to retain customers in omnichannel retailing: mediating effect of brand experience. *Journal of retailing and consumer services* (SSCI, Q1), 69, 103070.
- ***Hsieh, Y. C., Yin, C. C., Yu K. J.** (2022). How to empower consumers in omnichannel retailing. *Management review* (TSSCI), 41(1), 93-112.
- ***Yin, C. C.**, Tang, Y. C., Hsieh, Y. C., Chiu, H. C., Jhu, S. J. (2021). Find me here: share store information through check-in. *Journal of research in interactive marketing* (SSCI, Q1), 16(2), 259-276.

- ***Yin C. C.**, Hsieh, Y. C., Chiu, H. C., Yu, J. L. (2021). (Dis)satisfied with your choices? How to align online consumer's self-awareness, time pressure and self-consciousness. *European journal of marketing* (SSCI, Q2), 55(8), 2367-2388.
- ***Yin, C. C.**, Chiu, H. C., Hsieh, Y. C. (2020). Aligning conflict brand stories with product types. *Journal of consumer marketing* (SSCI, Q2), 37(7), 909-919.

Conferences

- **Yin C. C.***, Do K. M. (2025). Beyond Reality: Unveiling Tourists' Affective and Cognitive Experiences in the Metaverse. *American Marketing Science World Marketing Congress (AMS WMS)*, in Dijon, France.
- Do K. M.*, **Yin C. C.** (2025). AI-Enhanced Celebrity Endorsements: Emotional Dynamics and Consumer Engagement in The Digital Age. *American Marketing Association (AMA) Summer Academic Conference*, in Chicago, USA.
- **Yin C. C.*** (2024). How do New Technologies Reshape the Travel Experience? *INFORMS Society for Marketing Science (ISMS)*, in Sydney, Australia.
- ***Yin C. C.** (2023). Explore the Impact of Omnichannel Touchpoints on Customer Purchase Intention. *Technological Forecasting and Social Change Special Conference (TFSC)*, in Hsinchu, Taiwan.
- ***Yin C. C.**, Qiu, J. Q. (2023). Identifying key touchpoints to improve customer experience in an omnichannel world. *American Marketing Association (AMA) Summer Academic Conference*, in San Francisco, USA.
- Tang, Y. C., ***Yin C. C.** (2023). Investigating the moderating role of personality traits in authentic ads. *American Marketing Association (AMA) Summer Academic Conference*, in San Francisco, USA.
- ***Yin C. C.**, Chiu, H. C., Kuo, C. Y. (2022). Understanding the Role of Brand experience in Omnichannel Retailing. *Service Research Community Conference (SERVSIG)*, in Glasgow, UK.
- ***Yin C. C.**, Hsieh, Y. C., Yu, J. L., Chiu, H. C. (2021). The Influence of Different Self-Awareness on Choice Behavior and Postchoice Satisfaction: Self-Consciousness as a Moderator. *22nd ICEC (International Conference on Electronic Commerce)*, digital conference.

Business Magazine

- Chiu, H. C., Hsieh, Y. C., **Yin, C. C.**, & Yang, W. H. (2020). Escaping the low-cost red ocean: selling high-priced products. *Harvard business review (Global Chinese edition)*.
- Chiu, H. C., **Yin, C. C.**, & Hsieh, Y. C. (2020). Answer three questions to enhance customer experience. *Harvard business review (Global Chinese edition)*.
- Chiu, H. C., Hsieh, Y. C., **Yin, C. C.**, & Tang, Y. C. (2019). Five key points for designing the best brand story. *Harvard business review (Global Chinese edition)*.

PROJECTS

National Science and Technology Council

- How to use AI-based voice assistants to improve customer service? (2025-2027). Project leader.
- Exploring the impact of the metaverse and intelligent voice assistants on travel intentions (2024-2025). Project leader.
- Customer journey design in omnichannel retail (2023-2024). Project leader.
- Enhancing customers' omnichannel shopping experience through managing touchpoints (2023). Project leader.

Ministry of Education

- Backward Design Meets Generative AI: Unleash the Creativity (2025-2026). Project leader.
- Integrating problem-based learning (PBL) teaching method into entrepreneurship education curriculum practice (2024-2025). Project leader.

Ministry of Economic Affairs

- Service project for enhancing warehouse management and improving picking efficiency (2025). Collaborating project leader.

ADDITIONAL INFORMATION

WEBSITE: <https://iem.ntut.edu.tw/p/405-1081-131711,c17321.php?Lang=en>