

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>