

Meng-Jen (Miya) Lin

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EDUCATION

National Taiwan Normal University <i>Bachelor of Business Administration (B.B.A.)</i>	Taipei, Taiwan <i>Sep. 2021 – Jan. 2026 (expected)</i>
<ul style="list-style-type: none">Overall GPA: 4.21/4.30Selected coursework: <i>Marketing Research (A+), Statistics (A+), Business Analysis and Programming Language (A+), Data Visualization and Communication (A+)</i>	
The University of Manchester <i>Exchange Student</i>	Manchester, UK <i>Jan. 2025 – Jun. 2025</i>
Kyushu University <i>Exchange Student (expected)</i>	Fukuoka, Japan <i>Oct. 2025 – Feb. 2026</i>

RESEARCH INTERESTS

- Human–AI interaction, social influence, and digital marketing in consumer behavior
- Judgment and decision making, with a focus on affect and emotion in consumption

PUBLICATIONS AND MANUSCRIPTS

Chang, C. J., Lan, S., & **Lin, M. J.** (under review). *The more you ask, the more you love: Investigating how question-asking with conversational AI chatbots fosters brand love*. Manuscript under review at *Computers in Human Behavior*, with Lin serving as corresponding author.

Chang, C. J., & **Lin, M. J.** (2025, October). *Beyond low price: The influence of hedonic motivation and fear of missing out on purchase intention of dupes*. Paper presented at the **Association for Consumer Research (ACR)** Annual Conference.

RESEARCH EXPERIENCE

National Science and Technology Council (NSTC) Undergraduate Research Grant Jul. 2024 – Feb. 2025
Principal Investigator (Advisor: Dr. Chia-Jung Chang)

- Project:** More Loneliness More Spending: The Influence of Loneliness, Immersion Satisfaction and Escapism on Willingness to Pay (Grant No. NSTC 113-2813-C-003-022-H)
- Grant & ownership:** Principal investigator on a competitive national undergraduate research grant; led proposal development, study design, and project management (timeline, budget, deliverables).
- Design & analysis:** Conducted two experiments (total N = 240) using validated scales (e.g., UCLA Loneliness, escapism, WTP); implemented manipulation checks and analyzed data with PROCESS (mediation and moderated mediation). Findings showed that loneliness increased willingness to pay, mediated by escapism and strengthened by immersion satisfaction.

National Science and Technology Council (NSTC) Project Research Assistant Sep. 2021 – Present
Advisor: Dr. Chia-Jung Chang, National Taiwan Normal University

- Lab management and research support:** Contributed to 8 NSTC academic and industry–academia projects; coordinated a lab team of research assistants (task allocation, weekly meetings, deliverable checks) and monitored timelines, materials, data, and reports.
- Academic experiments:** Designed and ran 9 experiments (total N = 1,320) and 12 in-depth interviews on topics such as voice commerce, ritual-based cause-related campaigns, and chatbot question-asking and brand love; developed pre-specified designs and analysis plans, and conducted analyses using ANOVA and PROCESS (mediation and moderation).
- Applied research with industry partners:** Delivered prototypes and pilots for industry partners, including an audio QR code prototype and commercialization outreach, a voice-commerce pilot with over 13% month-over-month growth in the first two months, and an AIoT long-term care on-site pilot funded by a partner.

HONORS, GRANTS, AND AWARDS

Student of the Year, College of Management <i>Awarded by the College of Management to its top student.</i>	Nov. 2025
Outstanding Student of NTNU Award	Jun. 2025
<ul style="list-style-type: none">• The highest honor for undergraduate achievement, awarded to only 3 students annually across all colleges.• Selected through a rigorous, university-level review process based on demonstrated excellence in at least three of five areas, including Academic Research, Leadership, and Public Service.• Per NTNU regulations, a student may only receive this award once.	
College Student Research Program Grant (NSTC)	Jul. 2024 - Feb. 2025
International Conference Travel Grant (NTNU) <i>1 undergraduate position available.</i>	Oct. 2024
Student Commencement Speaker (NTNU)	May. 2024
Outstanding Academic Performance Award (NTNU)	May. 2024
Academic Achievement Award (top 3%) (NTNU)	Apr. 2024, Oct. 2022

TEACHING EXPERIENCE

Teaching Assistant, National Taiwan Normal University <i>Responsibilities: assisted with course materials, graded assignments and exams, and held office hours for student projects.</i>	
• Internet Traffic Analysis and Practical Application in Marketing (Graduate)	Sep. 2024 – Dec. 2024
• Data-Driven Customer Relationship Management (CRM) (EMBA)	Sep. 2024 – Dec. 2024
• Electronic Commerce (Undergraduate)	Sep. 2023 – Dec. 2023
• Introduction to Business and Management (Undergraduate)	Sep. 2023 – Dec. 2023
• Business Intelligence and Big Data Analysis (GF-EMBA)	Jun. 2023 – Sep. 2023

SKILLS

Languages: Chinese (Native), English (Fluent), Japanese (Professional working proficiency, JLPT N1)

Technical Skills: SPSS (Hayes PROCESS), JASP, Python, SQL, L^AT_EX, Tableau

REFERENCES

Dr. Chia-Jung Chang,
Associate Professor, College of Management, National Taiwan Normal University
Email: cjchang1979@gmail.com

Dr. Cindy Yunhsin Chou,
Professor, College of Management, National Taiwan Normal University
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Ms. Shin Lan,
Chief Executive Officer, Tinney Technology Co., Ltd.
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