

# Meng-Jen (Miya) Lin

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## EDUCATION

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

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

## TEACHING EXPERIENCE

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<b>Teaching Assistant, National Taiwan Normal University</b> <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

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

**Technical Skills:** SPSS (Hayes PROCESS), JASP, Python, SQL, L<sup>A</sup>T<sub>E</sub>X, Tableau

## REFERENCES

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**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  
Email: cindy.chou@ntnu.edu.tw

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Chief Executive Officer, Tinney Technology Co., Ltd.  
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