

# 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>
<b>The University of Manchester</b> <i>Exchange Student (completed)</i>	Manchester, UK <i>Jan. 2025 – Jun. 2025</i>
<b>Kyushu University</b> <i>Exchange Student (ongoing)</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.

- **My contribution:** Co-developed the theoretical model and hypotheses; co-designed the experiments and manipulation checks; executed key statistical analyses; drafted major sections of the manuscript, 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.

- **My contribution:** Co-formulated the research question and conceptual model; performed text-mining analyses on user-generated content; co-designed the experiment and co-authored the conference manuscript.
- Initiated a scholarly exchange with a marketing postdoctoral fellow (University of Minnesota) after ACR, discussing linguistic markers of loneliness and solitude relevant to future work.

## RESEARCH EXPERIENCE

<b>Independent Research Project (Extension of ACR 2025 work)</b> <i>Advisor: Dr. Chia-Jung Chang, National Taiwan Normal University</i>	Oct. 2025 – Present
<ul style="list-style-type: none"><li>• Developed an end-to-end computational research pipeline in Python to investigate how hedonic vs. utilitarian motivations shape purchase intention (Study 1 of Ph.D. proposal).</li><li>• Implemented an AI-augmented coding agent using the Groq API (Llama-3) for zero-shot classification of social media text, enforcing structured JSON outputs for reproducibility.</li><li>• Conducted statistical tests (Chi-square and logistic regression via statsmodels) on pilot data, finding statistically significant patterns consistent with the ACR 2025 study.</li><li>• Established a reproducible workflow using Git/GitHub, modular code, and documented data-handling procedures.</li><li>• <b>Code Repository:</b> <a href="https://github.com/mengjenmiyalin/dupe-analysis-demo">https://github.com/mengjenmiyalin/dupe-analysis-demo</a> (full automation agent available upon request)</li></ul>	

**National Science and Technology Council College Student Research Project** 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)
- Awarded a competitive national undergraduate research grant as PI; authored the proposal and coordinated study design, timeline, budget, and deliverables.
- Designed and ran two experiments ( $N = 240$ ) using validated scales (e.g., UCLA Loneliness, escapism, WTP); programmed manipulation checks and ran PROCESS mediation and moderated-mediation analyses.
- Identified that loneliness increases willingness to pay via escapism, with the effect amplified by immersion satisfaction.

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

- Managed day-to-day lab operations across 8 NSTC academic and industry-academia projects; coordinated a team of research assistants (task allocation, weekly meetings, progress checks) and maintained protocols, study materials, datasets, and reports.
- Standardized documentation, version control, and data-handling procedures across projects to support reproducibility.
- Designed and administered 9 experiments ( $N \approx 1,320$ ) and 12 in-depth interviews on voice commerce, ritual-based cause-related campaigns, and chatbot question-asking and brand love; pre-specified designs and analysis plans, and ran ANOVA and PROCESS-based mediation / moderation.
- Co-developed applied prototypes and pilots with industry partners, including an audio-QR-code prototype and commercialization outreach, a voice-commerce pilot achieving 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 (top 3 across university)</b>	Jun. 2025
• The highest honor for undergraduate achievement, awarded to only 3 students annually across all colleges.	
• Per NTNU regulations, a student may only receive this award once.	
<b>College Student Research Project Grant (NSTC)</b>	Jul. 2024 – Feb. 2025
<b>International Conference Travel Grant (NTNU)</b>	Oct. 2024
<b>Student Commencement Speaker (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

## TECHNICAL SKILLS

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### **Computational Reproducibility:**

- Developed reproducible end-to-end analysis pipelines in Python for text-based consumer-behavior studies.
- Implemented modular code structure separating configuration, data I/O, cleaning, and analysis.
- Used Git & GitHub for version control and transparent iteration.
- Maintained full workflow documentation (Research Workflow Document available upon request).

### **Statistics & Data Analysis:**

- Chi-square tests and logistic regression (Python / statsmodels).
- SPSS & JASP (regression; mediation and moderated mediation via PROCESS).
- R (descriptive statistics and basic visualization).

### **Research Tools & Visualization:**

- Qualtrics & Prolific (survey flow, randomization, attention / manipulation checks).
- Matplotlib & Datawrapper (figures and interactive charts).
- Zotero (reference and literature management).

### **Languages:**

- Chinese (Native); English (Fluent); Japanese (Professional proficiency, JLPT N1).