Ling-Yen Pan
Associate Professor
Graduate Institute of Information Management, National Taipei University
No. 151, Daxue Rd., Sanxia District, New Taipei City, Taiwan
E-mail: claudiapan@mail.ntpu.edu.tw

EDUCATION

2010/09-2020/06	Ph.D.	International Business & Marketing, National Taiwan University
2008/09-2010/06	M.A.	International Business & Marketing, Yuan-Ze University
2001/09-2005/06	B.A.	Sociology, National Cheng-Chi University

CURRENT POSITION

2026/02-present	Associate Professor, Graduate Institute of Information Management, National Taipei University

AREAS OF RESEARCH

Digital and Social Media Marketing; Online Consumer Behavior; Human-AI Interactions

AREAS OF TEACHING

- **Core Courses:** Marketing Management; E-Marketing; Introduction to Advertising and Public Relations
- **Advanced Courses:** Data-Driven Marketing Strategies; New Media and Social Media Marketing; Brand Management and Marketing Communication; Digital Transformation and Omnichannel Management; Internet Consumer Behavior
- **Research and Methodology Courses:** Mixed-Methods Research; User Research and Insights; Data Analysis and Software Applications; Academic Thesis Writing and Research Design

ACADEMIC EXPERIENCE

Academic Appointments

2024/02-2026/01	Assistant Professor, Graduate Institute of Information Management, National Taipei University
2021/08-2024/01	Assistant Professor, Professional Master's Program in Business Administration, National Taiwan University
2021/08-2024/01	Associate Executive Officer, Professional Master's Program in Business Administration, National Taiwan University

Research Appointments

2020/09-2021/07	Postdoctoral Fellow of Taiwan Communication Survey, Research Center for Humanities and Social Sciences, Academia Sinica

Editorial and Academic Service

2026/04-2027/04	Guest Editor, Special Issue "Crossing Methodological Borders: Mixed-/Multi-Methods in Contemporary Industrial and Information Systems Management," *Industrial Management & Data Systems*
2026	Program Board Member, *13th International Conference on HCI in Business, Government and Organizations (HCIBGO), 28th International Conference on Human-Computer Interaction (HCI INTERNATIONAL 2026)*
2026	Associate Editor, Pacific Asia Conference on Information Systems (PACIS)
2025-present	Board Member, Board of Directors, Taiwan Academy for Information Society
2020-present	Member, Survey Committee, Taiwan Communication Survey

Professional Research and Consulting Service

2023/03-2023/12	Research Consultant, Chung-Hua Institution for Economic Research

INDUSTRY AND PROFESSIONAL EXPERIENCE

2023/02-2024/01	Research Consultant, OWL Consulting. Co.
2023/03-2023/06	Research Consultant, Family Co., Ltd.
2020/09-2021/07	Chief Ecosystem Officer and Supervisor, Outing Application Co., Ltd.
2020/04-2020/08	Marketing and Strategy Specialist, Office of the General Manager, SinoPac Holdings
2017/08-2019/03	Author, Business Next Media (refer to: https://www.bnext.com.tw/author/2337)
2017/08-2019/03	Data Analyst, Chinese Consumer Center, StanShih Foundation
2007/05-2008/08	Bank Administrator, Taipei Fubon Commercial Bank
2005/06-2006/03	Human Resources Administrator, Eastern Media Group

AWARDS AND HONORS

Individual Awards and Honors

1. 2025/12 (Academic Year 114) Award for Research Excellence, College of Business, National Taipei University
2. 2025/12 (Academic Year 113) Excellence in English-Medium Instruction Teaching Award, College of Business, National Taipei University
3. 2025/09 (Academic Year 113) Outstanding Research Talent Award, National Taipei University

4. 2025/09 (Academic Year 113) Outstanding Advisor Award, National Taipei University
5. 2019/03-2020/06 Scholarship and Research Grant for Ph.D. Candidates, Research Center for Humanities and Social Sciences, Academia Sinica (Advisor: Ching-Ching Chang)
6. 2016/08-2017/07 Doctoral Dissertation Fellowship of Ministry of Science and Technology for PhD candidates in the Department of Humanities and Social Sciences (Advisor: Heng-Chiang Huang)
7. 2012 Membership of the Phi Tau Phi Scholastic Honor Society of the Republic of China

Student Thesis Awards under Supervision

1. Yu-Chi Su, "Beyond Controversy: Exploring How Virtual Endorsers Affect Credibility and Topic Engagement in Persuasive Communication," Outstanding Award, 2025 Fubon Life Management Master's and Doctoral Thesis Award
2. Yu-Han Su, "The Appeal of Instant and Innovative Sharing: An Analysis of Instagram Stories Posting Motivations from the Self-Determination Theory Perspective," Honorable Mention, 2025 Fubon Life Management Master's and Doctoral Thesis Award
3. Ya-Chen Hsieh, "Watched, Got Hooked, and Bought Immediately! Deconstructing How Live Streamers Influence Consumers' Impulse Buying and Retransmission Intentions," Honorable Mention, 2025 Fubon Life Management Master's and Doctoral Thesis Award
4. Ting-Yue Chang, "From Gratitude, Trust to Recommendation: Exploring the Influence of Relationship Marketing between Pharmaceutical Representatives and Doctors," Honorable Mention, 2024 Fubon Life Management Master's and Doctoral Thesis Award
5. Chih-Ping Yuan, "Generative AI and Health Education: Exploring Technological Interventions and Anxiety Coping Strategies for Chronic Disease Patients," Excellent Paper Award, 2024 TOPCO TSC Thesis Award

RESEARCH GRANTS

NSTC Projects

- Principal Investigator, National Science and Technology Council Research Grant (NSTC115-2410-H-305-064-MY2), "When Imperfection Is Interpretable: A Mixed-Methods Research of Multi-modal Customer Experience Narratives, Expectation Gaps, and Brand Response Mechanisms," 2026/08/01~2028/07/31.
- Principal Investigator, National Science and Technology Council Research Grant (NSTC113-2410-H-305-064-MY2), "Diverse and Imperfect is the New Perfect: Investigating Influential Factors, Authenticity and Sense of Trust in Online Consumer Reviews Using a Mixed-methods Research Approach," 2024/08/01~2026/07/31.
- Principal Investigator, National Science and Technology Council Research Grant (NSTC111-2410-H-305-099-MY2), "Love You or Love You Not: Identifying the Antecedents and Consequences of Consumers' Love-Hate Intertwined with Social Media Influencers via

Mixed-Method Approaches," 2022/06/01~2024/05/31.

INDUSTRY-SPONSORED RESEARCH PROJECT

- Co-Principal Investigator, "Analysis of Key Issues in Responsible Gaming and Stakeholder Impact Assessment," 2023/05/17~2024/04/30

JOURNAL PUBLICATIONS

International Journals

2026

1. Crystal T. Lee and Ling-Yen Pan* (2026). Realistic AI backfires: Cross-modal strategies for mitigating uncanny valley effects in AI-enabled livestreaming. *International Journal of Information Management*, 90, Article 103085. (Indexed in SSCI, IF = 31; *corresponding author) (DOI:10.1016/j.ijinfomgt.2026.103085)
2. Crystal T. Lee and Ling-Yen Pan* (2026). Horizontal versus vertical synergy: Exploring the impact of generative AI synergies in higher education. *International Journal of Human–Computer Interaction*, *42*(5), 3255–3270. (Indexed in SSCI, IF = 6.1; *corresponding author) (DOI:10.1080/10447318.2025.2531280)

2025

3. Ling-Yen Pan and Crystal T. Lee* (2025). Beyond the unfollow button: Navigating social media influencer boycotts in the digital marketplace. *Technology in Society*, *83*, Article 103017. (Indexed in SSCI, IF = 12.9; First author) (DOI: 10.1016/j.techsoc.2025.103017)

2024

4. Ling-Yen Pan and Crystal T. Lee* (2024). How does engagement on social media reinforce life aesthetic literacy? The role of interpersonal and intrapersonal influences. *Computers in Human Behavior*, *161*, Article 108409. (Indexed in SSCI, IF = 8.9; First author) (DOI: 10.1016/j.chb.2024.108409)

2023

5. Crystal T. Lee and Ling-Yen Pan* (2023). Smile to pay: Predicting continuous usage intention toward contactless payment services in the post-COVID-19 era. *International Journal of Bank Marketing*, *41*(2), 312–332. (Indexed in SSCI, IF = 6.3; *corresponding author) (DOI: 10.1108/IJBM-03-2022-0130)
6. Crystal T. Lee and Ling-Yen Pan* (2023). Resistance of facial recognition payment service: A mixed method approach. *Journal of Services Marketing*, *37*(3), 392–407. (Indexed in SSCI, IF = 3.8; *corresponding author) (DOI: 10.1108/JSM-01-2022-0035)

2022

7. Crystal T. Lee, Ling-Yen Pan* and Sara H. Hsieh (2022). Artificial intelligent chatbots as brand promoters: A two-stage structural equation modeling-artificial neural network approach. *Internet Research*, *32*(4), 1329–1356. (Indexed in SSCI, IF = 5.9; *corresponding author) (DOI:

10.1108/INTR-01-2021-0030)

2021

8. Ling-Yen Pan*, Heng-Chiang Huang and Chih-Huei Ko (2021). A prideful posting a day keeps admiring readers awake: Voluntary bloggers in a self-construal framework. *Behaviour & Information Technology*, *40*(14), 1528–1543. (Indexed in SSCI, IF = 3.320; First author & *corresponding author) (DOI: 10.1080/0144929X.2020.1766115)
9. Yung-Cheng Shen, Crystal T. Lee, Ling-Yen Pan, and Chung-Yuan Lee (2021). Why people spread rumors on social media: Developing and validating a multiattribute model of online rumor dissemination. *Online Information Review*, *45*(7), 1227–1246. (Indexed in SSCI, IF = 2.901) (DOI: 10.1108/OIR-08-2020-0374)

BOOK

In Chinese

10. Ling-Yen Pan (2020). *Analysis of Media Audience in Taiwan*. Ching-Ching Chang and Chen-Chao Tao (Ed.), Taipei: Taiwan Communication Survey (TCS). (Full text)

ACADEMIC CONFERENCE PRESENTATIONS

International Academic Conferences

1. Heng-Chiang Huang, Ling-Yen Pan and Ching-Yi Lin (2027, April). *A credibility-building journey in omnichannel luxury skincare brand consumption*. Paper presented at the 2027 Management Theory and Practice Conference, Kyoto, Japan.
2. Nien-Hsin Chen and Ling-Yen Pan (2026, July). *Beyond good or bad online consumer reviews: The divergent logic of helpfulness as subjectivity and emotional intensity swap roles across rating extremes*. Paper presented at the 28th International Conference on Human-Computer Interaction (HCI INTERNATIONAL 2026), Montreal, Canada.
3. Crystal T. Lee and Ling-Yen Pan (2026, July). *Fantasy affordance in AI-generated advertisements: Effects on user attitudinal responses and engagement.* Paper presented at the 28th International Conference on Human-Computer Interaction (HCI INTERNATIONAL 2026), Montreal, Canada.
4. Yachen Hsieh, Ling-Yen Pan, and I-Ping Chiang (2025, August). *The power of streamers: Examining their influence on impulse buying and social herding in live streaming commerce*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Chicago, Illinois, U.S.A. (Virtual Paper Presentation)
5. Ling-Yen Pan, Chih-Ping Yuan, and Heng-Chiang Huang (2025, February). *Generative-AI healthcare chatbots: Balancing problem- and emotional-focused coping strategies to empower patients with chronic diseases*. Paper presented at the American Marketing Association (AMA) Winter Academic Conference, Phoenix, Arizona, U.S.A.
6. Yu-Chi Su and Ling-Yen Pan (2025, February). *Beyond controversy: Exploring how virtual*

influencers affect credibility and engagement in persuasive communication. Paper presented at the American Marketing Association (AMA) Winter Academic Conference, Phoenix, Arizona, U.S.A.

7. Yu-Han Su and Ling-Yen Pan (2025, February). *Sharing in a moment: Exploring the motivations behind Instagram Stories*. Paper presented at the American Marketing Association (AMA) Winter Academic Conference, Phoenix, Arizona, U.S.A.
8. Jia-Hui Liu and Ling-Yen Pan (2025, February). *Exploring the drivers of cryptocurrency trading platform adoption from the perspective of valence theory*. Paper presented at the American Marketing Association (AMA) Winter Academic Conference, Phoenix, Arizona, U.S.A.
9. Ling-Yen Pan and Yu-Wei Shen (2024, August). *Investigating the impact of corporate social responsibility on consumer buying choices in pet healthcare brands*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
10. Ling-Yen Pan and Crystal T. Lee (2024, August). *Reveal to relate: Diverse self-disclosure aspects of social media influencers and their effects on authenticity perception and audience engagement*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
11. Crystal T. Lee, Ling-Yen Pan, Lanshun Yuan and Meichen Liu (2024, August). *The rise of social media family influencers: Artificial neural network approach for predicting social media influencer content performance*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
12. Crystal T. Lee, Ling-Yen Pan, Lanshun Yuan and Meichen Liu (2024, August). *Understanding content strategies of top mommy influencers through text mining analysis and affordance mapping*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Boston, U.S.A. (Virtual Paper Presentation)
13. Ling-Yen Pan (2023, July). *The impact of social media on successful aging: A converging perspective of self-efficacy and social capital*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
14. Ling-Yen Pan and Crystal T. Lee (2023, July). *The impact of social media influencers on brand marketing: An empirical study of Facebook fan pages*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
15. Crystal T. Lee, Ling-Yen Pan and Zimo Li (2023, July). *Will AI replace humans: Conceptualizing technological affordances of virtual avatar live-streamers in livestream e-commerce*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, California, U.S.A. (Virtual Paper Presentation)
16. Ling-Yen Pan (2023, July). *From art to life: Exploring the antecedents and consequences of life*

aesthetic literacy on social media. Paper presented at the Academy of Marketing Conference, Birmingham, U.K.

17. Crystal T. Lee and Ling-Yen Pan (2023, July). *Brands as crypto storytellers: Exploring storytelling effect of Non-Fungible Tokens (NFTs) of luxury brands in metaverse commerce*. Paper presented at the Academy of Marketing Conference, Birmingham, U.K.
18. Ling-Yen Pan and Heng-Chiang Huang (2022, August). *Revisiting the legitimacy in online communities of the people, by the people, and for the people*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, Chicago, Illinois, U.S.A. (Virtual Paper Presentation)
19. Crystal T. Lee, Sara H. Hsieh, and Ling-Yen Pan (2020, August). *AI companionship: Examining social support of artificially intelligent social chatbot*. Paper presented at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, C.A., U.S.A. (Virtual Paper Presentation)
20. Heng-Chiang Huang, Ling-Yen Pan, and Chih-Huei Ko (2015, July). *A self-construal model of voluntary bloggers*. Paper presented at the 8th International Conference on ICT, Society and Human Beings, Las Palmas de Gran Canaria, Spain.
21. Ling-Yen Pan and Shuling Liao (2011, June). *The influence of service convenience, purchasing self-efficacy, and hedonic value on consumers' continual participation in group buying service*. Paper presented at the Asia-Pacific Conference of the Association for Consumer Research (APACR), Beijing, China.
22. Ling-Yen Pan and Shuling Liao (2011, May). *Service convenience determinants of consumer continual intention for group buying*. Paper presented at the Annual Academy of Marketing Science Conference (AMS), Coral Gables, Florida, U.S.A.

Chinese Academic Conferences

23. Ling-Yen Pan (2026, November). *Digital social presence as an evolving configuration: Longitudinal profile transitions among LINE users*. Paper presented at 2026 Annual Conference of the Taiwan Academy for Information Society, Taipei, Taiwan.
24. Ling-Yen Pan (2026, November). *The stimulation paradox of short-form videos: An experience sampling study of content features, momentary states of mind, and emotional outcomes*. Paper presented at 2026 Annual Conference of the Taiwan Academy for Information Society, Taipei, Taiwan.
25. Ling-Yen Pan, Heng-Chiang Huang, and Ting-Yue Chang (2026, June). *Does relationship marketing always glitter? An analysis of physicians' relational responses to pharmaceutical companies' marketing investments*. Paper presented at 2026 AI Application and Contemporary Management Theory and Practice Conference, Yilan, Taiwan.
26. Ling-Yen Pan (2025, November). *Authenticity beyond self-disclosure: How follower motivation continuously shapes influencers' content strategy and impact*. Paper presented at 2025 Annual

Conference of the Taiwan Academy for Information Society, Taipei, Taiwan.

27. Kai-Li Tseng and Ling-Yen Pan (2025, August). *Can self-deprecation heal a brand? Examining the role of state empathy in crisis recovery and consumer advocacy.* Paper presented at 2025 Cross-Strait Economic Management Theory and Practice Conference, Chengdu, China.
28. NienHsin Chen and Ling-Yen Pan (2025, May). *What guests see as must-haves and nice-to-haves: An LDA and three-factor theory analysis of TripAdvisor reviews on star-rated hotels within the same hotel group*. Paper presented at 2025 International Conference on Information Management (ICIM), New Taipei City, Taiwan.
29. Jia-Ci Wen and Ling-Yen Pan (2025, May). *Influencer marketing on social media platforms: A systematic literature review based on the TCCM framework*. Paper presented at 2025 International Conference on Information Management (ICIM), New Taipei City, Taiwan.
30. Ling-Yen Pan (2024, November). *Scroll to connect: Exploring the relationship between digital social presence, social capital and well-being when using LINE in Taiwan*. Paper presented at 2024 Annual Conference of the Taiwan Academy for Information Society, Hsinchu, Taiwan.
31. Kae-Kuen Hu, Ling-Yen Pan, and Han-Yang Ko (2024, November). *The "infodemic" in the post-epidemic era: An analysis of digital resilience and health promotion behaviors swinging between information accessibility and information authority*. Paper presented at 2024 Annual Conference of the Taiwan Academy for Information Society, Hsinchu, Taiwan.
32. Ling-Yen Pan (2024, May). *Valence framework for deconstructing social media boycotts*. Paper presented at 2024 Multi-dimensional Impact of Social Media: A Prospective Study on Academic and Practical Issues, Taipei, Taiwan.
33. Heng-Chiang Huang and Ling-Yen Pan (2024, March). *Virtual community as inclusive digital democracy: How legitimate communities thrive on "of-by-for-the-people" principles*. Paper presented at 2024 Cross-Strait Economic Management Theory and Practice Conference, Beijing, China (Received **Best Paper Award**).
34. Ling-Yen Pan (2022, June). *When cancellation becomes a blade: Analyzing the motivation, intentions, and behaviors of boycotts on social media via the appraisal theory*. Paper presented at 2022 Annual Conference of the Chinese Communication Society, Tainan, Taiwan. (Virtual Paper Presentation)
35. Ling-Yen Pan (2021, June). *Interpersonal influence on intrapersonal perception: Exploring the process of aestheticization of everyday life on new media*. Paper presented at 2021 Annual Conference of the Chinese Communication Society, Taipei, Taiwan. (Virtual Paper Presentation)
36. Ling-Yen Pan (2021, April). *Who replies determines social media users' behaviors and feelings: A PLS-SEM model of response network composition, active and passive use, and perceived social connectedness*. Paper presented at the Management Concept and Application Conference, Kaohsiung, Taiwan (Received **Editor's Choice Award**).
37. Ling-Yen Pan and Ming-Huei Hsieh (2011, December). *Daphne international holdings limited: A company with multi-brands and multi-channels.* Paper presented at the First Management Cases

Conference by Management Review, Taipei, Taiwan.

JOURNAL AND CONFERENCE REVIEWER SERVICE

NTU Management Review; Journal of Management and Business Research Communication & Society; Behaviour & Information Technology; Cyberpsychology, Behavior, and Social Networking; Computers in Human Behavior; Electronic Commerce Research; Humanities and Social Sciences Communications; Internet Research; Information Technology & People; Journal of Retailing and Consumer Services; Marketing Intelligence & Planning; Online Information Review; American Marketing Association (AMA) Winter & Summer Conference; International Conference on Human-Computer Interaction (HCI); Pacific Asia Conference on Information Systems (PACIS).