

Chin-Yen Alice Liu, Ph.D.

Texas A&M University – San Antonio
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A. EDUCATION

- Ph.D. in Business Administration** August 2009
Major-Production Operations Management, Area of ISQS
Minor-Industrial Engineering
Supporting field-Business Statistics
Texas Tech University, Lubbock, Texas
- Master of Business Administration** August 2005
Texas State University - San Marcos, Texas
- Bachelor of Business Administration** June 1997
Major-Finance/ Minor-Industrial Engineering & Management
I-Shou University, Kaohsiung, Taiwan

B. TEACHING EXPERIENCE

- Associate Professor of Management** September 2017 ~ Present
Texas A&M University – San Antonio, TX
- Assistant Professor of Management** August 2011 ~ August 2017
Texas A&M University – San Antonio, TX
- Assistant Professor of Management** August 2009 ~ August 2011
Our Lady of the Lake University – San Antonio, TX
- Part Time Instructor** August 2006 ~ August 2009
Texas Tech University – Lubbock, TX

C. RELEVANT PROFESSIONAL EXPERIENCE

- Graduate Assistant** January 2006 ~ August 2009
Texas Tech University – Lubbock, TX
- Purchasing Assistant** 1999 ~ 2001
Production Assistant 1997 ~ 1999
FLOMO PLASTICS INDUSTRIAL CO., LTD, Kaohsiung, Taiwan

D. PROFESSIONAL PUBLICATIONS

CONFERENCE PRESENTATION

“Evidence on Student Online Learning Outcome in Higher Education During the COVID-19 Pandemic?” presented at the 50th Western Decision Sciences Institute (WDSI) conference on April 5 – 8, 2022, Big Island, Hawaii

“Online Learning during the COVID-19 Pandemic. What we know and what is next?” presented at the 50th Northeast Decision Sciences Institute (NEDSI) on March 26 – 27, 2021 Online Conference

“Linear Programming Application for Daily Food Selection” presented at the ISER International Conference on Advances in Business Management and Information Science (ICABMIS) on April 28 – 29, 2019 Toronto, Canada

“Experiential Learning and Community Engagement: A Case Study on Inscape” presented at the Academy Business Research (ABR) Conference on October 24 – 26, 2018, San Antonio, TX (Best Paper)

“Nutritional Criteria in Daily Food Selection using Linear Programming Analysis” presented at the International Academy of Business and Public Administration Disciplines (IABPAD) conference on April 19 - 22, 2018, Dallas, TX

“The Acquisition of Chinese Phonology: Evidence from Beginning Young Chinese Language Learners” presented at 2017 Chinese Language Teachers Association – Texas (CLTA-TX) annual conference on August 5 – 6, 2017, College Station, TX

“Does Subject Matter to Students Learning Outcomes based on Course modality?” presented at the 46th Western Decision Sciences Institute (WDSI) conference on April 5 – 8, 2017, Vancouver, Canada

Mandatory Evaluation and Students’ Autonomy through Shared Learning Online” presented at Marketing Management Association (MMA) - 2016 Fall Educators’ Conference on September 14 – 16, 2016, Providence, RI

“A study of Self-regulated and Non Self-regulated Learners in a HyFlex Learning Environment” presented at the 45th Western Decision Sciences Institute (WDSI) conference on April 5 – 9, 2016, Las Vegas, NV

“Creating a Comprehensive School Support Program to Address Student’s Needs and Increase Retention” presented at the 2015 Academy Business Research (ABR) Conference on October 28 – 30, 2015, San Antonio, TX (Best Paper)

“US Teaching and Research Experiences” presented at the Chinese Culture University on May 29, 2015, Taipei, Taiwan

“Reflections on the Self-regulated Learners in a Blended Learning Environment” presented at the 2015 Southwestern Decision Sciences Institute (SWDSI) Conference on March 11 – 14, 2015, Houston, TX

“Integrated Risk Management on Fuel Hedging Program: A Case Study on Southwest and China Eastern Airlines” presented at the 2014 Academy Business Research (ABR) Conference on November 5 – 7, 2014, San Antonio, TX (Best Paper)

“Re-imagining mentorship: A professional association’s vision for increasing membership, building a talent pipeline, and measuring the effectiveness of its mentoring program” presented at the 2014 Academy Business Research (ABR) Conference on November 5 – 7, 2014, San Antonio, TX (Best Paper)

“Differentiating Views on Ethical Decision Making: A Model Comparing Collectivism and Individualism Decision Pathways” presented at the 2014 Academy Business Research (ABR) Conference on November 5 – 7, 2014, San Antonio, TX

“Evaluating on Higher Education Using Data Envelopment Analysis” presented at the 2014 Clute Institute International Academic Conference on August 3 – 7, 2014, San Francisco, CA (Best Paper Award)

“Evaluating Student Learning in Hyflex Classes in Higher Education: Comparing Performance for Students Who Attend Traditional Classroom Lectures versus Synchronous and Asynchronous Online Students” presented at the 2014 Southwest Teaching and Learning conference on April 4 – 5, 2014, San Antonio, TX (Research Award/Grant)

“Energy Performance Index for Power Generation: Is Renewable Energy Technology Still a Promising Development Plan and Worth to Pursue?” presented at the 2013 Academy Business Research conference on November 13 – 15, 2013, Montego Bay, Jamaica (Best Paper Award)

“What Do Students Want, Anyway? An Empirical Examination of Student Expectations and Needs in Terms of School Services” presented at the 2013 Academy Business Research conference on September 18 – 20, 2013, San Antonio, TX

“Technology in the classroom: Does the use of classroom performance system (CPS) clickers enhance learning outcomes in a quantitative course?” presented at the 2013 Southwest Teaching and Learning conference on April 5 – 6, 2013, San Antonio, TX (Research Award)

“A study of comparisons between minority-majority and minority-minority Hispanic Serving Institutions” presented at the International Academy of Business and Public Administration Disciplines (IABPAD) conference on October 25 – 28, 2012, Las Vegas, NV (Research Award)

“Evaluation of Higher Education Performance: A DEA Approach” presented at the Decision Sciences Institute (DSI) conference on November 19 – 22, 2011, Boston, MA

“Measuring Higher Education Performance by using DEA Approach” presented at the 40th Western Decision Sciences Institute (WDSI) conference on April 5 – 8, 2011, Portland, OR

“Relationship between Undergraduate Demographics and Student Support Systems” presented at the Annual Conference of the Accreditation Council for Business Schools and Programs (ACBSP) on November 4-6, 2010, San Antonio, TX

“Determinants of Retention in Higher Education: A Case Study” presented at the Annual Conference of the Accreditation Council for Business Schools and Programs (ACBSP) on November 4-6, 2010, San Antonio, TX

“The Impact of Information Technology Change in the Operations System Based on the CLD model” presented at International Academy of Business and Public Administration Disciplines (IABPAD) Conference on October 21 – 24, 2010, New Orleans, LA

“Performance Evaluation on Private Higher Education Using Data Envelopment Analysis” presented at IERC – IIE (The Institute of Industrial Engineers) Annual Conference and Expo 2010 on June 5 – 9, 2010, Cancun, Mexico

“A Tutorial on SAP: Exploring Students’ Learning Outcomes and Learning Benefits” presented at the 2nd Annual Southwest Teaching & Learning Conference in April 9 - 10, 2010, San Antonio, TX

“Impact of Biased Perspective on Risk Management: A Case Study on Southwest and China Eastern Airlines” presented at the 39th Western Decision Sciences Institute (WDSI) conference on April 6 – 9, 2010, Lake Tahoe, NV

“Energy Performance in the U.S. Electric Power Generation: Is Renewable Energy Technology Still as Promising Development and Worth to Pursue?” presented at the International Academy of Business and Public Administration Disciplines (IABPAD) Conference on January 3 – 6, 2010, Orlando, FL (Research Award)

“The National Energy Dilemma: Models for Policy Evaluation” presented at the System Dynamics Society Conference 2009 on July 26 – 30, 2009, Albuquerque, NM

“A Dynamic Model-Based Study of the Impact of Electronic Data Interchange on the Operations System in a Supply Chain” presented at the Third China Summer Workshop on Information Management (CSWIM) on June 27 – 28, 2009, Guangzhou, China

“Energy Risk Management: Lessons from Southwest and China Eastern Airlines” presented at the First symposium on Financial Business Intelligence and Risk

Management and Second workshop of Electronic Payment and Electronic Commerce in China (FIRM-EPECC) on June 19 - 20, 2009, Chengdu, China

“Dynamics of Electricity Generation in the U.S.: Renewable and Non-Renewable Sources and Consumption Categories,” presented at the International Academy of Business and Public Administration Disciplines (IABPAD) Conference on April 23 – 26, 2009, Dallas, TX (Research Award)

PAPER PUBLICATIONS

Liu, Chin-Yen and Jones, K. “Culture Decides: A Case Study of Cultural Orientation and Decision-Making in Taiwan during a Pandemic” (International Journal of Management Excellence (IJME) - Forthcoming).

Liu, Chin-Yen. “The Use of e-Learning Course during the COVID-19: A Systems Thinking Approach” (International Journal of Management Excellence (IJME) Volume 15, Number 1, Page 2157-2160, 2020).

Guardia, A., **Liu, Chin-Yen**, and Blanton, E. “Inscape: A Case Study of Experiential Learning and Community Engagement” (accepted by Journal of Human Resources Education (JHRE), Volume 13, Number 2/3, Pages 11-21, 2019).

Liu, Chin-Yen and Rodriguez, R. “Evaluation on the Impact of HyFlex Learning Model” (International Journal of Innovation and Learning (IJIL), Volume 25, Number 4, Pages 393-411, 2019).

Liu, Chin-Yen and Jones, K. “Determining the Student Services which Align with Undergraduate Student Expectation: A Study of Student Perceptions and University Service Delivery” (Journal of Leadership and Management (JLM), Volume 2, Number 12, Pages 74-82, 2018).

Liu, Chin-Yen and Jones, K. “Integrated Risk Management on Fuel Hedging Program: A Case Study on Southwest and China Eastern Airlines” (Academy Business Research Journal (ABRJ), Volume II, Page 73-84, 2016).

Jones, K. and **Liu, Chin-Yen**, “Differentiating Views on Ethical Decision Making: A Model Comparing Collectivism and Individualism Decision Pathways” (accepted by Academy Business Research Journal (ABRJ), Volume III, Page 75-83, 2015).

Liu, Chin-Yen. “Energy Performance Index for Power Generation: Is Renewable Energy Technology Still a Promising Development Plan and Worth to Pursue?” (Academy Business Research Journal (ABRJ), Volume 1, Page 26-36, 2015.)

- Liu, Chin-Yen** and Tsai, C. “Evaluation on Higher Education Using Data Envelopment Analysis” (International Journal of Management Excellence (IJME) Volume 4, Number 2, Page 522-528, 2014)
- Liu, Chin-Yen** and Sosa-Fey, J. “Technology in the classroom: Does the use of classroom performance system (CPS) clickers enhance learning outcomes in a quantitative course?” (Southwest Teaching and Learning Journal (STLJ) Volume 3, Number 1, Page 33-49, Fall, 2013)
- Laxmi, P., Sosa-Fey, J., **Liu, Chin-Yen**, and Patel, D. “Six Sigma: Can Engineering Principles Improve Healthcare Processes?” (International Journal of Management and Human Resource (IJMHR) Volume 1, Number 1, Pages 110-121, Summer 2013).
- Wander, J., Sosa-Fey, J., and **Liu, Chin-Yen**. “Privacy Imperative in Healthcare: Can Cloud Computing Bridge the Security Gap” (The International Academy of Business and Public Administration Disciplines (IABPAD) Proceedings 2013, ISSN 1547- 4836, Volume 10, Number 2).
- Laxmi, P., Sosa-Fey, J., **Liu, Chin-Yen**, and Patel, D. “Six Sigma: Can Engineering Principles Improve Healthcare Processes?” (The International Academy of Business and Public Administration Disciplines (IABPAD) Proceedings 2013, ISSN 1547-4836, Volume 10, Number 2).
- Liu, Chin-Yen** and Liu, Wen-Hsing. “Graduating Rates of Hispanic Students at Minority-Majority and Minority-Minority Hispanic Serving Institutions: A Comparison Study” (International Journal of Education Research, Volume 7, Number 2, Pages 73-85, Winter 2012).
- Liu, Chin-Yen** and Liu, Wen-Hsing. “The Impact of Information Technology Change in the Operations System Based on the Causal Loop Diagram Model” (International Journal of Business, Marketing, and Decision Sciences, Volume 5, Number 2, Pages 51-59, Fall 2012).
- Liu, Chin-Yen** and Liu, Wen-Hsing. “A study of comparisons between minority-majority and minority-minority Hispanic Serving Institutions” (The International Academy of Business and Public Administration Disciplines (IABPAD) Proceedings 2012, ISSN 1547- 4836, Volume 9, Number 4).
- Liu, Chin-Yen** and Burns, James “Analysis of U.S. electricity generation using the tools of system dynamics” (International Journal of Business and Economics Perspectives, Volume 6, Number 1, Pages 17-30, Winter 2011).
- Liu, Chin-Yen** and Liu, Wen-Hsing. “Performance Evaluation on Private Higher Education Using Data Envelopment Analysis” (The 2010 Industrial Engineering Research Conference Proceedings).

- Lu, Yonggang and **Liu, Chin-Yen**. “Ill-defined Maximum Likelihood Estimate for Dummy Variable Coefficient in a GARCH Variance Structure Equation” (The 2010 Midwest Decision Sciences Institute Conference Proceedings).
- Liu, Chin-Yen**, Lin, Zhangxi, and Burns, James. “Impact of Biased Perspective on Risk Management: A Case Study on Southwest and China Eastern Airlines” (The 39th Western Decision Sciences Institute (WDSI) Proceedings, 2010, ISSN 1098-2248).
- Liu, Chin-Yen** and Lu, Yonggang. “Energy Performance in the U.S. Electric Power Generation: Is Renewable Energy Technology Still as Promising Development and Worth to Pursue?” (The International Academy of Business and Public Administration Disciplines (IABPAD) Proceedings 2010, ISSN 1547- 4836, Volume 7, Number 1).
- Liu, Chin-Yen**, Burns, James, and Janamanchi Balaji. “The National Energy Dilemma: Models for Policy Evaluation.” (The International System Dynamics Proceedings 2009, ISSN 978-1-935056-03-4).
- Liu, Chin-Yen** and Burns, James. “Dynamics of Electricity Generation in the U.S.: Renewable and Non-Renewable Sources and Consumption Categories.” (The International Academy of Business and Public Administration Disciplines (IABPAD) Proceedings 2009, ISSN 1547- 4836, Volume 6, Number 2).