

CHYA-YI (EMILY) LIAW 廖佳儀

Curriculum Vitae

Assistant Professor at National Taipei University of Business, Department of International Business
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EDUCATION

PhD in General Management, Western University (Ivey Business School), London, Ontario, Canada	2015
MS in Industrial Engineering, Georgia Institute of Technology, Atlanta, Georgia, U.S.A.	2007
MS in Logistics & Supply Chain Management, National University of Singapore, Singapore	2007
BBA in International Trade (minor in Accounting), National Chengchi University, Taipei, Taiwan	2006

ACADEMIC POSITIONS

Assistant Professor, National Taipei University of Business, Taiwan ROC	2025 - present
Senior Lecturer, Hong Kong Metropolitan University, Hong Kong SAR	2023 - 2025
Assistant Professor, City University of Hong Kong, Hong Kong SAR	2015 - 2022

RESEARCH AND PUBLICATIONS

Research Interests: International hotel branding, service company internationalization, cross-border inter-organizational cooperation, theory of foreign direct investment, entry mode choice

Publication and Research in Progress

Chen, S.F. & Liaw, C.Y. (2020). The coincidence of private branding and foreign sourcing: Is there a causality direction? *Journal of Business Research*, 108: 268–276

Liaw, C.Y. & Chen, S.F. Reputation, governance, and institutional effects on branding right allocation in international hotel franchising

Weng, D. & Liaw, C.Y. The effect of brand internationalization on price premium: A city-level analysis

Liaw, C.Y., Weng, D., & Chen, S.F. A governance account for the branding-performance relationship in international franchise hotels

Weng, D. & Liaw, C.Y. Brand internationalization and brand performance: An s-curve investigation

Liaw, C.Y. & Ji, L. Internet positioning of international franchise hotel: Conceptualization and evidence in China

Conference Presentations

Weng, D. & Liaw, C.Y. (2024). The effect of brand internationalization on price premium: A city-level analysis. *Academy of International Business Annual Meeting*, Seoul, South Korea

Liaw, C.Y. & Chen, S.F. (2023). Theories of ingredient branding and applications in the international hotel industry. *Academy of International Business Annual Meeting*, Warsaw, Poland

Liaw, C.Y. & Chen, S.F. (2022). Reputation, governance, and institutional effects on branding right allocation in international hotel franchising. *Academy of International Business Annual Meeting*, online

Liaw, C.Y. & Chen, S.F. (2021). A governance account for the branding-performance relationship in international franchise hotels. *Academy of International Business Annual Meeting*, online

Liaw, C.Y. & Chen, S.F. (2020). A pure market solution to hybrid failure when full hierarchy is infeasible: The case of international franchise hotels in China. *Academy of International Business Annual Meeting*, online

Liaw, C.Y. & Chen, S.F. (2019). Branding options and room rates of international franchise hotels: empirical evidence from China. *Academy of International Business Annual Meeting*, Copenhagen, Denmark

Chen, S.F. & Liaw, C.Y. (2019). Branding right allocation and governance of cross-border collaboration: The instance of international hotels. *Academy of International Business Annual Meeting*, Copenhagen, Denmark

Liaw, C.Y. & Chen, S.F. (2018). The dangers of franchisee anonymity: When should foreign chains allow local developers to co-brand international franchise hotels? *Academy of International Business Annual Meeting*, Minneapolis, U.S.A.

Chen, S.F. & Liaw, C.Y. (2017). A principal-agent view on international hotel branding. *Academy of International Business Annual Meeting*, Dubai, United Arab Emirates

Chen, S.F. & Liaw, C.Y. (2016). Branding on international hotels: An agency view. *Academy of Management Annual Meeting*, Anaheim, U.S.A. (invited to be published in the best paper proceedings)

Liaw, C.Y. & Chen, S.F. (2016). When should a foreign chain allow the local developer to cobrand an international franchise hotel: A principal-agent view and empirical evidence. *Academy of International Business Annual Meeting*, New Orleans, U.S.A.

Managerial Article

Liaw, C.Y. & Ker, L.K. (2017). 貿易保護與自由化之分水嶺 (The Boundary between Trade Protection and Liberalization) in *Capital Magazine*, January 1: 125

Case Publication

William, C. & Liaw, C.Y. (2011). 3M Taiwan: Product innovation in the subsidiary (with teaching note), Ivey Publishing, #9B11M101

TEACHING

Hong Kong Metropolitan University, Hong Kong SAR

International Management Strategy (MBA)

International Marketing Strategy (MBA)

Management Issues for Global Managers (MBA)

Global Issues in Management (Undergrad)

Asia Pacific Issues in Management (Undergrad)

國際策略管理 (MBA)

應用商業計畫 (MBA)

City University of Hong Kong, Hong Kong SAR

Strategy and Policy (Undergrad)

Managing Multinationals (Undergrad)

Business Case Analysis and Communication (Undergrad)

Strategic Management (MSc)

International Business & the Global Geopolitics for Managers (MSc)

PhD Thesis Committee:

Alexandra Kalinina (2017)

PhD Proposal Committee:

Ijeoma Priscilla Ugwuanyi (2021)

AWARDS AND HONORS

Teaching Excellence Award, Department of Management, City University of Hong Kong, 2021