

My research interests lie primarily in the area of international business and sustainability management, and actively involve in the fields of Taiwan firm's global supply chain and environmental, social, and governance (ESG) management as well. I have been involved in planning and implementing Taiwan's national climate change mitigation and adaptation policy in National Development Council since 2010.

My research interest areas including:

- Corporate strategy and sustainability management
- Business sustainability and ESG research
- International business

Techniques used in study

Business models analysis, statistical analysis, business context analysis, other computational modules.

Yu-Yuan Shih, Assistant Professor

Graduate Institute of Sustainability Management and Environmental Education, National Taiwan Normal University

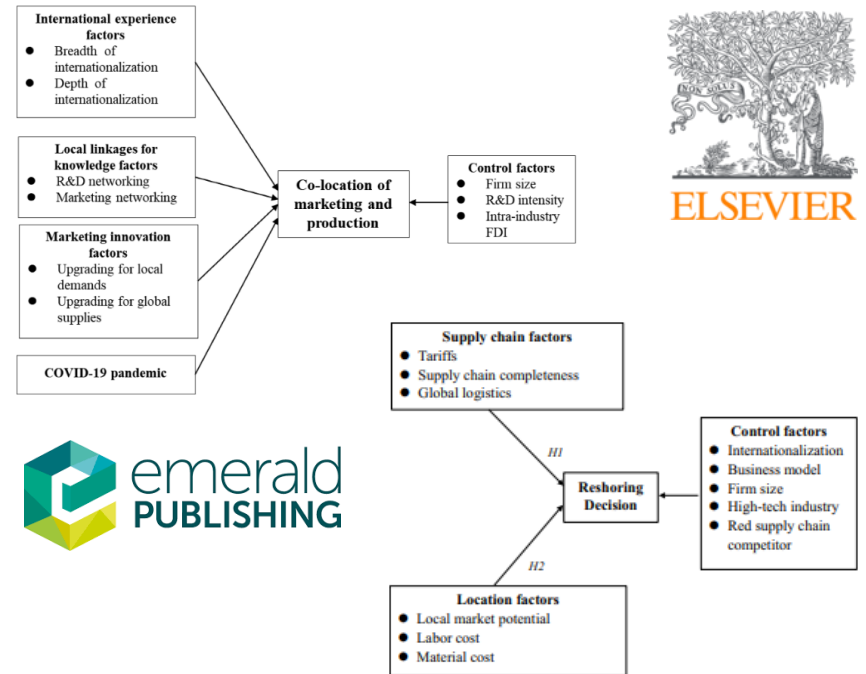
shihyu@ntnu.edu.tw

Background:

Ph.D., Department of International Business, College of Management, National Taiwan University.

Funding:

National Science and Technology Council, Ministry of Environment



Publications

- Shih, Y. Y., & Lin, C. A. (2022). Co-location with marketing value activities as manufacturing upgrading in a COVID-19 outbreak era. *Journal of Business Research*, 148, 410-419.
- Chen, H., Hsu, C. EW., Shih, Y. Y., & Caskey D. (2022). The reshoring decision under uncertainty in the post-COVID-19 era. *Journal of Business & Industrial Marketing*, 37 (10), 2064-2074.
- Shih, Y. Y., & Jaw, Y. L. (2021). How do digital multinational enterprises choose the degree of equity ownership in cross-border acquisitions? The resource-based view and organizational learning strategies perspectives. *Journal of Management and Business Research*, 38(3), 363-380.

