
Chia-Hao (Jamie) Yu

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Education

Doctor of Philosophy, Agricultural Leadership, Education, and Communication

University of Georgia (UGA), Athens, United States

2026 – present

- **Supervisor:** Alexa J. Lamm, Professor

Master of Communication, Bio-Industry Communication and Development

National Taiwan University (NTU), Taipei, Taiwan

2021 – 2023

- **Supervisor:** Chaoyun Liang, Distinguished Professor
- **MSc Thesis:** Intention to use and knowledge sharing on agricultural nonprofit websites

Bachelor of Education, Adult and Continuing Education

National Chung Cheng University (CCU), Chiayi, Taiwan

2016 – 2020

Publications

SSCI-/SCIE-Indexed Journal

Yu, C.-H., & Liang, C. (2025). Theoretical building for knowledge sharing on agricultural nonprofit websites. *LIBRI: International Journal of Libraries and Information*, 75(4), 387–400.

<https://doi.org/10.1515/libri-2024-0170>

- Impact Factor: 1.8, Rank: 76/172 (Q2), Top 56.1% of SSCI–Information Science & Library Science in 2025 JCR metrics; **First Author**.

Yu, C.-H., Chen, C.-C., Liang, C., & Huang, P.-K. (2025). How organic food services affect hospital brand image. *International Journal of Gastronomy and Food Science*, 42, 101361.

<https://doi.org/10.1016/j.ijgfs.2025.101361>

- Impact Factor: 3.7, Rank: 79/187 (Q2), Top 58.0% of SCIE–Food Science & Technology in 2025 JCR metrics; **First Author**.

Kang, J.-C., Liang, C., & **Yu, C.-H.** (2025). Determinants of political disinformation prevention: Taiwanese journalists and general public regarding safety of import food. *Journalism Practice*.

<https://doi.org/10.1080/17512786.2025.2507087>

- Impact Factor: 2.3, Rank: 62/227 (Q2), Top 72.9% of SSCI–Communication in 2025 JCR metrics; **Third Author**.

Yu, C.-H., Liang, C., Chen, C.-C., & Lin, C.-S. Consumption of black bean extract cosmetics in Taiwan and Japan: Brand awareness is the key to international marketing.

• Under Review; **First Author**

Kang, J.-C., Liang, C., & **Yu, C.-H.** Theorising political consumption: The mediating role of information source credibility.

• Under Review; **Third Author**

Kang, J.-C., Liang, C., & **Yu, C.-H.** Deconstructing the backfire effect induced by disinformation: The mediating role of echo chambers.

• Under Review; **Third Author**

International Conference Presentation

Yu, C.-H., & Liang, C. (2022, October 28). *Factors influencing knowledge sharing on agricultural nonprofit websites*. Paper presented at the International Conference on Advancements of Business Ethics and Corporate Social Responsibility, Chung Yuan Christian University, Zhongli, Taiwan.

Published in Chinese;

Indexed in Taiwan's national journal index (ACI, rigorous double-blind review).

Yu, C.-H. (2024). Exploring the purpose of use, website characteristics and user behavior of a knowledge website based on user experience. *Research of Educational Communications and Technology*, 135, 37–55. [https://doi.org/10.6137/RECT.202408_\(135\).0003](https://doi.org/10.6137/RECT.202408_(135).0003)

Lin, H.-S., & **Yu, C.-H.** (2023). Learning outcomes of international volunteering: Comparison and synthesis of transition due to the epidemic. *Student Affairs and Guidance Counseling*, 62(2), 47–63. [https://doi.org/10.6506/SAGC.202309_62\(2\).0005](https://doi.org/10.6506/SAGC.202309_62(2).0005)

• **Corresponding Author**

Yu, C.-H., & Liang, C. (2022). Intention to use a nonprofit website to gain agricultural knowledge. *Research of Educational Communications and Technology*, 130, 67–86. [https://doi.org/10.6137/RECT.202212_\(130\).0004](https://doi.org/10.6137/RECT.202212_(130).0004)

Research and Industry Experience

•MBAtalk—Nonprofit Agricultural Website

Editor

Responsible for website and community operation

Taipei, Taiwan

2021 – present

•Industrial Talent Research Section, Industrial Technology Research Institute

Researcher

Supporting nationwide digital talent demand surveys focused on rural areas.

Taipei, Taiwan

2026

- **Shining Sprouts Co., Ltd.**
Marketing Research Specialist
Responsible for market research on emerging products and government proposals

Yunlin, Taiwan
2023 – 2025
- **WOW Laboratory, National Taiwan University**
Graduate Research Assistant
Advisor: Chaoyun Liang

Taipei, Taiwan
2021 – 2023
- **CPC Corporation Training Centre**
Internship
Human Resource Management & E-Learning Project Manager

Chiayi, Taiwan
2019
- **National Chung Cheng University**
Undergraduate Research Assistant
Advisor: Stephanie Yu-Ching Chen
Project: *Developing a volunteer education program from a strengths-based perspective: Community empowerment for chronic disease self-management among the elderly*
Responsible for the statistical analysis of pretest and posttest differences in data collected among six rural communities, in addition to on-site observation and documentation.

Chiayi, Taiwan
2018 – 2019

Teaching and Administrative Experience

-
- **Executive Master of Business Administration in NTU BICD**
Administrative Assistant
Responsible for checking information related to student graduations and theses

Taipei, Taiwan
2021 – 2023
 - **National Chung Cheng University**
Teaching Assistant
Courses in **Department of Adult and Continuing Education:**
◦ *Social Gerontology*
◦ *Health Promotion and Education for the Elderly*
Courses in **Graduate Institute of Education:**
◦ *Educational Action Research*

Chiayi, Taiwan

2017 – 2020

2020

Honors and Awards

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- **Bank of Taiwan Awards for Economic and Financial Research**
Recognized for outstanding research in economic and financial studies.
Received the **Merit Award** with a cash award of approximately **US\$1,310**

2025
 - **Bio-Industry Communication and Development Graduate Scholarship**
Ranked 1st among students on the department's compulsory courses; received a cash prize of **US\$290**.

2022

Service & Leadership

- **Graduate Student Association of NTU BICD**

2022 – 2023

President

- Initiated research workshops involving both Executive Master of Business Administration and graduate students to promote interdisciplinary collaboration