

(一) 王怡舜教授個人基本資料

**Yi-Shun Wang, Distinguished Professor**

Department of Information Management

National Changhua University of Education, Taiwan

Email: [yswang@cc.ncue.edu.tw](mailto:yswang@cc.ncue.edu.tw)

Tel.: 047-232105 ext. 7331

(二) 學歷

Ph.D. in Management Information Systems, National Chengchi University,  
09/1997 ~09/2001

Master's Degree in Management Information Systems, National Sun Yat-sen  
Universty, 09/1993 ~ 06/1995

Bachelor's Degree in Management Information Systems, National Sun Yat-sen  
University, 09/1989 ~ 06/1993

(三) 學術經歷

Professor, Department of Information Management, National Changhua  
University of Education, 08/2008~now

Visiting Professor, Department of Management, Leadership, and Information  
Systems, Le Moyne College, USA, 06/2013~09/2013

Associate Professor, Department of Information Management, National  
Changhua University of Education, 08/2005~07/2008

Assistant Professor, Department of Information Management, National  
Changhua University of Education, 02/2002~07/2005

Assistant Professor, Department of Information Management, Overseas Chinese  
Institute of Technology, 09/2001~01/2002

Instructor, Department of Information Management, Overseas Chinese Institute  
of Technology, 08/1998~08/2001

(四) 任教科目

Undergraduate: Economics, Management Information Systems, Electronic  
Commerce, System Dynamics, Information Systems Project

Graduate: Research Methods, Seminar on Electronic Commerce, Information  
Technology and Organizations, Seminar on System Dynamics

## (五) 期刊論文

1. Lin, H.-H., Yen, W.-C., and Wang, Yi-Shun\* (2018). Investigating the Effect of Learning Method and Motivation on Learning Performance in a Business Simulation System Context: An Experimental Study. *Computers & Education*, 127, 30-40. (SSCI, 2017 IF=4.538, Rank=4/238 in Education & Educational Research)
2. Wang, Y.-Y., Wang, Yi-Shun\*, Lin, H.-H. and Tsai, T.-H. (2018). Developing and Validating a Model for Assessing Paid Mobile Learning App Success. *Interactive Learning Environments*, Published online: 21 June 2018. (SSCI) <https://www.tandfonline.com/doi/full/10.1080/10494820.2018.1484773> (Open Access)
3. Lin, H.-H., Wang, Y.-Y., Wang, Yi-Shun\*, Wang, Y.-M. (2018). Measuring Perceived Physiological Vulnerability to IT Use: An Initial Test in a Virtual Reality-based Learning Environment. *Interactive Learning Environments*, Published online: 19 Nov 2018. (SSCI) <https://www.tandfonline.com/doi/full/10.1080/10494820.2018.1545672> (Open Access)
4. Wang, Y.-Y., Wang, Yi-Shun\*, Lin, T.-C. (2018). Developing and Validating a Technology Upgrade Model. *International Journal of Information Management*, 38(1), 7-26. (SSCI, 2017 IF=4.516, Rank=3/88 in Information Science and Library Science)
5. Wang, Yi-Shun\*, Yeh, C.-H., Wang, Y.-M., Tseng, T.H., Lin, H.-H., Lin, S., Xie, M.-Q. (2018). Investigating Online Consumers' Responses to Product Presentation Modes: Does Product Type Really Matter? *Internet Research*, Accepted: 14 October 2018. (SSCI, 2017 IF=3.838, Rank=26/140 in Business)
6. Wang, Yi-Shun\*, Tseng, T.H, Wang, W.-T., Shih, Y.-W., Chan, P.-Y. (2018). Developing and Validating a Mobile Catering App Success Model. *International Journal of Hospitality Management*, Published online: 15 June 2018 (SSCI, 2017 IF=3.445, Rank=7/50 in Hospitality, Leisure, Sports & Tourism)
7. Lin, H.-H., Yen, W.-C., Wang, Yi-Shun\*, and Yeh, Y.-M. (2018). Investigating Consumer Responses to Online Group Buying Service Failures: The Moderating Effects of Seller Offering Type. *Internet Research*, 28(4), 965-987. (SSCI, 2017 IF=3.838, Rank=26/140 in Business)
8. Yen, W.-C., Lin, H.-H., Wang, Yi-Shun\*, Shih, Y.-W., and Cheng, K.-H. (2018). Factors Affecting Users' Continuance Intention of Mobile Social Network Service. *Service Industries Journal*, Published online: 02 Apr 2018. (SSCI)

9. Yieh, K., Yeh, C.-H., Tseng, T.H., Wang, Yi-Shun\*, and Wu, Y.-T. (2018). An Investigation of B-2-B Brand Value: Evidence from Manufacturing SMEs in Taiwan. *Journal of Business-to-Business Marketing*, 25(2), 119-136. (SSCI)
10. Wang, Y.-Y., Lin, H.-H., Wang, Yi-Shun\*, Shih, Y.-W., and Wang, S.-T. (2018). What Drives Users' Intentions to Purchase a GPS Navigation App: The Moderating Role of Perceived Availability of Free Substitutes. *Internet Research*, 28(1), 251-274. (SSCI, 2017 IF=3.838, Rank=26/140 in Business)
11. Yeh, C.-H., Lin, S.-J., Wang, Yi-Shun\*, Tseng, T.H., Lin, H.-H., Shih, Y.-W., and Lai, Y.-H. (2018). What Drives Internet Users' Willingness to Provide Personal Information? *Online Information Review*, 42(6), 923-939. (SSCI)
12. Lin, H.-H., Tseng, T.H., Wang, Yi-Shun\*, and Liu, S.-H. (2018). A Dual-path Communication Model for the Context of Mobile Apps. *International Journal of Mobile Communications*, 16(6), 644-668. (SSCI)
13. Wang, Yi-Shun\*, Lin, S.-J., Li, C.-R., Tseng, T.H., Li, H.-T., and Lee, J.-Y. (2017). Developing and Validating a Physical Product E-Tailing Systems Success Model. *Information Technology and Management*, Published online: 14 November 2017. (SSCI)
14. Shih, Y.-W., Wu, Y.-L., Wang, Yi-Shun, and Chen, C.-L. (2017). Investigating the Post-adoption Stage of Voice over Internet Protocol (VoIP) Telephony Diffusion: A Use-diffusion Approach. *Information Technology & People*, 30(4), 753-784. (SSCI)
15. Lin, H.-H., Li, H.-T., Wang, Yi-Shun\*, Tseng, T.H., Kao, Y.-L., and Wu, M.-Y. (2017). Predicting Customer Lifetime Value for Hypermarket Private Label Products. *Journal of Business Economics and Management*, 18(4), 619-635. (SSCI)
16. Yeh, C.-H., Wang, Yi-Shun\*, Li, H.-T., and Lin, S.-Y. (2017). The Effect of Information Presentation Modes on Tourists' Responses in Internet Marketing: The Moderating Role of Emotions. *Journal of Travel & Tourism Marketing*, 34(8), 1018-1032. (SSCI)
17. Lin, H.-H., Wang, Yi-Shun\*, Li, C.-R., Shih, Y.-W., and Lin, S.-j. (2017). The Measurement and Dimensionality of Mobile Learning Systems Success: Twostage Development and Validation. *Journal of Educational Computing Research*, 55(4), 449-470. (SSCI)
18. Wang, Yi-Shun\*, Li, C.-R., Yeh, C.-H., Cheng, S.-T., Chiou, C.-C., Tang, Y.-C., and Tang, T.-I (2016). A Conceptual Model for Assessing Blog-based Learning System Success in the Context of Business Education. *International Journal of Management Education*, 14(3), 379-387.
19. Wang, Yi-Shun\*, Lin, S.-j., Yeh, C.-H., Li, C.-R., and Li, H.-T. (2016). What Drives Students' Cyber Entrepreneurial Intention: The Moderating Role of Disciplinary Difference. *Thinking Skills and Creativity*, 22, 22-35. (SSCI)

20. Yeh, C.-H., Wang, Yi-Shun\*, and Yieh, K. (2016). Predicting Smartphone Brand Loyalty: Consumer Value and Consumer-brand Identification Perspectives. *International Journal of Information Management*, 36(3), 245-257. **(SSCI, 2017 IF=4.516, Rank=3/88 in Information Science and Library Science)**
  
21. Wang, W.-T.\*, Wang, Yi-Shun, and Liu, E.-R. (2016). The Stickiness Intention of Group-buying Websites: The Integration of the Commitment–trust Theory and E-commerce Success Model. *Information & Management*, 53(5), 625-642. **(SSCI, 2017 IF=3.890, Rank=9/88 in Information Science and Library Science)**
  
22. Wang, Yi-Shun, Li, H.-T.\*, Li, C.-R., and Zhang, D.-Z. (2016). Factors Affecting Hotels' Adoption of Mobile Reservation Systems: A Technology-Organization-Environment Framework. *Tourism Management*, 53, 163-172. **(SSCI, 2017 IF=5.921, Rank=1/50 in Hospitality, Leisure, Sports & Tourism)**
  
23. Lin, H.-H., Lin, S.-j., Yeh, C.-H., and Wang, Yi-Shun\* (2016). Measuring Mobile Learning Readiness: Scale Development and Validation. *Internet Research*, 26(1), 265-287. **(SSCI, 2017 IF=3.838, Rank=26/140 in Business)**
  
24. Liao, Y.-W., Huang, Y.-M., and Wang, Yi-Shun\* (2015). Factors Affecting Students' Continued Usage Intention toward Business Simulation Games: An Empirical Study. *Journal of Educational Computing Research*, 53(2), 260-283. **(SSCI)**
  
25. Chou, C.-H., Wang, Yi-Shun\*, and Tang, T.-I (2015). Exploring the Determinants of Knowledge Adoption in Virtual Communities: A Social Influence Perspective. *International Journal of Information Management*, 35(3), 364-376. **(SSCI)**
  
26. Lin, H.-H., Li, H.-T., and Wang, Yi-Shun\* (2015). Permission-Based E-mail Marketing Websites Success: An Integrated Perspective. *Journal of Global Information Management*, 23(2), 1-23. **(SSCI)**
  
27. Liao, Y.-W., Wang, Y.-M., Wang, Yi-Shun\*, and Tu, Y.-M. (2015). Understanding the Dynamics between Organizational IT Investment Strategy and Market Performance: A System Dynamics Approach. *Computers in Industry*, 71, 46-57. **(SCI)**
  
28. Wang, Yi-Shun, Li, C.-R.\*, Lin, H.-H., and Shih, Y.-W. (2014). The Measurement and Dimensionality of e-Learning Blog Satisfaction: Two-Stage Development and Validation. *Internet Research*, 24(5), 546-565. **(SSCI)**
  
29. Wang, Yi-Shun\*, Li, H.-T., Li, C.-R., and Wang, C. (2014). A Model for Assessing Blog-based Learning Systems Success. *Online Information Review*, 38(7), 969-990. **(SSCI)**

30. Wang, Yi-Shun\*, Lin, H.-H., Li, C.-R., and Lin, S.-J. (2014). What Drives Students' Knowledge Withholding Intention in Management Education? An Empirical Study in Taiwan. *Academy of Management Learning and Education*, 13(4), 547-568. **(SSCI)** *Academy of Management Learning and Education* was ranked 1st out of 206 journals in category of "Education & Educational Research" and 3rd out of 168 journals in category of "Management" in 2011.
31. Liao, Yi-Wen, Wang, Yi-Shun\*, Yeh, C.-H. (2014). Exploring the Relationship between Intentional and Behavioral Loyalty in the Context of E-Tailing. *Internet Research*, 24(5), 668-686. **(SSCI)**
32. Lin, T.-C., Wang, Yi-Shun\*, and Wang, Y.-Y. (2013). Exploring the Determinants of IS Developers' Behavioral Intention to Learn Business Skills. *Behaviour & Information Technology*, 32(11), 1125-1138. **(SSCI)**
33. Wang, Yi-Shun\*, Yeh, C.-H., and Liao, Y.-W. (2013). What Drives Purchase Intention in the Context of Online Content Services? The Moderating Role of Ethical Self-efficacy for Online Piracy. *International Journal of Information Management*, 33(1), 199-208. **(SSCI)**
34. Wang, Yi-Shun\*, Lin, H.-H., and Liao, Y.-W. (2012). Investigating the Individual Difference Antecedents of Perceived Enjoyment in Students' Use of Blogging. *British Journal of Educational Technology*, 43(1), 139-152. **(SSCI)**
35. Lin, H.-H., Wang, Yi-Shun\*, and Chou, C.-H. (2012). Hedonic and Utilitarian Motivations for Physical Game Systems Use Behavior. *International Journal of Human-Computer Interaction*, 28(7), 445-455. **(SSCI)**
36. Wang, Yi-Shun\*, Wu, S.-C., Lin, H.-H., Wang, Y.-M., and He, T.-R. (2012). Determinants of User Adoption of Web ATM: An Integrated Model of Transaction Cost Theory and Innovation Diffusion Theory. *Service Industries Journal*, 32(9), 1505-1525. **(SSCI)**
37. Lin, H.-H.\*, Wang, Yi-Shun, and Chang, L.-K. (2011). Consumer Responses to Online Retailer's Service Recovery after a Service Failure: A Perspective of Justice Theory. *Managing Service Quality*, 21(5), 511-534. **(SSCI)**
38. Wang, Yi-Shun\*, Wu, S.-C., Lin, H.-H., Wang, Y.-Y. (2011). The Relationship of Service Failure Severity, Service Recovery Justice and Perceived Switching Costs with Customer Loyalty in the Context of E-Tailing. *International Journal of Information Management*, 31(4), 350-359. **(SSCI)**
39. Wang, Y.-M., Wang, Yi-Shun, and Yang, Y.-F. (2010). Understanding the Determinants of RFID Adoption in the Manufacturing Industry. *Technological Forecasting and Social Change*, 77(5), 803-815. **(SSCI)**
40. Wang, Yi-Shun, and Shih, Y.-W. (2009). Why Do People Use Information Kiosks? A Validation of the Unified Theory of Acceptance and Use of Technology. *Government Information Quarterly*, 26(1), 158-165. **(SSCI)**

41. Wang, Y.-M., and Wang, Yi-Shun (2009). Examining the Dimensionality and Measurement of User-perceived Knowledge and Information Quality in the KMS context. *Journal of Information Science*, 35(1), 94-109. (SSCI)
42. Wang, Yi-Shun, Wu, M.-C., and Wang, H.-Y. (2009). Investigating the Determinants and Age and Gender Differences in the Acceptance of Mobile Learning. *British Journal of Educational Technology*, 40(1), 92-118. (SSCI)  
(本文為被高度引用的論文；被高度引用的論文被引用的次數足以使其列入「Social Sciences, general」學術領域的前 1% (以該領域和出版年份的「被高度引用」臨界值為基準)。資料來源：Essential Science Indicators<sup>SM</sup>)
43. Shih, Y.-W., Wu, Y.-L., Wang, Yi-Shun, and Wang, Y.-M. (2009). Competence Maps for the Information Service Industry. *International Journal of Human Resource Management*, 20(7), 1618-1633. (SSCI)
44. Wang, Yi-Shun (2008). Assessing E-Commerce Systems Success: A Respecification and Validation of the DeLone and McLean Model of IS Success. *Information Systems Journal*, 18(5), 529-557. (SSCI) **Information Systems Journal is one of the 6 top IS journals announced by the Association for Information Systems.**
45. Hsu, I.-C., and Wang, Yi-Shun (2008). A Model of Intraorganizational Knowledge Sharing: Development and Initial Test. *Journal of Global Information Management*, 16(3), 45-73. (SSCI)
46. Wang, Yi-Shun, and Liao, Y.-W. (2008). Assessing eGovernment Systems Success: A Validation of the DeLone and McLean Model of Information Systems Success. *Government Information Quarterly*, 25(4), 717-733. (SSCI)
47. Shee, D.Y., and Wang, Yi-Shun (2008). Multi-criteria Evaluation of the Web-based E-Learning System: A Methodology Based on Learner Satisfaction and its Applications. *Computers & Education*, 50(3), 894-905. (SSCI)
48. Wang, Yi-Shun, and Liao, Y.-W. (2008). Understanding Individual Adoption of Mobile Booking Services: An Empirical Investigation. *CyberPsychology & Behavior (renamed as CyberPsychology, Behavior and Social Networking)*, 11(5), 603-605. (SSCI)
49. Wang, H.-Y., and Wang, Yi-Shun\* (2008). Gender Differences in the Perception and Acceptance of Online Games. *British Journal of Educational Technology*, 39(5), 787-806. (SSCI)
50. Wang, Yi-Shun, and Wang, H.-Y. (2008). Developing and Validating an Instrument for Measuring Mobile Computing Self-efficacy. *CyberPsychology & Behavior (renamed as CyberPsychology, Behavior and Social Networking)*, 11(4), 405-413. (SSCI)
51. Wang, Yi-Shun, and Liao, Y.-W. (2007). The Conceptualization and Measurement of M-Commerce User Satisfaction. *Computers in Human Behavior*, 23(1), 381-398. (SSCI)

52. Wang, Yi-Shun, (2007). Development and Validation of A Mobile Computer Anxiety Scale. *British Journal of Educational Technology*, 38(6), 990-1009. (SSCI)
53. Wang, Yi-Shun, Wang, H.-Y., and Shee, D.Y. (2007). Measuring E-Learning Systems Success in an Organizational Context: Scale Development and Validation. *Computers in Human Behavior*, 23(4), 1792-1808. (SSCI)
54. Lin, H.-H., and Wang, Yi-Shun (2006). An Examination of the Determinants of Customer Loyalty in Mobile Commerce Contexts. *Information & Management*, 43(3), 271-282. (SSCI) (本文為被高度引用的論文；被高度引用的論文被引用的次數足以使其列入「Social Sciences, general」學術領域的前 1% (以該領域和出版年份的「被高度引用」臨界值為基準)。資料來源：Essential Science Indicators<sup>SM</sup>)
55. Wang, Yi-Shun, Lin, H.-H., and Luarn, P. (2006). Predicting Consumer Intention to Use Mobile Service. *Information Systems Journal*, 16(2), 157-179. (SSCI)
56. Wang, Y.-M., Wang, Yi-Shun, Liou, Y.-C., and Tang, T.-I (2004). Profiling the Learning Styles of Students in Cyber University. *Journal of Computer Information Systems*, 45(1), 113-122. (SCI Expanded)
57. Ong, C.-S., Lai, J.-Y., and Wang, Yi-Shun (2004). Factors Affecting Engineers' Acceptance of Asynchronous E-Learning Systems in High-Tech Companies. *Information & Management*, 41(6), 795-804. (SSCI)
58. Wang, Yi-Shun (2003). Assessment of Learner Satisfaction with Asynchronous E-Learning Systems. *Information & Management*, 41(1), 75-86. (SSCI)
59. Wang, Yi-Shun (2003). The Adoption of Electronic Tax-filing Systems: An Empirical Study. *Government Information Quarterly*, 20(4), 333-352. (SSCI)
60. Wang, Yi-Shun, Wang, Y.-M., Lin, H.-H., and Tang, T.-I (2003). Determinants of User Acceptance of Internet Banking: An Empirical Study. *International Journal of Service Industry Management (now renamed Journal of Service Management)*, 14(5), 501-519. (SSCI)
61. Wang, Yi-Shun, Tang, T.-I, and Tang, J.-T.E. (2001). An Instrument for Measuring Customer Satisfaction Toward Web Sites That Market Digital Products and Services. *Journal of Electronic Commerce Research*, 2(3), 89-102.

(六) 研究計畫

年度	計畫名稱	計畫內擔任工作	起迄年月	補助機構
107	應用科學教育學門研究發展規劃推動計畫 (MOST 107-2517-S-018-001-MY3)	主持人	107.1.1 至 109.12.31	科技部
106	國立彰化師範大學 106 年度發展重點特色領域計畫	主持人	106.8.1 至 107.7.31	彰化師大
105	大學商管學群網路倫理教育之研究－總計畫與子計畫一：大學商管學群 網路倫理教育之研究 --大學商管學群學生網路倫理行為之研究 (MOST 105-2511-S-018-011-MY3) (三年期)	主持人	105.8.1 至 108.7.31	科技部
105	大學商管學生行動商務創業教育與創業行為模式之研究 (MOST 105-2511-S-018-013-MY3) (三年期)	主持人	105.8.1 至 108.7.31	科技部
105	國立彰化師範大學 105 年度發展重點特色領域計畫	主持人	105.8.1 至 106.7.31	彰化師大
103	大學商管學群網路創業教育之研究(總計畫)--大學商管學群學生網路創業行為之研究(子計畫一) (MOST 103-2511-S-018-014-MY2) (二年期)	主持人	103.8.1 至 105.7.31	科技部
103	評估電子商務系統成功：實體與數位產品、蒐尋與體驗產品之比較研究 (MOST 103-2410-H-018-014)	主持人	103.8.1 至 104.7.31	科技部
100	電子零售服務失誤與補救之研究 (NSC 100-2628-H-018-001-MY3) (三年期)	主持人	100.8.1 至 103.7.31	國科會
100	運用電子學習部落格以提升大學商業教育學習成效之研究 (總計畫) (NSC 100-2511-S-018-028-MY3) (三年期)	主持人	100.8.1 至 103.7.31	國科會
100	電子學習部落格滿意度衡量模式之發展與驗證：以大學商業教育為例 (子計畫) (NSC 100-2511-S-018-029-MY3) (三年期)	主持人	100.8.1 至 103.7.31	國科會
98	探討學生大五人格特質、個人差異對於部落格知覺娛樂性與知識分享意向的影響 (NSC 98-2511-S-018-009-MY2) (二年期)	主持人	98.8.1 至 100.7.31	國科會
98	探討使用者對於付費型資訊系統的接受行為：發展並驗證一個以價值為核心的科技接受模式 (NSC 98-2410-H-018-019-MY2) (二年期)	主持人	98.8.1 至 100.7.31	國科會



年度	計畫名稱	計畫內擔任工作	起迄年月	補助機構
97	縮短數位落差：探討如何提升民眾對於公共資訊站的使用 (NSC 97-2628-S-018-001)	主持人	97.8.1 至 98.7.31	國科會
96	探討娛樂型資訊系統使用行為形成過程中知覺好玩性的中介變數角色 (NSC 96-2416-H-018-006-MY2) (二年期)	主持人	96.8.1 至 98.7.31	國科會
95	行動計算自我效能衡量模式之發展與驗證 (NSC 95-2416-H-018-017)	主持人	95.8.1 至 96.7.31	國科會
95	行動學習接受之年齡與性別差異：「科技接受與使用統合理論」之擴充與驗證 (NSC 95-2520-S-018-004)	主持人	95.8.1 至 96.7.31	國科會
94	發展與驗證顧客觀點之電子商務系統成功模式 (NSC 94-2416-H-018-004)	主持人	94.8.1 至 95.7.31	國科會
93	消費者行動購物使用行為之預測模式 (NSC 93-2416-H-018-003)	主持人	93.8.1 至 94.7.31	國科會
92	技職校院商管學群學生資管專業能力指標建構研究 (NSC 92-2516-S-018-008-X3)	主持人	92.1.1 至 93.3.31	國科會
91	數位行銷環境中服務品質與顧客電子商務滿意度的衡量模式及關係 (NSC 91-2416-H-018-003)	主持人	91.8.1 至 92.7.31	國科會

(七) 指導國科會/科技部計畫延攬之博士後研究員

博士後研究員	學歷	聘任期間	目前服務機構/職稱
吳舜丞	國立交通大學 運輸管理博士	2009/02/05 ~2010/02/28	萬能科技大學旅館管理系 助理教授兼系主任
廖奕雯	國立中山大學 資訊管理博士	2010/02/01 ~2010/07/31	正修科技大學資訊管理系 副教授
李其容	國立東華大學 企業管理博士	2011/08/01 ~2013/07/31	中國吉林大學管理學院 副教授兼博士生指導老師
李憲達	英國愛丁堡大學 管理學博士	2013/09/09 2014/07/31	國立成功大學企業管理學系 助理教授
曾祥景	國立政治大學 企業管理博士	2016/10/01~ 2018/07/31	輔仁大學企業管理學系 助理教授
汪于茵	國立中山大學 資訊管理博士	2016/08/01 ~迄今	國立彰化師範大學資訊管理系 博士後研究員
葉敬軒	國立暨南大學 國際企業博士	2011/08/01 ~2017/1/31、 2018/08/01~ 迄今	國立彰化師範大學資訊管理系 博士級專任助理研究員

**(八) 指導學生獲得國科會/科技部大專生專題研究計畫補助及推甄錄取研究所**

年度	學生	計畫名稱	錄取研究所
94	蘇梓仰	台灣公共資訊站(kiosk)推廣之分析與研究	台大資管所
94	楊婷婷	網路拍賣與顧客忠誠度之研究	中正資管所
95	顏珮蓉	影響使用者採用行動訂房因素之探討	中山資管所
96	劉若嬋	新的科技接受模型與傳統科技接受模型解釋力之比較研究	中山資管所
96	侯雅珮	DeLone & McLean 資訊系統成功模型之擴充與驗證—以實體商品購物網站為例	成大資管所
97	王育聖	影響民眾使用 Web ATM 因素之研究	政大資管所
98	劉心如	數位內容系統付費意願影響因素之研究-以數位影音為例	清大資訊系統與應用研究所
103	許峻瑋	實體與線上服務品質對線上顧客忠誠度的影響	彰化師大資管所
104	蔡東翰	付費型行動學習 App 系統成功模式之發展與驗證	彰化師大資管所
105	蘇揮原	適地性行動化政府系統成功模式之發展與驗證	台灣科大資管所
106	陳怡帆	探討學生個人差異對於虛擬實境學習系統使用行為之影響	成大資管所
106	徐愛茹	線上影音廣告態度模式之發展與驗證-以臉書美妝產品為例	政大資管所
107	廖亭鈞	人格特質與行動學習準備度對學生使用行動學習 APP 之影響：動機理論之觀點	
107	陳敬云	探討人格特質對於民眾電子化參與行為之影響—自我決定理論之觀點	

**(九) 擔任國科會/科技部學門召集人與複審委員經歷**

- 科技部科教國合司/人文司「應用科學教育學門」召集人 (2018/6/1 改隸屬人文司)
- 科技部科教國合司「應用科學教育學門專題研究計畫」複審委員
- 科技部科教國合司「應用科學教育學門商管教育 SIG」召集人
- 國科會人文處「管理二學門資訊管理領域專題研究計畫」複審委員
- 國科會科教處「應用科學教育學門專題研究計畫」複審委員
- 國科會科教處「深耕技職教育實務專題研究計畫」複審委員

- 國科會科教處「應用科學教育學門商管教育 SIG」召集人

(十) 擔任學術期刊編輯委員

1. Associate Editor, Corporate Management Review (TSSCI)  
(<http://www.ibm.nctu.edu.tw/ibm/cmr/Editorialboard.htm>)
2. Associate Editor, EURASIA Journal of Mathematics, Science and Technology Education  
(<http://www.ejmste.com/Editorial-Office,919.html>)
3. Editorial Board Member, International Journal of Information and Educational Technology  
(<http://www.ijiet.org/list-11-1.html>)
4. Editorial Board Member, Education Research International  
(<http://www.hindawi.com/journals/edu/editors.html>)
5. Editorial Board Member, International Journal of Applied Decision Sciences  
(<http://www.inderscience.com/browse/index.php?journalID=283#board>)
6. Editorial Board Member, International Journal of Information Systems and Social Change  
(<http://www.igi-global.com/bookstore/TitleDetails.aspx?TitleId=1111&DetailsType=ReviewBoard>)
7. 主編，「系統思考與管理」期刊

(十一) 擔任論文評審

- Interactive Learning Environment (SSCI)
- Thinking Skills and Creativity (SSCI)
- Educational Technology & Society (SSCI)
- Journal of Educational Computing Research (SSCI)
- Information Systems Journal (SSCI)
- Journal of the Association for Information Systems (SSCI)
- International Journal of Information Management (SSCI)
- Internet Research (SSCI)
- Information & Management (SSCI)
- Government Information Quarterly (SSCI)
- IEEE Transactions on Engineering Management (SSCI)
- Electronic Commerce Research and Applications (SSCI)
- Electronic Commerce Research (SSCI)
- Journal of Electronic Commerce Research (SSCI)
- International Journal of Hospitality Management (SSCI)
- Technological Forecasting & Social Change (SSCI)
- Behaviour and Information Technology (SSCI)
- Information Technology & People (SSCI)
- CyberPsychology & Behavior (SSCI)
- Journal of Consumer Behaviour (SSCI)
- Computers in Human Behavior (SSCI)
- Online Information Review (SSCI)

- Service Industries Journal (SSCI)
- International Journal of Mobile Communications (SSCI)
- Information Systems Frontiers (SCI)
- Decision Support Systems (SCI)
- 教育學刊(TSSCI)、資訊管理學報(TSSCI)、管理學報(TSSCI)、電子商務學報(TSSCI)、中山管理評論(TSSCI)、台大管理論叢(TSSCI)、管理與系統(TSSCI)

## (十二) 獎項與榮譽

- 獲聘為國立彰化師範大學特聘教授 (106 年度~108 年度)
- 獲頒國科會/科技部獎勵特殊優秀人才彈性薪資 (99~107 年度)
- 獲頒國立彰化師範大學研究精實獎 (105 年度)
- 獲頒國立彰化師範大學研究成果頂級獎 (105 年度)
- 獲頒國立彰化師範大學傑出研究獎 (105 年度)
- 獲頒國立彰化師範大學研究成果頂級獎 (104 年度)
- 獲頒國立彰化師範大學研究精實獎 (103 年度)
- 獲頒國立彰化師範大學研究成果頂級獎 (103 年度)
- 獲聘為國立彰化師範大學特聘教授 (100 年度~102 年度)
- 獲頒國科會人文處「優秀年輕學者計畫」補助 (100 年度~102 年度)
- 獲頒財團法人白沙文教基金會學術研究金質獎章 (102 年度)
- 獲頒國科會「科學與技術人員國外短期研究」補助 (102 年度)
- 獲頒國立彰化師範大學傑出研究獎 (100 年度)
- 獲頒財團法人白沙文教基金會學術研究獎 (100 年度)
- 獲頒國立彰化師範大學績優導師獎 (98 年度)
- 獲頒國科會科教處「優秀年輕學者計畫(傑出學者養成計畫)」補助 (97 年度)
- 獲頒英國 Academy of Marketing Annual Conference 2008 (AM2008) Tourism Track 最佳論文獎 (2008 年 7 月)
- 獲頒國立彰化師範大學研究成果頂級獎 (97 年度)
- 獲頒國立彰化師範大學研究成果頂級獎 (96 年度)
- 獲頒國立彰化師範大學傑出研究獎 (96 年度)
- 獲頒國立彰化師範大學傑出教學獎 (95 年度)
- 獲頒國立彰化師範大學績優導師獎 (95 年度)
- 獲頒國立彰化師範大學文教基金會學術研究獎 (95 年度)
- 獲頒國立彰化師範大學文教基金會學術研究獎 (93 年度)

(十三) 論文引用次數統計(資料來源：Google Scholar Citations)

**Yi-Shun Wang**  
 Distinguished Professor, National Changhua University of Education  
 Verified email at cc.ncue.edu.tw - Homepage  
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TITLE	CITED BY	YEAR
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**Co-authors** EDIT

- Hsiao-Yuan Wang  
Chung Hua University
- Hsien-Ta Li  
National Cheng Kung University, ...
- Li, Ch-Rong  
Jilin University
- Pin Luam(孫斌)  
Professor, School of Managemen...

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