

Yu Shirley Ou Yang 歐陽瑜

Personal Details

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Education

September 2008- June 2012 **National Taiwan University**
Ph.D in Information Management
August 2000- May 2002 **University of California, Berkeley**
MIMS in Information Management and Systems
September 2004-June 2007 **China Evangelical Seminary**
MCS in Christianity Study
September 1987 –June 1991 **Fu Jen Catholic University**
MA in Mass Communication
September 1983-June 1987 **National Taiwan University**
BA in Philosophy (Graduated with First Honor)

Professional Experience

September 2012-present **Graduate School of Mass Communication, Department of Mass Communication, Tamkang University, Taipei**
Adjunct Assistant Professor
September 2013-2014 **National Taiwan University, Taipei**
Graduate Institute of National Development,
Risk Society and Policy Research Center, Post-doctorate Research Fellow
September 2012-2013 **National Taiwan University, Taipei**
Dept. of Information Management, Post-doctorate Research Fellow
September 1997-January 1999 **Department of Speech Communication, Shih Hsin University, Taipei**
Adjunct Lecturer
September 2010-2012 **National Taiwan University, Taipei**
Research Assistant
September 2010-2011 **Department of Information Management, National Taiwan University**
Teaching Assistant
August 2001-August 2002 **East Asia Language Department, UC Berkeley**
Graduate Student Instructor
January 2001-August 2002 **Center for Working Families, GSI Teaching & Resource Center, UC Berkeley**
Graduate Student Researcher

Media and Other Related Working Experience

August 2006-June 2008 Division of Planning, China Evangelical Seminary, Taipei

Director 中華福音神學院企劃處主任

-Newsletter, Planning of Fund raising program, Film making, team building

May 1997-February 2000 **Public Policy Division, New Business Division, and Marketing Division, KG Telecommunications, Taipei** 和信電訊副理

Associate Manager and Public Relation window

-Participating bidding preparation for Satellite license, Fixed line license with both KG telecom and Far Eastern telecom consortium (Later NCIC).

-Collaborate with Boston Consulting Firm for bid books writing.

-Content planning, networking and designing of 3rd generation mobile phone services, team building

February 1995-March 1996 **Department of Marketing Survey, Department of Data Analysis, Gallup Taiwan** Senior Analyst 蓋洛普台灣分公司資深分析師

-Conduct qualitative, quantitative and mixed method public opinion, marketing and industrial research.

-Focus group moderator

March 1996-February 1997 **News Division, Scholar TV Satellite Channels, Taipei County** Evening News Producer and News Director 學者財經台新聞製作人兼新聞組組長

-Lead a team of 25 reporters and photographers for daily news production.

-Coordinate with Anchor woman, post production team and make decision on daily rundown

March 1995-February 1996 **News Division, Taiwan Satellite TV Station, Taipei** Evening News Producer and Anchor woman 台灣衛星電視新聞製作人兼主播

-Produce the first news program monitoring the balance report of the three governmental sponsored TV station on election news coverage

-Produce the first TV program focused on Legislative Agenda

June 1991-February 1994 **Min Sheng Daily, Taipei** Journalist 民生報綜合新聞中心記者

-Cover the News about Congress, Foreign affair, Military

May 1990-June 1991 **Central Daily News, Taipei** Journalist 中央日報政治組記者

-Cover the News about Congress and National Assembly

Courses Assisted

Undergraduate program

- Seminars on Information Systems

Graduate program

- Seminars on Information Systems
- Information Security Panel Discussion

PhD program

- Advanced Information Management

Courses Taught

Undergraduate program

- Introduction to Communication (2013~2014, Dept of Mass Communication, Tamkang University)
- Critiques on Broadcasting News (1997-1998, Dept of Speech Communication, Shih Hsin University)
- Chinese 1A/B (2001-2001, Dept of East Asia Language and Culture, UC Berkeley, English Teaching)
- Broadcasting News Comments, Thought and Society (2002-2003, International Chinese Language Program, National Taiwan University, English Teaching)

Graduate program

- Digital Network and New Media (2013~, Graduate School of Mass Communication, Tamkang University)

Grants and Awards

- Sayling Wen Service Science 2012 Dissertation Award 溫世仁服務科學博士論文獎博士組優等
- National Science Council, 2012 Grant for PhD Candidate Writing Dissertation
- Tai Power Culture Foundation, 2009 Scholarship
- Nominated the Best GSI of the Year 2001, UC Berkeley
- American Association of University Women (AAUW), 2001 International Scholarship
- Fulbright Foundation, 1996 Fulbright-Hays Study Grant
- ROC Public Opinion Survey Foundation, 1989 Best Paper Award for Graduate Student
- Department of Philosophy, NTU, 1987 Graduated with First Honor
- Chiang Kai-Shek Scholarship, 1986
- Presidential Award, NTU, 1985-1986
- Wang Yun-Wuu Scholarship, 1985-1986
- The Ministry of Education Scholarship for Chinese Culture Studies and the Natural Science, 1984

Publications

Referred Journal Paper

- Hsu, C. & Ou Yang, S. (2013), "Achieving Online Relationship Marketing via Tourism Blogs: A Social Network Perspective," Pacific Asia Journal of Association for Information Systems, Vol. 5, No. 4, 1-25.
- Ou Yang, S. & Hsu, C. (2011) "The Organizing Vision for Cloud Computing," Journal of Electronic Commerce Research (SSCI), Vol. 12, No. 4, 257-271.
- Ou Yang, S. (1989) "Between Majority and Minority—A Case Study on the Forming and Transforming Process of Public Opinion after Imposing a Stock Exchange Tax," Public Opinion Monthly, No. 142:61-85.

Working Paper

- 周桂田、歐陽瑜(2014) 管理跨界風險：以風險知識作為一種知識資產，中山管理學報，審稿中。
(初稿在 2013 華人社會福利政策國際會議進行口頭報告)
- Ou Yang, S. & Hsu, C. (2014) A Tacit Knowing-in-practice Approach for Uncertainty Risk Management, working paper
- 歐陽瑜(2014) 社會網路媒體的新公共性：「全球公民」社會，投稿至 2014 中華傳播學會年會。
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Conference Proceedings

- Ou Yang, S & Huang C. C. (2013), “Unpacking the Network Pictures of ICT Industry in Taiwan,” 6th Annual SIG GlobDev Pre-ICIS Workshop ICT In Global Development, Milano, Italy.
- Ou Yang, S. (2013) “Understanding Online Recommendation Techniques in Social Media Marketing: A Genre Analysis,” accepted by 2013 Frontiers in Service Conference, Taipei, Taiwan.
- Lin, L., Ou Yang, S., & Hsu, C. (2013) “Building Legitimacy for Green IS Innovations in Taiwan,” submitted to The Pacific-Asia Conference on Information Systems, Jeju island, Korea.
- Ou Yang, S. (2012) “Managing Knowledge of Risk in Organizations: An Action Research Approach” Special Interest Group Philosophy and Epistemology of IS (SIGPHIL) Workshop on IS Theory: State of the Art, Orlando, FL-December 16-19, 2012. (The only Asia people invited to present in this workshop; the rest of the presenters were all senior IS scholars)
- Ou Yang, S. (2012) “Content or Community?—the Tourism 2.0 Strategy ” Proceedings of International Conference on Digital Conference, Tainan (Poster).
- 歐陽瑜、黃正傑 (2012) “從網路心智圖像看台灣資訊通信產業的結構轉型” 第十八屆資訊管理暨實務研討會(IMP 2012)。
- Ou Yang, S., and Hsu, C. (2010) “Making Sense of Corporate Tour-guide Bloggers” The Pacific-Asia Conference on Information Systems, Taipei, Taiwan URL: <http://aisel.aisnet.org/pacis2010/105/>.
- Ou Yang, S (2011) “Managing Knowledge of Risk in Organization?” The 5th International Workshop on Grounded Theory Method Research at ICIS (GTMW2011) in Shanghai, China –December 7, 2011. (The only Asia people invited to present in this workshop)
- Ou Yang, S. (2011) “Questions Concerning Information Communication Technology--M. Heidegger vs. M. McLuhan,” Special Interest Group Philosophy and Epistemology of IS (SIGPHIL) Workshop on Reconciling the Social and Technical in Information Systems Research, Shanghai, China - December 4-5, 2011. <https://netfiles.umn.edu/users/nhassan/papers/Shirley-HeideggerMcLuhan.pdf>.
- Ou Yang, S. and Hsu, C. (2011) “The Power of Networks and Information Flows—A Circuits of Power Perspective on Online Religion,” The Pacific-Asia Conference on Information Systems, Brisbane, Australia URL: <http://aisel.aisnet.org/pacis2011/146/>.
- Ou Yang, S. and Liu, C-Y (2011) “Personal Data, Information Privacy and Corporate Social Responsibility—A Case Study on the Legislative Process of Data Protection Law in Taiwan,” 13th Information Management Doctoral Consortium, Taipei, Taiwan.

Other Work

Digital Media and Telecom

- 台大社科院風險社會與政策研究中心(2013-2014)電子報 e- News Letter、募款方案企劃與社政中心網站改版執行團隊建立 http://rsprc.ntu.edu.tw/images/epaper/first_issue/epaper_v4_1125.html
- 和信電訊 KG Telecom (1998-1999) “M-mode Mobile Service” Website, team building.
- Ou Yang, S. (1999) “M-mode 3rd Generation Mobile Phone” Focus Group Qualitative Research, KG Telecom
- Ou Yang, S. (1997-1999) Bid Books Preparation for Satellite License, Fixed Line License, Regulatory Section, KG Telecom (和信電訊).

Electronic Media

- Ou Yang, S. and 章蕙薰(2008) “The Seeds” (種子) Film Production for China Evangelical Seminary(中華福音神學院).
- Ou Yang, S.(2007-2008) “What is Calling(何謂蒙召),” ”The most popular alumni” (人氣校友點播) Film Production for China Evangelical Seminary(中華福音神學院).
- Ou Yang, S. (2006) “Beautiful Spirit” (美麗心靈) Audio preaching CD making for China Evangelical Seminary(中華福音神學院).
- Ou Yang, S.,黃晴雯, 烏凌翔(1996-1997) “Evening News Report,” Scholar TV Satellite Channels (學者財經台)
- Ou Yang, S,吳典蓉 (1995-1996) “123 Prefectorial and Mayer Election Specially Report,” (123 選戰特別報導)Taiwan Satellite TV Station (台灣衛星電視). Strategic allied with Department of Journalism, National Chengchi University, China Times, and Cable TV stations in Kaohsiung
- Ou Yang, S,吳典蓉 (1995-1996) “Congress break,” (議壇風雲) Taiwan Satellite TV Station.
- Ou Yang, S,吳典蓉 (1995-1996) “Free Flows of Public Opinion,” (民意如流水) Taiwan Satellite TV Station.

Print Media

- Ou Yang, S. (2006-2008) News Letter (華神院訊) Planning, Editing and Team building for China Evangelical Seminary(中華福音神學院)
- Ou Yang, S (1992-1994) weekly column “國會春秋專欄”、Monthly Column “歐洲專刊” 主筆, 民生報 Ming-Sheng Daily

Journal and Magazine

- Ou Yang, S. (2008) “The Art of Biblical Poetry,” 華神期刊, No. 1:215-222, China Evangelical Seminary.
- Ou Yang, S. (2006) “Pondering on Blaise Pascal,” Campus Magazine(校園雜誌), Vol. 8, No. 4.
- Ou Yang, S. (2006) “Self love and True love,” Campus Magazine (校園雜誌), Vol. 8, No. 6.

Professional Activities

- Reviewer:
 - European Conference on Information System (2014, 2013)
 - 中山管理評論(2013)
 - European Conference on Information System (2013)
 - Information System Journal (2012)
 - Pacific Asia Journal of the Association for Information Systems (2013, 2012)
 - The DataBase Journal (2012)
 - International Conference on Information Systems(2012)
 - America Conference on Information Systems (2012)
 - Academy of Management (2013, 2012)
 - America Conference on Information Systems (2011)
 - Pacific-Asia Conference on Information Systems (2011, 2010)
- PC member:
 - Pacific-Asia Conference on Information Systems (2011)

Community Services

- Grace Baptist Church, Christianity 101 English Sunday School Teacher (2011-2014) and Choir member (2012-2013)