

叶桂芬



职称： 助理教授
学院： 商学院
电邮： kfip@must.edu.mo
电话： (853)
传真： (853) 2882-3281
办公室： O960
邮件地址： 澳门氹仔伟龙马路
部门/领域： Decision Sciences / Information Systems

教育背景

2010 香港城市大学 Ph.D. in Information Systems
2001 香港大学 M.Ed. in ICT in Education
1998 香港城市大学 MPhil. in Information Systems
1995 香港城市大学 BA in Information Systems

教学活动

信息系统
会计信息系统
营运管理
研究方法

工作经验

9/2011 - 现在 助理教授
澳门科技大学
商学院
决策科学系

7/2001 - 8/2011 讲师 I
香港城市大学
商学院
信息系统学系

7/1999 – 6/2001 导师 I
香港城市大学
商学院
信息系统学系

研究领域

Education and Technology
Strategic Information Systems
Time Banking Charity Project
Quality of Library Services

学术期刊论文

Ip, Rachael & Wagner, Christian. (2020). LibQual+® as a predictor of library success: Extracting new meaning through structured equation modeling. *The Journal of Academic Librarianship*, 46(2), 2020, 102102.

学术研讨会论文

Ip, Rachael K.F., Huang, Yun & Lo, Peter P.W. (2021). The development of Technological Pedagogical Content Knowledge (TPACK) measurement tool for online education, In 27th Annual Americas Conference on Information Systems, AMCIS 2021.

Ip, Rachael K.F., Huang, Yun & Kuan, Felix. (2019). The persuasive effect of e-Word-of-Mouth (eWOM) in social networking sites (SNSs), *2019 International conference of International Business Information Management Association (ibima)*, April 10-11, Granada, Spain.

Huang, Y., Ip, Rachael K.F. & Gao, F. (2019). Optimization model on Peak-Valley time electricity consumption. In 2019 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM), IEEE.

Huang, Yun & Ip, Rachael K.F. (2019). Making pricing and inventory decisions in a supply chain with retailer competition. *Procedia CIRP*, 83, 805-807.

Huang, Y., Ip Rachael K.F. & Liang, W. (2019). Game model for optimizing microgrid PPP project. In 2019 IEEE 6th International Conference on Industrial Engineering and Applications (ICIEA), IEEE.

Ip, Rachael, Kwok, Terry, Wang, W.Y., Wu, K.Z., Xu, S.D. & Ye, K.X. (2018). Factors influencing the intention to use Alipay – instrument development and validation, *2018 4th ICCE International conference on social science (ICCE-ICSS 2018)*, June 2018, Paris, France.

Ip, Rachael, Iong, Sarah, Wu, Michelle & Yang, Susan. (2017). A preliminary study on teaching quality assessment from the perspective of ‘students as customers, *IEEE International conference on teaching, assessment, and learning for engineering (IEEE TALE 2017)*, December 2017, Hong Kong.

Ip, Rachael, Pang, Peggy & Wu, Michelle. (2017). What drives people to flaunt in social networking sites? *Proceedings of the 8th International conference on e-Education, e-Business, e-Management and e-Learning (IC4E 2017)*, Kuala Lumpur, Malaysia.

其他专业资格 / 奖项 / 活动

Member of Editorial Review Board, Journal of Global Information Management (JGIM).

Member of Association of Information Systems

Member of IEEE Education Society

Reviewers of multiple international journals, e.g. Information Systems Journal, Journal of Librarianship & Information Science, Decision Support Systems, Library Hi Tech, Knowledge Management & E-Learning: An International Journal.

Reviewers of multiple international conferences, e.g. International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), Americas’ Conference on Information Systems (AMCIS), Hawaii International Conference on Systems Sciences (HICSS).

Honors/Awards.

澳门科技大学云课堂教学杰出奖

澳门科技大学 2013-2014 学年教学杰出奖“优秀教师”奖项

2008 Citation of Excellence Award by Emerald Management Review

International Conference on Information Systems (ICIS) Doctoral Consortium Fellow

2006, Milwaukee, Wisconsin, USA