

葉桂芬



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部門/領域： Decision Sciences / Information Systems

教育背景

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

教學活動

資訊系統
會計資訊系統
營運管理
研究方法

工作經驗

9/2011 - 現在 助理教授
澳門科技大學
商學院
決策科學系

7/2001 - 8/2011 講師 I
香港城市大學
商學院
資訊系統學系

7/1999 – 6/2001 導師 I
香港城市大學
商學院
資訊系統學系

研究領域

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

學術期刊論文

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.

學術研討會論文

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.

其他專業資格 / 獎項 / 活動

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.

澳門科技大學雲課堂教學傑出獎

澳門科技大學 2013-2014 學年教學傑出獎“優秀教師”獎項

2008 Citation of Excellence Award by Emerald Management Review

International Conference on Information Systems (ICIS) Doctoral Consortium Fellow

2006, Milwaukee, Wisconsin, USA