

(一) 王怡舜教授個人基本資料

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(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 University, 09/1993 ~ 06/1995
- Bachelor's Degree in Management Information Systems, National Sun Yat-sen University, 09/1989 ~ 06/1993

(三) 學術工作經歷

- Professor, Department of Information Management, National Changhua University of Education, 08/2008~now
- Dean, Research & Development Division, National Changhua University of Education, 01/2021~01/2022
- Chairman, Research Discipline of Applied Science Education, Ministry of Science and Technology (MOST), 01/2018~12/2020
- 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
- Lecturer, 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. 王怡舜 (2019)，科技部人文及社會科學研究發展司應用科學教育學門簡介，人文與社會科學簡訊，第 20 卷，第 2 期，81-86。
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2. 王怡舜 (2022)，勇敢做自己—打造全球獨特的個人研究風格，人文與社會科學簡訊，第 23 卷，第 3 期，101-103。
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3. 王育民、王怡舜 (2025)，應用科學教育學門前瞻研究議題探討，人文與社會科學簡訊，第 26 卷，第 3 期，54-59。
<https://www.nsrc.gov.tw/nsrc/attachments/31e0b88a-9796-4fdd-b973-3716ae163b6d?> (本文主題內容為國科會人文與社會科學簡訊主動邀稿)
4. Wang, I-Y., Hung, C., Lin, H.-H., Lai, W.-H., and Wang, Yi-Shun* (2026). Artificial Intelligence Readiness in Management Education: Scale Development and Validation. *International Journal of Management Education*, 24(3), Article 101429. (SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=4)
<https://www.sciencedirect.com/science/article/pii/S147281172600073X>
5. Lin, G.-Y., Juan, S.-J., Chen, Y.-H., and Wang, Yi-Shun* (2026). Determinants of Educational Metaverse Adoption Intention Among Business and Management Undergraduates: Motivations, Individual Differences, and Barriers. *International Journal of Management Education*, 24(2), Article 101422. (SSCI, 2025 IF=8.0, Rank=17/760=2%)
<https://www.sciencedirect.com/science/article/pii/S1472811726000662>
6. Lin, G.-Y., Chen, C.-Y., and Wang, Yi-Shun* (2026). Determinants of People's Online Participation in Public Affairs: The Role of Locus of Control and Big-Five Personality Traits. *International Journal of Mobile Communications*, 27(3), 257-281. (SSCI, 2025 IF=1.3)
7. Tai, W.-C., Duong, N.T., Wei, C.-L., Wang, Y.-M., Yang, J.-H., Chen, K.-L., and Wang, Yi-Shun* (2026). What Drives Users' Removal Behavior of Mobile Apps. *Journal of Computer Information Systems*, 66(1), 42-58. (SCI, 2025 IF=6.6, Rank=39/266=15%, Times cited=3)
8. Duong, N.T., Lin, H.-H., Wu, T.-L., Wang, Yi-Shun* (2025). Understanding Consumer Trust Dynamics and Purchase Intention in a Multichannel Live Streaming E-Commerce Context: A Trust Transfer Perspective. *International Journal of Human-Computer Interaction*, 41(14), 9123-9136. (SSCI, 2025 IF=6.1, Rank=2/24=8%, Times cited=69)
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9. Wang, Yi-Shun*, Duong, N.T., Ying, C.-H., and Chang, Y.-C. (2025). What Drives People's Cryptocurrency Investment Behavior. *Journal of Computer Information Systems*, 65(6), 688–705. (SCI, 2025 IF=6.6, Rank=39/266=15%, Times cited=39)
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10. Yeh, C.-H., Duong, N.T., Lin, H.-H., Chen, Y.-S., and Wang, Yi-Shun* (2025). What Drives Consumers' Repurchase Frequency and Monetary Value after Service Recovery in the Context of Third-Party Online Travel Booking Services. *Enterprise Information Systems*, 19(12), Article: 2579990. (SCI, 2025 IF=3.6, Rank=115/266=43%)
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11. Kuo, Y.-R., Lin, H.-H., Duong, N.T., Wang, Y.-M., Lin, S.-J., Huang, Y.-T., and Wang, Yi-Shun* (2025) Investigating the Effect of Service Recovery on Consumer Responses in the Context of Food Delivery Platforms: An Experimental Study. *British Food Journal*, 127(9), 3132–3158. (SCI, 2025 IF=4.4, Rank=9/45=20%, Times cited=4)

12. Wang, Y.-M., Lin, Y.-C.*, Wang, Yi-Shun (2025). Implement Internet Ethics Education: What Matters Most? *Education and Information Technologies*, 30(13), 19213-19244. (SSCI, 2025 IF=7.2, Rank=24/760=3%, Times cited=2)

13. Wang, Y.-M., Wei, C.-L., Lin, H.-H., Wang, S.-C., and Wang, Yi-Shun* (2024). What Drives Students' AI Learning Behavior: A Perspective of AI Anxiety. *Interactive Learning Environments*, 32(6), 2584-2600. (SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=317)
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14. Lin, G.-Y., Li, W.-H., and Wang, Yi-Shun* (2024). Development and Validation of an E-entrepreneurial Idea Feasibility Scale. *International Journal of Management Education*, 22(3), Article 101060. (SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=3)
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15. Lin, G.-Y., Wang, Y.-M., and Wang, Yi-Shun* (2024). Developing and Validating an Instrument to Measure Model-Reality Fit in Business Simulation-Based Learning Contexts. *International Journal of Management Education*, 22(3), Article 101074. (SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=11)

16. Wang, Y.-M., Wei, C.-L., Lin, H.-H., Wang, Yi-Shun* (2024). What Drives Internet Entrepreneurial Commitment in Taiwan: The Moderating Effects of Job Type and Personal Innovativeness. *Journal of Organizational and End User Computing*, 36(1), 1-33. (SSCI, 2025 IF=5.1, Rank=27/172=16%)
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17. Lin, G.-Y., Jhang, C.-C., Wang, Yi-Shun* (2024). Factors Affecting Parental Intention to Use AI-based Social Robots for Children's ESL Learning. *Education and Information Technologies*, 29, 6059–6086. (SSCI, 2025 IF=7.2, Rank=24/760=3%, Times cited=39)
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18. Lin, G.-Y., Ruan, J.-H., Wang, Yi-Shun* (2024). Factors Affecting Family Caregivers' Behavioral Intention to Use Socially Assistive AI Robots for Elderly Care within their Own Home Environment. *International Journal of Human-Computer Interaction*, 40(22), 7286-7296. (SSCI, 2025 IF=6.1, Rank=2/24=8%, Times cited=9)
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19. Wang, Y.-M., Chiu, W.-C., Lin, H.-H., Wang, Yi-Shun*, Wang, Y.-Y., and Chen, I-F. (2024). Determinants of Students' Adoption of Virtual Reality-based Learning Systems: An Individual Difference Perspective. *Innovations in Education and Teaching International*, 61(1), 143-153. (SSCI, 2025 IF=6.2, Rank=33/760=4%, Times cited=56)
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22. Wang, Y.-M., Wei, C.-L., Chen, W.-J., and Wang, Yi-Shun* (2024). Revisiting the E-learning Systems Success Model in the Post-COVID-19 Age: The Role of Monitoring Quality. *International Journal of Human-Computer Interaction*, 40(18), 5087-5102. (SSCI, 2025 IF=6.1, Rank=2/24=8%, Times cited=43)
<https://www.tandfonline.com/doi/full/10.1080/10447318.2023.2231278>
23. Lin, G.-Yu., Wang, Yi-Shun*, and Lee, Y.-N. (2023). Investigating Factors Affecting Learning Satisfaction and Perceived Learning in Flipped Classroom: The Mediating Effect of Interaction. *Interactive Learning Environments*, 31(9), 5759-5780. (SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=84)
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25. Yang, C.-C., Liu, C., and Wang, Yi-Shun* (2023). The Acceptance and Use of Smartphones among Older Adults: Differences in UTAUT Determinants before and after Training. *Library Hi Tech*, 41(5), 1357-1375. **(SSCI, Times cited=59)**

26. Yeh, C.-H., Wang, Yi-Shun*, Wang, Y.-M., and Liao, T.-J. (2023). Drivers of Mobile Learning App Usage: An Integrated Perspective of Personality, Readiness, and Motivation. *Interactive Learning Environments*, 31(6), 3577-3594. **(SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=22)**

27. Wang, Y.-M., Wang, Yi-Shun*, and Wang, Y.-Y. (2023). Exploring the Determinants of University Students' Contribution Intention on Crowdsourcing Platforms: A Value Maximization Perspective. *Interactive Learning Environments*, 31(5), 2612-2634. **(SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=16)**

28. Lin, G.-Y., Liao, Y.-W., Su, Z.-Y., Wang, Y.-M., and Wang, Yi-Shun* (2023). What Drives Undergraduates' Effort and Persistence in Learning Programming. *Education and Information Technologies*, 28, 12383-12406. **(SSCI, 2025 IF=7.2, Rank=24/760=3%, Times cited=14)**

29. Tseng, T.H., Wang, Y.-M., Lin, H.-H., Lin, S.-j., Wang, Yi-Shun*, and Tsai, T.-H. (2022). Relationships between Locus of Control, Theory of Planned Behavior, and Cyber Entrepreneurial Intention: The Moderating Role of Cyber Entrepreneurship Education. *International Journal of Management Education*, 20(3), Article 100682. **(SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=141)** <https://doi.org/10.1016/j.ijme.2022.100682>

30. Yeh, C.-H., Lin, H.-H., Gau, Y.-L., and Wang, Yi-Shun* (2022). What Drives Customers' Purchase Behavior in a Click-and-mortar Retailing Context: A Value Transfer Perspective. *Journal of Enterprise Information Management*, 35(6), 1658-1677. **(SSCI, 2025 IF=9.1, Rank=5/172=3%, Times cited=34)**

31. Wei, C.-L., Wang, Y.-M., Lin, H.-H., and Wang, Yi-Shun*, Huang, J.-L. (2022). Developing and Validating a Business Simulation Systems Success Model in the Context of Management Education. *International Journal of Management Education*, 20(2), Article 100634. **(SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=50)**
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32. Lin, G.-Y., Tseng, T.H., Yeh, C.-H., Wang, Y.-M., Wang, Y.-Y., and Wang, Yi-Shun* (2022). Developing and Validating a Model for Measuring Internet Unethical Behavior. *Library & Information Science Research*, 44(2), Article 101153. **(SSCI, 2025 IF=2.6, Rank=61/172=35%, Times cited=13)**
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33. Wang, Y.-Y., and Wang, Yi-Shun* (2022). Development and Validation of an Artificial Intelligence Anxiety Scale: An Initial Application in Predicting Motivated Learning Behavior. *Interactive Learning Environments*, 30(4), 619-634. (SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=1036) (本文為「Highly Cited Paper」；以近 10 年內，同學科領域中，同年份發表之論文，其被引次數排名位於全球前 1%的論文為「Highly Cited Paper」，資料來源：Web of Science)
<https://www.tandfonline.com/doi/full/10.1080/10494820.2019.1674887>
34. Tseng, T.H., Lin, S.-j., Wang, Yi-Shun*, and Liu, H.-X. (2022). Investigating Teachers' Adoption of MOOCs: The Perspective of UTAUT2. *Interactive Learning Environments*, 30(4), 635-650. (SSCI, 2025 IF=6.7, Rank=28/760=4%, Times cited=318)
<https://www.tandfonline.com/doi/full/10.1080/10494820.2019.1674888>
35. Warden, C.A., Wang, Yi-Shun, Stanworth, J.O., and Chen, J.F. (2022). Millennials' Technology Readiness and Self-efficacy in Online Classes. *Innovations in Education and Teaching International*, 59(2), 226-236. (SSCI, 2025 IF=6.2, Rank=33/760=4%, Times cited=133)
36. Wang, Y.-Y., Wang, Yi-Shun*, and Wang, Y.-M. (2022). What Drives Students' Internet Ethical Behavior: An Integrated Model of the Theory of Planned Behavior, Personality, and Internet Ethics Education. *Behaviour & Information Technology*, 41(3), 588-610. (SSCI, 2025 IF=4.2, Rank=5/24=21%, Times cited=74)
37. Tseng, T.H., Wang, Yi-Shun*, and Tsai, Y.-C. (2021). Applying an AHP Technique for Developing a Website Model of Third Party Booking System. *Journal of Hospitality & Tourism Research*, 45(8), 1440-1463. (SSCI, 2025 IF=7.1, Rank=17/141=12%, Times cited=20)
38. Yeh, C.-H., Lin, H.-H., Wang, Y.-M., Wang, Yi-Shun*, and Lo, C.-W. (2021). Investigating the Relationships between Entrepreneurial Education and Self-efficacy and Performance in the Context of Internet Entrepreneurship. *International Journal of Management Education*, 19(3), Article 100565. (SSCI, 2025 IF=8.0, Rank=17/760=2%, Times cited=165)
<https://www.sciencedirect.com/science/article/pii/S1472811721001142>
39. Lin, G.-Y., Wang, Yi-Shun*, Wang, Y.-M., Lee, M.-H. (2021). What Drives People's Intention toward Live-stream Broadcasting. *Online Information Review*, 45(7), 1268-1289. (SSCI, 2025 IF=3.8, Rank=36/172=21%, Times cited=60) [OIR-10-2020-0466 proof 1..22 \(emerald.com\)](https://www.emerald.com/oir/10.2020-0466)
40. Yeh, C.-H., Wang, Yi-Shun*, Hsu, J.-W., and Lin, S.-j. (2020). Predicting Individuals' Digital Autopreneurship: Does Educational Intervention Matter? *Journal of Business Research*, 106, 35-45. (SSCI)
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43. Wang, Yi-Shun, Tseng, T.H.*, Wang, Y.-M., Chu, C.-W. (2020). Development and Validation of an Internet Entrepreneurial Self-efficacy Scale. *Internet Research*, 30(2), 653-675. (SSCI)
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44. Lin, H.-H., Wang, Y.-Y., Wang, Yi-Shun*, and Wang, Y.-M. (2020). Measuring Perceived Physiological Vulnerability to IT Use: An Initial Test in a Virtual Reality-based Learning Environment. *Interactive Learning Environments*, 28(7), 831-846. (SSCI)
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45. Wang, Y.-Y., Wang, Yi-Shun*, Lin, H.-H. and Tsai, T.-H. (2019). Developing and Validating a Model for Assessing Paid Mobile Learning App Success. *Interactive Learning Environments*, 27(4), 458-477. (SSCI)
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Simulation System Context: An Experimental Study. *Computers & Education*, 127, 30-40. (SSCI)

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52. 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)
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(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
114	生成式 AI 在大學商管教育之理論建構與實證分析--生成式 AI 準備度、使用行為與網路創業學習成效模式之理論發展與驗證 (NSTC 114-2410-H-018-010-MY3)	主持人	114.8.1 至 117.7.31	國科會
114	網路與電子商務創業教育理論之發展與驗證：整合網路創業自我效能、網路創業構想可行性、電子商務創業學習以及創造性人格特質之觀點發展網路創業成功模式 (NSTC 114-2410-H-018-007-MY3)	主持人	114.8.1 至 117.7.31	國科會
113	發展及驗證一個個人化的電子商務創業教育模式：網路創業自我效能衡量模式之應用（產學合作研究計畫） (NSTC 113-2622-H-018 -001)	主持人	113.6.1 至 114.12.31	國科會
112	國立彰化師範大學 112 年度發展重點特色領域計畫	主持人	111.8.1 至 111.12.31	彰化師大
111	總計畫與子計畫一：企業模擬系統在大學商管教育應用之理論發展與實證分析--企業模擬系統在創業教育應用之理論發展與實證分析 (MOST 111-2811-H-018 -001-MY3) (三年期)	主持人	111.8.1 至 114.10.31	科技部
111	人工智慧教育型機器人使用行為、滿意度與學習成效模式之理論發展與驗證 (MOST 111-2410-H-018-028-MY3) (三年期)	主持人	111.8.1 至 114.10.31	科技部
111	國立彰化師範大學 111 年度發展重點特色領域	主持人	111.8.1 至	彰化師大

年度	計畫名稱	計畫內擔任工作	起迄年月	補助機構
	計畫		111.12.31	
110	創業構想價值評估模式之發展、驗證與系統建置：以兒童教育產業為例(產學合作研究計畫) (MOST 110-2622-H-018-002)	主持人	110.6.1 至 111.5.31	科技部
109	人工智慧焦慮量表之跨文化驗證與多群體不變性分析(自由型擴充加值(add-on)國際合作研究計畫)	主持人	109.8.1 至 111.7.31	科技部
108	系統思考與系統模擬在商管教育應用之研究－總計畫與子計畫一：系統思考與系統模擬在商管教育應用之研究--系統思考導向之企業模擬系統開發建置、學生系統使用行為模式分析與系統成功模式發展 (MOST 108-2511-H-018-024-MY3) (三年期)	主持人	108.8.1 至 111.12.31	科技部
108	人工智慧焦慮之研究：量表發展、驗證、衡量系統建置及其在商管教育理論發展之應用 (MOST 108-2511-H-018-027-MY3) (三年期)	主持人	108.8.1 至 111.12.31	科技部
108	國立彰化師範大學 108 年度發展重點特色領域計畫	主持人	108.8.1 至 109.7.31	彰化師大
108	大學商管學生行動商務創業教育與創業行為模式之研究(自由型擴充加值(add-on)國際合作研究計畫)	主持人	108.1.1 至 108.7.31	科技部
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
107	國立彰化師範大學 107 年度發展重點特色領域計畫	主持人	107.8.1 至 108.7.31	彰化師大
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 108.10.31	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 108.10.31	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

年度	計畫名稱	計畫內擔任工作	起迄年月	補助機構
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
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	主持人	92.1.1 至 93.3.31	國科會

年度	計畫名稱	計畫內擔任工作	起迄年月	補助機構
	(NSC 92-2516-S-018-008-X3)			
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 副教授
廖奕雯	國立中山大學 資訊管理博士	2010/02/01 ~2010/07/31	國立高雄科技大學智慧商務系 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 教授/博士生導師
李憲達	英國 University of Edinburgh 管理學 博士	2013/09/09 2014/07/31	國立成功大學企業管理學系 副教授
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 副教授
汪于茵	國立中山大學 資訊管理博士	2016/08/01 ~2019/1/31	國立雲林科技大學資訊管理系 副教授
葉敬軒	國立暨南大學 國際企業博士	2011/08/01 ~2017/1/31 2018/08/01 ~2019/7/31	逢甲大學國際經營與貿易學系 助理教授
顏婉竹	國立政治大學 企業管理博士	2019/12/10~ 2020/1/31	國立勤益科技大學流通管理系 助理教授
魏中倫	國立中興大學 科技管理博士	2021/2/1~ 2021/7/31	澳門城市大學數據科學學院 助理教授
郭彥叡	澳洲 Curtin University 科學與 數學教育博士	2022/8/1~ 2023/7/31	國立暨南國際大學資訊管理學 系博士後研究員
楊南進	元智大學 管理學博士	2023/11/1~ 2024/2/28	明志科技大學管理暨設計學院 助理教授
阮士容	國立政治大學 資訊管理博士	2024/1/1~ 2024/1/31	亞洲大學會計與資訊學系兼任 助理教授
林易杰	國立中山大學 企業管理博士	2024/9/1~ 2025/7/31	國立暨南國際大學資訊管理學 系博士後研究員
王奕縈	國立台灣科技大 學資訊管理博士	2024/8/15~ 2025/7/31 2025/9/8~ 2026/1/31	國立金門大學企業管理學系博 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
林冠妤	美國 University of Missouri-Columbia 資訊科學與學習科技博士	2019/8/15~迄今	國立彰化師範大學資訊管理學系博士後研究員
Hope Banda	國立東華大學企業管理博士	2026/2/1~迄今	國立彰化師範大學資訊管理學系博士後研究員
Van Kien Pham	亞洲大學企業管理博士	2026/8/1~迄今	國立彰化師範大學資訊管理學系博士後研究員

(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甄試錄取研究所

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	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	清大學習科學與科技研究所
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 (本計畫獲頒 107 年度科技部大專學生研究創作獎)	中興資管所
108	李咏倪	翻轉教室學習系統成功模式之發展與驗證	就業
109	王聖晴	探討人工智慧焦慮與內外動機對於人工智慧技能學習行為之影響：兼論學習自我效能的調節效果	陽明交通大學資管所
110	林苡辰	製造業採用人工智慧技術之影響因素探討	成大資管所
110	陳玟靜	COVID-19 疫情環境下電子學習系統成功模式之再探：探討監督品質之角色 (本計畫獲頒 110 年度科技部大專學生研究創作獎)	政大資管所
111	洪維彤	探討人工智慧教育機器人採用行為之影響因素	中山資管所

年度	學生	計畫名稱	錄取研究所
111	張芸淇	探討人格特質與動機對於加密貨幣投資意圖之影響	中山資管所
112	陳羿華	探討學生使用元宇宙場域學習系統之影響因素——兼論交易成本之調節效果 (本計畫獲頒 112 年度國科會大專學生研究創作獎)	政大資管所
113	郭潔蓉	發展及驗證學習者對於生成式 AI 系統滿意度量表	中央資管所
113	吳承恩	探討學生採用 ChatGPT 於學習行為的影響因素：個人差異之觀點	陽明交大智能系統研究所
114	李宸佳	學習導向生成式 AI 系統成功模式之發展與驗證	中央資管所
114	陳毓欣	探討元宇宙創業意向之影響因素：兼論虛擬實境教育的調節效果	中央資管所

(九) 科技部/國科會計畫研究成果之應用與推廣

1. 科技部計畫研究成果：開發「網路創業自我效能檢測系統」已獲得台灣經濟部智慧財產局核准發明專利（專利證號：I750953，專利權期間：2021/12/21~2040/12/14）。媒體報導：[網路創業首選平台 App 自我檢測創造財富無限可能 \(agtv.com.tw\)](#)、[三所大學聯合開發 App 自我檢測創業成功的機率 | 臺灣人民報 \(peponews.tw\)](#)、[三所大學聯合開發 App 自我檢測創業成功的機率 | 亞太新聞網 ATA News](#)
2. 國科會計畫研究成果：開發「人工智慧憂慮程度檢測分析系統」已獲得台灣經濟部智慧財產局核准發明專利（專利證號：I818741，專利權期間：2023/10/11~2042/9/22）。媒體報導：[AI 造成您的焦慮了嗎?國立彰化師範大學資管系王怡舜教授組織跨校團隊研發 AI 焦慮評估檢測|台灣新聞雲](#)、[AI 造成您的焦慮了嗎?國立彰化師範大學資管系王怡舜教授組織跨校團隊研發 AI 焦慮評估檢測系統|亞洲經濟通訊社](#)、[彰化師大王怡舜教授組織跨校團隊研發 AI 焦慮評估檢測系統|互傳媒](#)

(十) 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 應用科學教育學門改隸屬人文司)
- 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「應用科學教育學門商管教育 SIG」召集人

(十一) 擔任國際學術研討會 Keynote Speaker

- **Keynote Speaker:** Speech Topic: The Past, Current and Future Development of Information and Educational Technology Systems Success Model, *2020 The International Conference of Innovative Technologies and Learning (ICITL 2020)*, November 23-25, 2020.
- **Keynote Speaker :** *2024 The International Conference on Intelligent Technology for Educational Applications (ITEA 2024)*, Malaysia, July 20-22, 2024.

(十二) 擔任學術期刊編輯委員

1. 主編，「系統思考與管理」期刊
2. Editorial Board Member, International Journal of Information Management (SSCI, 2023 IF=20.1, Rank=1/160=0.3%)
(<https://www.journals.elsevier.com/international-journal-of-information-management/editorial-board>)
3. Associate Editor, Corporate Management Review (TSSCI)
(<http://www.ibm.nctu.edu.tw/ibm/cmr/Editorialboard.htm>)
4. Associate Editor, Asia Pacific Management Review (TSSCI)
(<https://www.sciencedirect.com/journal/asia-pacific-management-review/about/editorial-board>)
5. Editorial Board Member, Education Research International (ESCI)
(<http://www.hindawi.com/journals/edu/editors.html>)
6. Editorial Board Member, International Journal of Information and Educational Technology (Scopus)
(<http://www.ijiet.org/list-11-1.html>)
7. Special Issue Guest Editor, Interactive Learning Environments (SSCI)
9. 客座主編，「資通訊科技對商管教育創新與變革之影響」特刊，資訊管理學報 (TSSCI)

(十三) 擔任論文評審

- International Journal of Management Education (SSCI)
- Educational Research Review (SSCI)
- Interactive Learning Environment (SSCI)
- Education and Information Technologies (SSCI)
- Internet and Higher Education (SSCI)
- Computers & Education (SSCI)
- International Journal of STEM Education (SSCI)
- Journal of Educational Computing Research (SSCI)
- Thinking Skills and Creativity (SSCI)
- International Journal of Technology and Design Education (SSCI)
- Asia-Pacific Education Researcher (SSCI)
- Educational Technology & Society (SSCI)
- Information Systems Journal (SSCI)
- Journal of the Association for Information Systems (SSCI)
- International Journal of Information Management (SSCI)
- Information & Management (SSCI)

- Government Information Quarterly (SSCI)
- Internet Research (SSCI)
- IEEE Transactions on Engineering Management (SSCI)
- Electronic Commerce Research and Applications (SSCI)
- Electronic Commerce Research (SSCI)
- Journal of Electronic Commerce Research (SSCI)
- Journal of Business Research (SSCI)
- Service Industries Journal (SSCI)
- Managerial and Decision Economics (SSCI)
- Tourism Management (SSCI)
- International Journal of Hospitality Management (SSCI)
- Current Issues in Tourism (SSCI)
- Technological Forecasting & Social Change (SSCI)
- Technology in Society (SSCI)
- Behaviour and Information Technology (SSCI)
- Information Technology & People (SSCI)
- CyberPsychology & Behavior (SSCI)
- Journal of Consumer Behaviour (SSCI)
- International Journal of Human-Computer Interaction (SSCI)
- Computers in Human Behavior (SSCI)
- Online Information Review (SSCI)
- Library Hi Tech (SSCI)
- Telematics and Informatics (SSCI)
- International Journal of Mobile Communications (SSCI)
- Information Systems Frontiers (SCI)
- Decision Support Systems (SCI)
- 教育學刊(TSSCI)、教育科學研究期刊(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)

(十四) 擔任學會理監事

- 擔任「台灣商業教育與管理學會」創會理事長。
- 擔任「台灣工程教育與管理學會」常務理事。
- 擔任「中華系統動力學學會」理事。

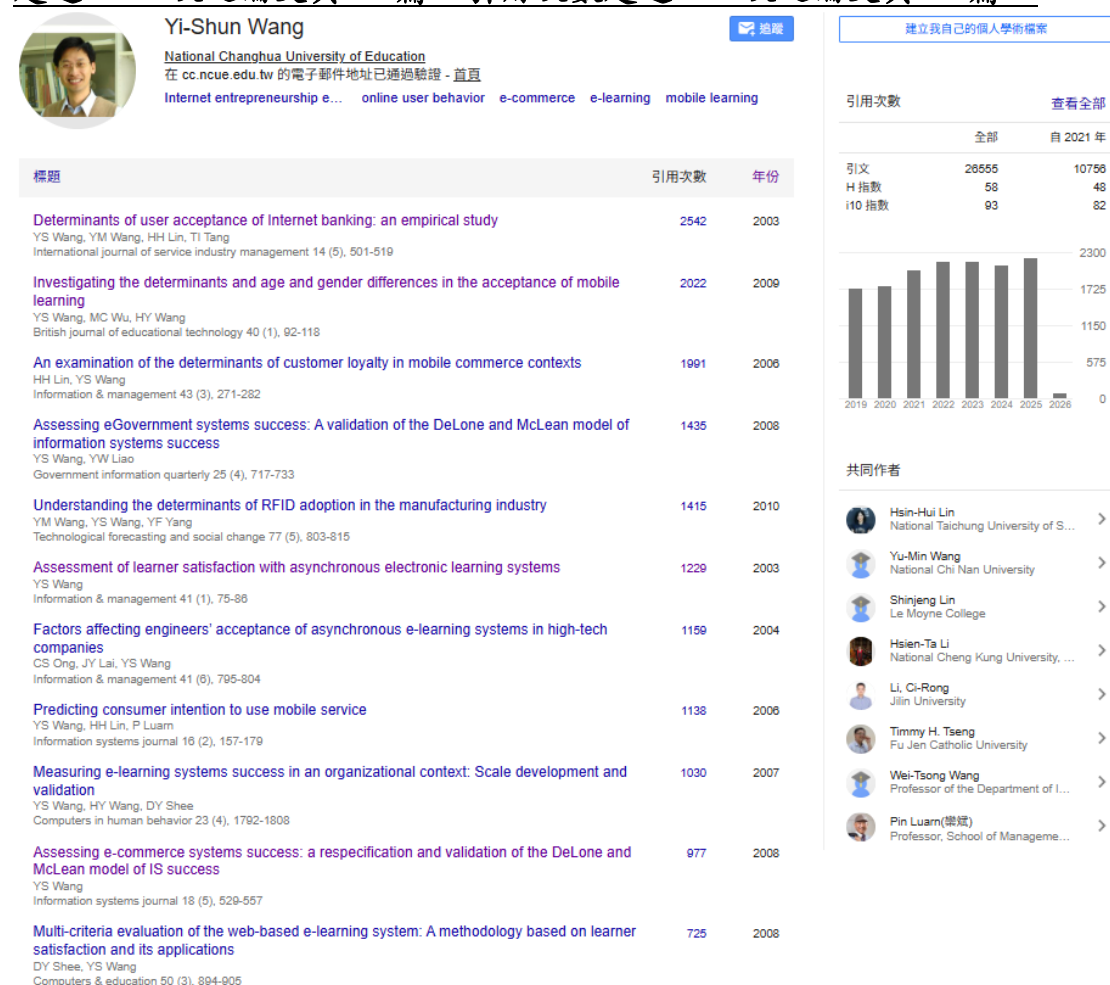
(十五) 獎項與榮譽

- [獲頒國科會 113 年度傑出研究獎](#)
- [獲頒科技部 110 年度傑出研究獎](#)
- 獲聘為國立彰化師範大學終身特聘教授 (112 年度~)
- 獲頒台灣工程教育與管理學會學術獎 (108 年度)
- 獲聘為國立彰化師範大學特聘教授 (106 年度~111 年度)
- 獲頒國科會/科技部獎勵特殊優秀人才彈性薪資 (99~112 年度)
- 獲頒國立彰化師範大學研究精實獎 (103 年度、105 年度、107 年度、108 年度、109 年度、111 年度)
- 獲頒國立彰化師範大學研究成果頂級獎 (96 年度、97 年度、103 年度、104 年度、105 年度、107 年度、108 年度、109 年度、111 年度)
- 獲頒國立彰化師範大學傑出研究教師獎 (105 年度、112 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「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 (93 年度、95 年度)

(十六) 論文引用次數統計

依據 Google Scholar Citations 之統計資料，截至目前為止，論文總引用次數達 26000 次以上（平均每篇論文被引用次數達 220 次以上），引用次數超過 1000 次之論文共 10 篇，引用次數超過 500 次之論文共 16 篇。



(Source:

<https://scholar.google.com.tw/citations?user=vYN3q9IAAAAJ&hl=zh-TW&oi=ao>，
引用次數僅統計本人著作，非本人著作已從著作目錄刪除，以避免錯誤統計)

(十七) 史丹佛大學學術影響力世界排名

依據史丹佛大學彙總研究創新中心(Meta-Research Innovation Center at Stanford, METRICS)綜合指標排名^{註1}，**Prof. Yi Shun Wang** 列入全世界前 2%頂尖科學家名單，**Prof. Yi Shun Wang** 同時具備 Information Systems 與 Education 跨兩個研究領域專長。

※ 在 **Information Systems**^{註2} 領域，Prof. Yi Shun Wang 依據「2022 年公佈之終身學術生涯科學影響力(排除論文自我引用)」排名為台灣第 1 名，全球第 38 名；依據「2022 年公佈之年度科學影響力(排除論文自我引用)」排名為台灣第 1 名，全球第 16 名 (Ioannidis, 2022)。

※ 在 **Education** 領域，Prof. Yi Shun Wang 依據「2023 年公佈之終身學術生涯科學影響力(排除論文自我引用)」排名為台灣第 3 名，全球第 115 名；依據「2023 年公佈之年度科學影響力(排除論文自我引用)」排名為台灣第 3 名，全球第 64 名 (Ioannidis, 2023)。

※ 在 **Education** 領域，Prof. Yi Shun Wang 依據「2025 年公佈之終身學術生涯科學影響力(排除論文自我引用)」排名為台灣第 3 名，全球第 114 名；依據「2025 年公佈之年度科學影響力(排除論文自我引用)」排名為台灣第 3 名，全球第 119 名 (Ioannidis, 2025)。

※ 2025 年 Prof. Yi Shun Wang 年度學術影響力**不分領域**全球排名第 8376 名，終身學術影響力**不分領域**全球排名第 24221 名 (Ioannidis, 2025)。



資料來源：

Ioannidis, John P.A. (2022), "September 2022 data-update for "Updated science-wide author databases of standardized citation indicators"", Mendeley Data, V4, doi: 10.17632/btchxktzyw.4

Ioannidis, John P.A. (2023), "October 2023 data-update for "Updated science-wide author databases of standardized citation indicators"", Elsevier Data Repository, V6, doi: 10.17632/btchxktzyw.6

Ioannidis, John P.A. (2024), “August 2024 data-update for "Updated science-wide author databases of standardized citation indicators"”, Elsevier Data Repository, V7, doi: 10.17632/btchxktzyw.7

Ioannidis, John P.A. (2025), “August 2025 data-update for "Updated science-wide author databases of standardized citation indicators"”, Elsevier Data Repository, V8, doi: 10.17632/btchxktzyw.8

註 1：史丹福大學 METRICS 綜合指標排名是由 John P.A. Ioannidis 團隊從學術資料庫所建立的「學術生涯科學影響力」與「年度科學影響力」綜合指標排名，並由 Elsevier 旗下 Mendeley Data 公佈。

註 2：全球學術界所稱之 Information Systems 領域泛指 Management Information Systems (管理資訊系統或資訊管理)領域，其不同於以資訊技術為主的 Computer Science & Information Engineering 領域。