

## Vita -- Professor C.K. Farn

updated 2013/08/21

### Current Position:

8/2006- Distinguished Professor, Department of Information Management,  
National Central University, Zhongli, Taiwan, ROC

### Past Experience:

8/1991- 7/2006 Professor, Department of Information Management, National Central University, Zhongli, Taiwan, ROC

8/2004 - 12/2004 Adjunct Professor, Lingnan College, Zhongshan University, Guangzhou, China

12/2000 – 5/2003 Adjunct Professor, Guanghua School of Management (Shenzhen Campus), Peking University, China

8/1998 – 12/1998 Visiting Professor, Guanghua School of Management, Peking University, Beijing, China

8/1993--7/1995 Professor, Department of Information Management; Director of Computer Center, National Central University, Zhongli, Taiwan, ROC

8/1991--7/1993 Professor and Chairman, Department of Information Management; (Founded the Graduate Program) National Central University, Zhongli, Taiwan, ROC

8/1988-7/1991 Associate Professor and Chairman, Department of Information Management; National Central University, Zhongli, Taiwan, ROC

8/1987-7/1988 Visiting Associate Professor and Chairman, Department of Information Management; National Sun Yat-sen University, Kaohsiung, Taiwan, ROC

2/1987-7/1987 Visiting Associate Professor, Department of Information Management; National Sun Yat-sen University, Kaohsiung, Taiwan, ROC

10/1985-1/1987 Deputy Director (Office Systems), Integrated Information Systems Department; and Assistant Director, Project Management Department, National Computer Board, Singapore

9/1979-9/1985 Analyst, Senior Analyst and Principal Analyst, Administrative Information Services, University of California, Los Angeles, USA

### Academic Background:

1985 PhD (Management), Graduate School of Management, UCLA, USA

1979 MSc.(Management Sciences), University of Manchester Institute of Science and Technology (UMIST), UK

1977 BSc. (Mechanical Engineering), National Taiwan University, ROC

### **Active Governmental/Industrial Consulting Assignment:**

- 1999-Present: Chairman of Review Committee, the Commercial eBusiness Development Program, Department of Commerce, Ministry of Economics Affairs
- 1999-present: Principal member of Review Committee, the Industrial eBusiness Development Program, Industrial Development Bureau, Ministry of Economics Affairs
- 2005-present: Chairman and member of Review Committee, the Innovative IT Application Program, Department of Industrial Technology, Ministry of Economics Affairs
- 2009-present: Committee member, eGovernment Steering Committee, Research Development and Evaluation Council, Central Government
- 2009-present: Committee member, Research Development and Evaluation Council, New Taipei City Government
- 1999-Present: Business Consultant, Taipei Computer Association, R.O.C.
- 1988-Present: Business Consultant of Various private businesses

### **Other Active Assignments:**

- 2011-Present: Standing Member of Executive Committee (founding), Society for Innovation in Management, R.O.C.
- 2000-Present: Standing Member of Review Committee, Chinese ERP Society, R.O.C.
- 2008-Present: Honorary Member of Executive Committee, Society for Information Management, R.O.C.

### **Journal Publications in English** (Chinese publications are omitted)

1. Huang, Li-Ting\*, Hann-Tarn Jeng and [C.K. Farn](#) (2012), "Motivations for Using Information for Decision making in Virtual Communities: The Moderating Effects of Usage Behavior," *Pacific Asia Journal of the Association for Information Systems*, 4(1), March, pp.1–18.
2. Hsin-Yun Hu\*, Wei-An Wang and [C.K. Farn](#) (2011), "An Exploratory Research of Cross-Strait Direct Flights Effect Expatriates Turnover Intention," *Journal of Human Resources and Adult Learning*, 7(2), December, pp.146–155.
3. Huang, Li-Ting\*, [C.K. Farn](#) and I-Chien Hsieh (2011), "On ordering adjustment policy under rolling forecast in supply chain planning," *Computers & Industrial Engineering*, 60(3), April, pp 397–410. [SCI]
4. Li-Ting Huang, Che-an Chiu, Kai Sung and [C.K. Farn](#), (2011), "A Comparative Study on the Flow Experience in Web-based and Text-based Interaction Environments," *Cyberpsychology, Behavior, and Social Networking*, 14(1–2), January/February, pp 3–11. [SSCI]

5. Pai-Cheng Shih, Hsin-Yun Hu and [C.K. Farn](#), (2010), "Lead User Participation in Brand Community: The Case of Microsoft MVPs," *International Journal of Electronic Business Management*, Vol. 8 (4), September, pp.311–318. [EI]
6. Mei-Ju Chen, Chen-Der Chen and [C.K. Farn](#), (2010), "Exploring Determinants of Citizenship Behavior on Virtual Communities of Consumption: The Perspective of Social Exchange Theory," *International Journal of Electronic Business Management*, Vol. 8 (3), September, pp.195–205. [EI]
7. S.C. Yang and [C.K. Farn](#), (2010), "Investigating Tacit Knowledge Acquisition and Sharing from the Perspective of Social Relationships—A Multilevel Model," *Asia Pacific Management Review*, Vol. 15 (2), June, pp.167–185. [TSSCI]
8. Chia-Chen Wang, Chin-Ta Chen, S.C. Yang, and [C.K. Farn](#), (2009), "Pirate or Buy? The Moderating Effect of Idolatry," *Journal of Business Ethics*, Vol. 90, December, pp. 81–93. [SSCI]
9. Kai Wang, Eric T.G. Wang and [C.K. Farn](#), (2009) "Influence of Web Advertising Strategies, Consumers' Goal-directedness, and Consumers' Involvement on Web Advertising Effectiveness," *International Journal of Electronic Commerce*, Vol.13 (4), September, pp. 67–95. [SSCI] (NSC 90-2416-H-008-009)
10. S.C. Yang and [C.K. Farn](#), (2009), "Social Capital, Behavioural Control, and Tacit Knowledge Sharing—A Multi-Informant Design," *International Journal of Information Management*, Vol. 29 (3), September, pp. 210–218. [SSCI] (NSC 95-2416-H-008-031)
11. Chia-Chen Wang, Chun-Der Chen, Yu-Fen Chen and [C.K. Farn](#), (2009), "Why Focal Firms Share Information? A Relational Perspective," *International Journal of Computers*, Vol. 3 (1), March, pp. 181–190. (NSC 97-2410-H-008-032)
12. Li-Ting Huang and [C.K. Farn](#), (2009), "A Study on Industrial Customers Loyalty to Application Service Providers – The Case of Logistics Information Services," *International Journal of Computers*, Vol. 3 (1), March, pp. 151–160. (NSC 96-2416-H-008-019)
13. Li-Ting Huang and [C.K. Farn](#), (2007) "The Influence of Inertia on Supply Chain Partner Selection," *Journal of Information Management*, October, pp.163–187. [TSSCI]
14. Li-Ting Huang, Tsung-Chieh Cheng and [C.K. Farn](#), (2007) "The Mediating Effect of Commitment on Customer Loyalty towards e-Brokerages: An Enhanced Investment Model," *Total Quality Management and Business Excellence Journal*, Vol. 18 (7), July, pp. 751–770. [SSCI]
15. Chun-Der Chen, Yi-Wen Fan and [C.K. Farn](#), (2007) "Predicting Electronic Toll Collection Service Adoption: An Integration of the Technology Acceptance Model and the Theory of Planned Behavior," *Transportation Research Part C*, Vol. 15 (5) , July, pp. 300–311. [SCI].
16. S.C. Yang and [C.K. Farn](#), (2006) "An Investigation of Knowledge Sharing from a Social Capital Perspective: How Social Capital and Growth Needs Affect Tacit Knowledge Acquisition and Individual Satisfaction," *Journal of Management*, Vol. 23 (4), August, pp. 425–436. [TSSCI] (NSC 93-2416-H-008-012)

17. Li-Ting Huang, Kuo-Lien Yin and [C.K. Farn](#), (2006) "Revisiting the Effectiveness of Institutional Antecedents in Building On-line Initial Trust from the Perspective of Signal Theory," *Journal of Global Business Management*, Vol. 2 (2), August, pp. 85–96, (August, 2006).
18. Chun-Der Chen, Yi-Wen Fan and [C.K. Farn](#), (2006) "Market Orientation and Organizational Performance: The Integration of Cultural and Behavioral Perspectives and the Moderating Role of Information Technology Competence," *WSEAS Transactions on Business and Economics*, Volume 3 (7), July, pp. 542–549. [EI/INSPEC]
19. S.C. Yang, Wan-Ciao Hong, Kai Sung and [C.K. Farn](#), (2006) "Investigating Initial Trust Toward e-tailers from the Elaboration Likelihood Model Perspective: A Laboratory Experiment," *Psychology and Marketing*, Vol. 23 (5), May, pp.429–445. [SSCI]
20. Li-Ting Huang, Kuo-Lien Yin and [C.K. Farn](#), (2006) "A Study on the Role of Consumers' Awareness of Institutional Factors on Initial Trust of On-line Service," *WSEAS Transactions on Business and Economics*, Vol. 3 (2), February, pp.67–74. [EI/INSPEC]
21. J.R. Fu, Wen-bin Chao and [C.K. Farn](#), (2006) "Acceptance of Electronic Tax Filing: A Study of Taxpayer Intentions," *Information and Management*, Vol. 43 (1), pp. 109-126, (Jan. 2006). [SSCI]
22. Hui-Jen Yang and [C.K. Farn](#), (2005) "An Investigation on the Factors Affecting MIS Student Burnout in Technical-Vocational College," *Computers in Human Behavior*, Vol. 21 (6), pp. 917–932, (Nov. 2005). [SSCI]
23. P.C. Chu, Eric E. Spires, [C.K. Farn](#) and Toshiyuki Sueyoshi (2005) "Decision Processes and Use of Decision Aids: Comparing Two Closely Related Nations in East Asia," *Journal of Cross-Cultural Psychology*, Vol. 36 (3), pp. 304–320 (May 2005). [SSCI]
24. Jih-Hsin Tang and [C.K. Farn](#), (2005) "The Effect of Interpersonal Influence on Softlifting Intention and Behaviour," *Journal of Business Ethics*, Vol. 56 (2), Feb. 2005, pp. 149–161. [SSCI]
25. J.R. Fu, Wen-bin Chao and [C.K. Farn](#), (2004) "Determinants of taxpayers' adoption of electronic filing methods in Taiwan: An exploratory study," *Journal of Government Information*, Vol. 30, No. 5-6, Dec. 2004, pp. 659–684. [SSCI]
26. Hui-Jen Yang, [C.K. Farn](#), Wen-Yu Tsao and Wen-Chung Liao (2001) "A Study of Sex-Role and Gender Differences on College MIS Student Burnout in Taiwan," *Business Journal of Entrepreneurs*, Dec.12, 2001.
27. Hui-Jen Yang and [C.K. Farn](#), (2000) "A Study to the Effects of Gender-Related Factors and Computer Self-Efficacy on Computer Attitude Components," *Information Theory and Society*, Vol. 2 (1), pp.23–35..
28. Hui-Jen Yang and [C.K. Farn](#), (2000) "The Correlation of Sex-Role, Prior Computer Experience, and Ownership of Home Computer on Computer Self-Efficacy- Gender Difference for Future IS Personnel in Taiwan," *Business Journal of Entrepreneurs*, March 15, 2000, Vol.100 (3), pp.1–13..
29. [C.K. Farn](#), William L. Harrison and James Coakley, (1992) "A Comparison of User Satisfaction with MIS across Two Cultures," *International Information Systems Journal*, October 1992, pp. 89–98.

30. J.D. Couger, J. Burns, G. Dengate, [C.K. Farn](#), L. Ma, J. Motiwalla, H.K. Tomptins and R. Weber, (1992) "A Study of Motivation of Asia-Pacific Programmer/Analysts versus Those in the United States," *Asia-Pacific Journal Information Management*, Vol. 1, No. 1, July 1992.
31. [C.K. Farn](#) and R.K. Jiang, (1990) "Organizational Issues in Small Business Computerization in the Republic of China," *The International Journal of Psychology*, Vol. 25, No. 5–6, 1990. [SSCI]
32. [C.K. Farn](#), (1990) "The Current Status of Development in Chinese Document Processing Systems in ROC," *CEAL Bulletin*, Association of Asian Studies, October 1990.
33. [C.K. Farn](#) and William L. Harrison, (1990) "A Comparison of Information Management Issues in the United States of America and the Republic of China," *Information and Management*, April 1990, Vol. 18-4, pp 177–188. [SSCI]
34. A.P. Muhlemann, G. Lockett and [C.K. Farn](#), (1982) "Job Shop Scheduling Heuristics and Frequency of Scheduling," *International Journal Production Research*, Vol.20, No.2, pp. 227–241. [SCI]
35. [C.K. Farn](#) and A.P. Muhlemann, (1979) "The Dynamic Aspects of a Production Scheduling Problem," *International Journal of Production Research*, Vol.17, No.1, pp 15–21. [SCI]