



Position : Assistant Professor  
Faculty : School of Business  
Email Address : chschiang@must.edu.mo  
Telephone : (853) 8897-2985  
Fax No. : (853) 2882-3281  
Office : O944  
Mailing Address : Avenida Wai Long, Taipa, Macau

***Teaching and Research Areas :***

E-Commerce, Operations Management, MIS  
Online community, social network analysis, social media, service science and innovation

***Academic Qualifications***

B. A., Department of Library and Information Science, National Taiwan University  
Certificate: Knowledge Management Program  
M. B.A., Institute of Management of Technology, National Chiao Tung University  
Ph. D. Institute of Technology Management, National Tsing Hua University

***Teaching Experiences***

2014-Present Macau University of Science and Technology / School of Business / Assistant Professor  
2014-2014 Academia Sinica / Institute of Sociology / Post-doctoral researcher  
2013-2013 National Tsing Hua University/ Management / Lecturer  
2010-2011 University of Florida / Department of Information Systems and Operations Management / Visiting Scholar

***Representative Publications***

***Journal Articles:***

Wang, C.-Y., Guchait, P., **Chiang, C.-H.**, Weng, W.-T. "When customers want to become frontline employees: an exploratory study of decision factors and motivation types" *Service Business* (in press).  
Liaw, Y.-C., Chan, T.-Y., Fan, C.-Y., **Chiang, C. -H.** "Can the technological impact of academic journals be evaluated? The practice of non-patent reference (NPR) analysis." *Scientometrics*, (101:1) 2014, pp. 17-37.  
Wang, J. -C., **Chiang, C. -H.**, and Lin, S.-W. "Network structure of innovation: can brokerage or closure predict patent quality?" *Scientometrics*, (84:3) 2010, pp. 735-748.  
Tzeng, G.-H., **Chiang, C. -H.**, and Li, C. -W. "Evaluating intertwined effects in e-learning programs: A novel hybrid MCDM model based on factor analysis and DEMATEL." *Expert Systems with Applications*, (32:4) 2007, pp. 1028-1044. (Highly cited paper in ESI, 2012)  
吳宜靜, **江成欣**, 林博文。"創新模式的新典範:開放式創新" 產業與管理論壇 (9:3) 2007, 頁 6-23。

***Academic Books / Monographs:***

王俊程、江成欣。從 Online 到 Offline: UrBox 的創新服務。光華管理個案, 2013。

王俊程、江成欣。由 Call Center 走向全方位專業顧客關係管理：網訊電通的研發服務創新之路，2013。

### ***Conference Proceedings:***

**Chiang, C.-H.**, Liaw, Y.-C., Wu, R.-T. “Patent Analysis for the Formulation of Technology Policy: Evidence from 4G LTE Industry” The 50<sup>th</sup> Hawaii International Conference on System Sciences, Big Island, Hawaii. Conference date: Jan. 4-7, 2017.

Wu, R.-T., **Chiang, C.-H.**, Zhang, Y.-Y. “Marriage Properly Matched: Selecting M&A Target beyond Local Network Structure” The 7<sup>th</sup> IACMR Conference, Hangzhou, China. Conference date: June 15-19, 2016.

**Chiang, C.-H.** and Wang, J.-C. “The Impact of Interaction Networks on Lurkers? Behavior in Online Community” The 48th Hawaii International Conference on System Sciences, Kauai, Hawaii. Conference date: Jan. 5-8, 2015.

Chan, T. -Y., Fan, C.-Y, Liaw, Y.-C. and **Chiang, C.-H.** “The Practice of Non-patent References (NPR) Analysis to Evaluate the Impact of Academic Journals” IEEE 18th International Conference on Computer Supported Cooperative Work in Design, Hsinchu, Taiwan. Conference date: May 21-23, 2014.

Wang, J.-C. , **Chiang, C.-H.** “The Influences of Online Product Review Community Structures on Product Review Community” The International Network for Social Network Analysis Conference, Xi’an, China. Conference date: July 12-15, 2013.

Wang, J.-C., **Chiang, C.-H.**, Chang, C.-H. and Chung, P.-W. “Groupsona: A Method for Discovering the Needs of Social Interaction Embedded Services” The 44th Hawaii International Conference on System Sciences, Kawai, Hawaii. Conference date: Jan.4-Jan.7, 2011.

Wang, J.-C., **Chiang, C.-H.**, and Lin, S.-W. “Network Structure of Innovation: Can Brokerage or Closure Predict Patent Quality?” The 42nd Hawaii International Conference on System Sciences, Big island, Hawaii. Conference date: Jan.5-Jan.8, 2009.

Hsiao, H.-Y., **Chiang, C.-H.**, Chan, Y.-C. and Tzeng, G.-H. “Fuzzy AHP and TOPSIS for selecting Low Pollutant Emission Bus Systems,” The 28th Annual IAEE International Conference, Taipei, Taiwan. Conference Date: June 3-6, 2005.

### ***Recent Research Projects***

2015-2016            How to Attract Lurkers’ Eyeball? The Social Network Analysis in Online Communities

### ***Membership of Academic Associations and community service***

Member, Chinese Society for Management of Technology,, Taiwan

Member, Service Science Society of Taiwan