葉桂芬

職稱 :	助理教授
學院/部門 :	商學院
電郵地址 :	kfip@must.edu.mo
電話 :	(853) 8897-2051
傳真 :	(853) 2882-3281
辦公室 :	A424
郵寄地址 :	澳門氹仔偉龍馬路

教研領域

資訊系統裝置與採用

ERP 系統裝置與採用

社交媒體在機構所應用

電子政府

資訊系統策略

學歷

2001 - 2010	香港城市大學 / 資訊系統 / 哲學博士
1999 - 2001	香港大學 / 教育 / 教育碩士
1995 - 1999	香港城市大學 / 資訊系統 / 哲學碩士
1992 - 1995	香港城市大學 / 資訊系統/ 學士

教學經驗

現職	澳門科技大學 / 商學院 / 助理教授
2001 - 2011	香港城市大學 / 商學院資訊系統系 / 一級導師
9/2006 - 12/2006	Bentley University / Information and Process Management / 訪問學人
7/2005 - 8/2005	南洋理工大學 / 商學院 / 訪問學人
1998 - 2001	香港城市大學 / 商學院資訊系統系 / 導師

學術成果

期刊文章:

1. Raymond Lau, Rachael Ip, M T Chan, Eva Wong, Ron Kwok, Sharon Wong and Johnny So, "Podcasting: an Internet-based Social Technology for Blended Learning," IEEE Internet Computing, 14(3), pp. 33-41, 2010.

2. Christian Wagner and Rachael Ip, Action Learning in Second Life, Journal of Information Systems Education, 20(2), pp. 249-256, 2009.

3. Rachael Ip and Christian Wagner, Weblogging : a Study of Social Computing and its Impact on Organizations," Decision Support Systems, 45(2), pp. 242-250, 2008.

4. Christian Wagner, Karen Cheung, Rachael Ip, Building Sematic Webs for e-Government with Wiki Technology, Electronic Government, an International Journal, 3(1), pp. 36-55, 2006

5. Karen Cheung, Fion Lee, Rachael Ip and Christian Wagner, "The Development of Successful On-line Communities," International Journal of the Computer, the Internet and Management, 12(1), 2004

6. Christian Wagner, Karen Cheung, Fion Lee and Rachael Ip, "Enhancing e-Government in Developing Countries through Virtual Communities," Electronic Journal of Information Systems in Developing Countries, 14(4), pp. 1-20, 2003.

會議論文:

1. Rachael Ip and Yun Huang, "Facebook – a Place for Learning Activities?" 2013 International Conference on Education and Information Technology (ICEIT 2013), San Francisco, Oct 2013, USA

2. Rachael Ip and Yun Huang, "Will Learning Activities Spill over the Boundaries between Social and Learning Domains? – an Exploratory Study on Adopting Facebook for Learning Activities," 2013 International Conference on Engineering, Management Science and Innovation (ICEMSI 2013), June 2013, Macau

3. Yun Huang, G. Q. Huang and Rachael Ip, "Dynamic Game-theoretic Model for Coordinating Pricing and Inventory Decisions in a Supply Chain with Retailer Competition," 2013 International Conference on Education Technology and Information Systems (icetis 2013), June 2013, Sanya, China

4. Rachael Ip, "Learning in Students' Favorite Virtual Environment," 2012 Third International Conference on Information, Communication and Education Application (ICEA 2012), Dec 2012, Singapore

5. Rachael Ip and Yun Huang, "Learning with social Networking Site – Designing a Constructive Learning Environment from an Activity Theory Perspective," 2012 IET International Conference on Information Science and Control Engineering (ICISCE 2012), Dec 2012, Shenzhen, China

6. Rachael Ip, "Uses of Social Software in Personal and Organizational Setting s- the Impact of Organizational Communication Policies and Communication Norms," Organizations and Society in Information Systems Workshop (OASIS 2009), Dec 2009, Phoenix, USA

7. Rachael Ip, Christian Wagner and Sesia Zhoa, "Learning REAL Business Skills in a Virtual World: an Action Learning Perspective," the 2008 American Conference on Information Systems (AMCIS 2008), August, Toronto, Canada

8. Rachael Ip, Raymond Lau, M T Chan, Eva Wong, Sharon Wong and Johnny So, "Enhancing Students' Learning with Podcasting, a Newly Emergent Social Technology," the 2008 Pacific Asia Conference on Information Systems (PACIS 2008), July 2008, Suzhou, China

9. Rachael Ip, "Uses of Social Software in Personal and Organizational Setting," the 2007 American Conference on Information Systems (AMCIS 2007), Aug 2007, Keystone, USA

10. Christian Wagner, Karen Cheung, Rachael Ip and Fion Lee, "Deceptive Communication in Virtual Communities," the 38th Hawaii International Conferenced eon Computer Sciences (HICSS 2005), Jan 2005, Hawaii, USA

研究項目

2012 - 2013	Action Learning with Social Software (澳門基金會項目)
2006 – 2008	Enhancing Teaching and Learning with Podcasting (香港城市學教學發展項目)
2005-2007	Integrated Communication and Knowledge Management Based on Wikis and XML Technology (德國/香港聯合研究項目)

學術機構及社會任職

Member of Association of Information Systems (資訊系統學會會員)

國際學術期刊及國際學術會議文章評審

專業資格認證及獎項

2008 Citation of Excellence Award by Emerald Management Review

International Conference on Information Systems (ICIS) Doctoral Consortium Fellow 2006, Milwaukee, Wisconsin, USA