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Education

- PhD, Business Management, National Cheng Kung University, 2002/11
- Master, Department of Information Management, National Central University, 1994/7

Area of Specialty

- Decision Modeling
- Statistics Modeling
- Data Modeling
- Decision Support Systems

Academic Experience

- Associate Professor, Department of Information Management, Southern Taiwan University, 2003/8~Now
- Associate Professor, Department of Information Management, Kun Shan University, 2002/11~2003/7
- Instructor, Department of Information Management, Kun Shan University, 1997/8 to 2002/10
- Instructor, Department of Information Management, Far East University, 1996/9 to 1997/7

Journal Papers

1. Tarng–Yao Yang*, Ruey–Hsing Chang, Yi–Wen Fu (2018), "A Study of the Influence of Self–Reference on Blog Marketing–The Moderating Effects of Argument Quality and Attitude toward Blogging", Journal of Southern Taiwan University of Science and Technology, 3(2), 51-74.
2. Wang, Mei-Hsiang*, Tarng-Yao Yang (2019), "The Impact of Team Processes on Team Creativity in Software Development Setting: A Longitudinal Study," International Journal of e-Education, eBusiness, e-Management and e-Learning, 9(1), 18-25. [EI].
3. Wang, Mei-Hsiang*, Tarng-Yao Yang, and Chih-Cheng Wei (2018), "Creating Social Networking Environment for Workers through a Mean-End Chains Model: Knowledge Collaboration and Productivity Perspective," Journal of E-Business, 20(1), 1-32. [TSSCI] (MOST 103-2410-H-218024).
4. Wang, Mei-Hsiang*, Tarng-Yao Yang, Shu-Ya Hu (2017), "An Exploration of Company's Internal Social Media on Social Constructs and Organizational Values," International Journal of e-Education, e-Business, e-Management and e-Learning, 7(3), 212-218. [ABI].
5. Wang, Mei-Hsiang*, Tarng-Yao Yang, Yi-Shiou Chen (2016), "How Workers Engage in Social Networking Sites at Work: A Uses and Gratification Expectancy Perspective," International Journal of Organization Innovation, 8 (4), 161-176. [EI] (MOST 102-2410-H-218-005).
6. Wang, Mei-Hsiang*, Tarng-Yao Yang (2016), "Investigating the Success of Knowledge Management: An Empirical Study of Small- and Medium- Sized Enterprises," Asia Pacific Management Review, 21(2), 79-91. [TSSCI] (NSC 97-2410-H-218-005).
7. Wang, Mei-Hsiang*, and Tarng-Yao Yang (2015), "Explaining Team Creativity through Team Cognition Theory and Problem Solving based on Input-Mediator-Output Approach," Journal of E-Business, 17 (1), 91-138. [TSSCI] (MOST 101 2410-H-218-009).
8. Wang, Mei-Hsiang*, Shih-Che Lin and Tarng-Yao Yang (2012), "Understanding the Antecedents of Team Performance: The Importance of an Expertise-Centered Coordination," Asia Pacific

Management Review, 19 (2), 151-172. [TSSCI](NSC99-2410-H-218-007).

9. Wang, Mei-Hsiang, Chen-Fen Huang* and Tarng-Yao Yang (2012), "Acceptance of Knowledge Maps: An Empirical Examination of System Characteristics and Knowledge Map Self-efficacy," Asia Pacific Management Review, 17 (3), 265-284. [TSSCI](NSC97-2410-H-218-005)

10. Wang, Mei-Hsiang, Chen-Fen Huang* and Tarng-Yao Yang (2012), "The Effect of Project Environment on the Relationship between Knowledge Sharing and Team Creativity in Software Development Context," International Journal of Business and Information (IJBI), 7 (1), 59-80. [ABI](NSC96-2416-H-218-013)

11. Wang, Mei-Hsiang* and Tarng-Yao Yang (2012), "Measuring Team Creativity in an Information Systems Development Context: Scale Development and Validation," Journal of Southern Taiwan University of Science and Technology, 37 (2), 1-12. (NSC96-2416-H-218-013)

12. Wang, Mei-Hsiang* and Tarng-Yao Yang (2011), "The Relationships between Knowledge Management Mechanisms and Organizational Effectiveness from the View of Balanced Scorecard," Journal of Southern Taiwan University of Science and Technology, 36 (4), 63-78. (in Chinese)

13. Wang, Mei-Hsiang*, Tarng-Yao Yang and Po-Chun Liu (2010) "The Impact of Knowledge Sharing and Projects Complexity on Team Creativity: An Example of Information Systems Development," Journal of E-Business, 12(1), 73-102. [TSSCI] (in Chinese)

14. Wang, Mei-Hsiang*, Tarng-Yao Yang and Kuo-Chan Huang (2009) "The Impact of Knowledge Sharing Types and Team Learning Capability on Team Creativity," Journal of Information Management, 16(1), 181-202. [TSSCI] (in Chinese) (NSC96-2416-H-218-013)

15. Wang, Mei-Hsiang, Tarng-Yao Yang and Chao-Sen Wu (2006) "The Impact of ISD Team Members' Self-efficacy, Team Interaction and Team Trust on Team Effectiveness: The Mediating Effect of Knowledge Sharing," NTU Management Review, 16(2), 73-100. [TSSCI] (in Chinese) (NSC93-2416-H-218-016)

Conference Papers

1. Yang, Tarng-Yao and Guan-Ming Chen (2018) "Air Force Security Officer Key Success Factors," International conference on innovation digital design, Tainan, Taiwan, June 1th.

2. Yang, Tarng-Yao and Song-Yi Lai (2018) "Exploring the impact of experience marketing and involvement on customer satisfaction and consumer loyalty in the O2O marketing model," International conference on innovation digital design, Tainan, Taiwan, June 1th.

3. Yang, Tarng-Yao, Kai-Xun Su, and Fu-Lng Huang (2018) "Discussion on the Key Factors of Women's Resignation Tendency in the National Army," International conference on innovation digital design, Tainan, Taiwan, June 1th.

4. Wang, Mei-Hsiang, Tarng-Yao Yang, and Li-Wei Chang (2015) "Sharing Knowledge through Social Networking Sites in System Development Projects," International Conference on Internet Studies, Japan, July. 18-19. (MOST 103-2410-H-218-024)

5. Wang, Mei-Hsiang, Tung-Ming Koo, Tarng-Yao Yang, and Huey-Yeh Lin (2014) "Findings on SNSs at Workplace: An Integrated Framework of Motivation Theory and Uses and Gratifications Expectancy Theory," 2014 International Business Conference in San Francisco, USA, Oct. 4. (NSC 102-2410-H-218-005)

6. Wang, Mei-Hsiang, Tarng-Yao Yang, and Yi-Shiou Chen (2013) "Workers' Use of Social Networking Sites(SNS) in Taiwan," The Ninth International Conference on Knowledge-Based Economy & Global Management, Tainan, Taiwan, November 7-8. (NSC 102-2410-H-218-005)

7. Yang, Tarng-Yao, Mei-Hsiang Wang, and Chen-Fen Huang (2013), "Exploring Team Creativity from Team Cognition Theory and Problem Solving Perspective," International Conference on e-Commence, e-Administration, e-Society, e-Education, and e-Technology, Kitakyushu, Japan, April 3- 5. (NSC 101-2410-H-218-009)

8. Wang, Mei-Hsiang, Chen-Fen Huang, and Tarng-Yao Yang (2012), "Antecedents and Consequences of Team Knowledge in Software Development Projects," International Conference on e-Commence, e-Administration, e-Society, e-Education, and e-Technology, Hong

Kong, March 30- April 1. (NSC99-2410-H-218-007)

9. Yang, Tarng-Yao, Chen-Fen Huang, and Mei-Hsiang Wang (2011) "Investigating the success of knowledge management systems: An empirical study of IS professional in Taiwan," International Conference on Business and Information, Bangkok, Thailand, July 04-06. (NSC97-2410-H-218-005)

10. Yang, Tarng-Yao and Yi-Wen Fu (2011), "A Study on Influence of Self-Referencing on Blog Marketing" The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 30.

11. Yang, Tarng-Yao and Hung-Cheng Lin (2011), "A Study on the Relationships among Service Quality, Satisfaction, Cognitive Value, Community Consciousness and Community Cohesion of Digital Opportunity Centers" The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 30.

12. Yang, Tarng-Yao and Min-Ching Wu (2011), "The Influence of Student Service Centers' Service Quality and School The Influence of Student Service Centers' Service Quality and School Image on Students' Satisfaction: A Case Study of the STUT" The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 30.

13. Yang, Tarng-Yao and Chao-Hung Huang (2011), "A Study on Relationship Between Knowledge Management and Organizational Effectiveness of Digital Opportunity Centers in Taiwan" The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 30.

14. Yang, Tarng-Yao and Jun-Yi Xu (2010), "Applied Delphi Technique and Analytic Network Process to Construct the Performance evaluation model of Digital Opportunity Centers in Taiwan", BAI 2010 International Conference on Business and Information, Kitakyushu, Japan, 05-07 July.

15. Yang, Tarng-Yao and Shih-Ching Yang (2010), "Applied Data Envelopment Analysis to Evaluate Efficiency of Digital Opportunity Centers," The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 31.

16. Yang, Tarng-Yao and Wen-Ying Lee (2010), "The Study on Encapsulation of Zero Code Website Design Using Ontology," The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 31.

17. Yang, Tarng-Yao and Ting-Chi Chen (2010), "The Development of Automatic Zero Code Electronic Commerce Websites Based on Open Source Code," The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 31.

18. Yang, Tarng-Yao and Hsun-Yao Chang (2010), "A Study on Internet Marketing for Digital Opportunity Centers," The E-Learning and Information Technology Symposium, Tainan, Taiwan, March 31.

19. Wang, Mei-Hsiang, Chen-Fen Huang, Tarng-Yao Yang and Yi-Na Wu (2010), "Measuring Team Creativity in an Information Systems Development Context: Scale Development and Validation," International Conference on e-Commerce, e-Administration, e-Society, and e-Education, Macau, China, January 25-27. (NSC96-2416-H-218-013)

20. Wang, Mei-Hsiang, Chen-Fen Huang, and Tarng-Yao Yang (2009), "The Impact of Knowledge Sharing and Projects Complexity on Team Creativity in Taiwan's Information Systems Development Teams," International Conference on e-Commerce, e-Administration, e-Society, and e-Education, Singapore, January 8-10. (NSC96-2416-H-218-013)

21. Wang, Mei-Hsiang, Chen-Fen Huang, and Tarng-Yao Yang (2008), "Extending the TAM for Knowledge Maps: An Example of Virtual Community," International Conference on Business and Information, South Korea, July 07-09.

Dissertation

- * Yang, Tarng-Yao (2002) "An Experimental Analysis on the Interaction Between Customers and Customer Relationship Management Systems," Ph.D. Dissertation, National Cheng Kung University.

Professional Certifications

1. Cloud Technology and Internet Services, Professionals, 132160800001750, Computer Skills

Foundation, 2016/8.
2. Fundamentals of APP for e-Business MIT App Inventor 2.0, Chinese Enterprise Resource Planning Society, CERPS1504823, 2015/6.
3. Applications of Mobile Device, No. 132141200000730, Chinese Computer Education Association, 2014/11.
4. e-Enterprise Planner, No. 411120200000410, Computer Skills Foundation, 2012/2.

Grants
1. Ministry of Science and Technology, No: MOST 104-2511-S-218-007, "The Innovative Teaching Model Based on Mobile Software with Combining Visual Graphic Materials and Peer Tutoring Strategies Applied to Statistics Course at College," 2015/11/01~2016/10/31.
2. Ministry of Science and Technology, No: MOST 103-2622-H-218-004-CC3, "The Extended ERP Applications Integrated into Production Operations and Production Decisions," 2014/11/01~2015/10/31.
3. National Science Council, No: 98-2622-H-218-002-CC3, "The Research and Development of B2C Electronic Marketplace Possessed of Multi-merchants Platform," 2009/7/1~2010/6/30.
4. National Science Council, No: 92-2416-H-218-013, "A Schema-directed Conceptual Query Language Based on Structured Modeling," 2003/8/1~2004/7/31.

Entrusted Practical Projects
1. Ministry of Education, No.34001110323-EDU, Colleges and universities offer career development programs for graduates from five-year colleges, 2022/08/01 ～ 2023/01/31
2. Ministry of Education, No.34001110064-EDU-1, Smart and Innovative Talent Cultivation Model School Program (Class A)-Cross-field Talent Cultivation Program in the Digital Economy Era, 2022/02/01 ～ 2023/01/31
3. Ministry of Education, No.35001100290-EDU-4, Bilingual Learning Plan for College and University Students-Popular Improvement School, 2021/08/01 ～ 2022/07/31
4. Ministry of Education, No.34001100039-EDU-1, Smart and Innovative Talent Cultivation Model School Program (Class A)-Cross-field Talent Cultivation Program in the Digital Economy Era, 2021/02/01 ～ 2022/01/31
5. Ministry of Economic Affairs, No: 331050234, Application of ERP in the System of Mobile Production, 2016/05/27~2016/10/26.
6. Ministry of Economic Affairs, No: 331050207, Intelligent auto parts manufacturing chain integration counseling to enhance the program, 2016/05/01~2016/10/31.
7. Ministry of Economic Affairs, No: 331040360, Steam locomotive electrical components and precision machinery cross-field technical guidance to enhance the program, 2015/05/01~2015/10/31.
8. Ministry of Economic Affairs, No: 331040361, Steam locomotive electrical components and precision machinery cross-field technical guidance to enhance the program, 2015/05/01~2015/10/31.