

Shin-jeng Lin

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RESEARCH INTERESTS

1. Electronic Commerce
2. Knowledge Management
3. Human Factors (Human Computer Interaction, Online Consumer Behavior)
4. Decision Support Systems
5. Business Applications

TEACHING INTERESTS

1. Electronic Commerce
2. Programming Languages (Web Design and Development)
3. Knowledge Management
4. Information Systems (Introduction to Management Information Systems)
5. Human Factors (Human Computer Interaction)

EDUCATION

Oct 2001	Doctor of Philosophy (Information Science) <u>School of Communication, Information and Library Studies</u> <u>Rutgers University</u> (New Brunswick, New Jersey)
Aug 1996	Master of Arts (Computer-mediated Communication) <u>College of Journalism and Communications</u> <u>University of Florida</u> (Gainesville, Florida)
Jun 1993	Bachelor of Arts (<u>Management Information Systems</u>) <u>College of Management</u> <u>National Sun Yat-Sen University</u> (Kaoshiung, Taiwan)

ACADEMIC EMPLOYMENT

09/2000 – present	Assistant Professor, Le Moyne College
05/2000 – 07/2000	Instructor at Rutgers University
09/1999 – 05/2000	Graduate associate at Rutgers Distributed Laboratory for Digital Library
09/1998 – 05/1999	Teaching assistant, Rutgers University
09/1996 – 05/1998	Research assistant, Rutgers University
01/1996 – 05/1996	Research assistant, University of Florida
09/1993 – 06/1994	Full-time research assistant, National Sun Yat-Sen University

RESEARCH PUBLICATIONS

Referred Journals

***** (both *Journal of American Society for Information Science and Technology* and *Information Processing and Management* are top rated journals in the field of Information Science)

Lin, S. & Belkin, N. (2005). Validation of a model of information seeking over multiple search sessions. *Journal of American Society for Information Science and Technology*. 56(4), 393-415.

Lin, S. (2005). Internetworking of factors affecting successive searches over multiple episodes. *Journal of American Society for Information Science and Technology*. 56(4), 416-436.

Belkin, N. J., Perez-Carballo, Cool, C., Kelly, D., J., **Lin, S.**, Park, S. Y., Sikora, C. (2001). Iterative exploration, design and evaluation of support for query reformulation in interactive information retrieval. *Information Processing and Management*, special issue on interactive information retrieval systems, 37(3), 403-434.

Referred Conference Papers

Lin, S. (2004). Enhancing Personalized Indexing with XML. *2004 American Conference on Information Systems*. August, 6-8, New York: NY.

***** **Highly Competitive with the acceptance rate of 33%.**

Lin, S. (2002). Design space of Personalized Indexing: Enhancing successive Web searches for transmuting information problems. *2002 American Conference on Information Systems*. August, 9-11, Dallas: TX.

Lin, S. (2001). Understanding Successive Searches across Multiple Sessions over the Web. *The 22nd International Conference on Information Systems*, (pp. 531-536). New Orleans: LA.

***** **Extremely competitive, with the acceptance rate of 16%.**

Lin, S. & Belkin, N. J. (2000) Modeling Multiple Information Seeking Episodes. *The 20th Annual Conference Proceeding of American Society for Information Science*. (pp. 133-147) Chicago, IL.

Lin, S. (2000) The factors influencing the evolution of an information system and their impacts. *Proceeding of the Twenty-first National Online Meeting*, New York, NY.

Non-referred conference papers

Lin, S. (2003). Vacation planning via information seeking over the Web. Proceedings of SCI 2003: 7th World Multi Conference on Systematics, Cybernetics and Informatics. July 27-30, Orlando: FL.

Belkin, N. J., Perez-Carballo, J., Head, J., Kelly, D., **Lin, S.**, Park, S. Y., Savage, P., Sikora, C., Cool, C. (2000). Relevance Feedback *versus* Local Context Analysis as Term Suggestion Devices: Rutgers' TREC-8 Interactive Track Experience. *TREC-8 Proceedings of the Eighth Text Retrieval Conference*. Washington, D.C.:GPO.

Belkin, N. J., Perez-Carballo, Cool, C., Kelly, D., J., **Lin, S.**, Park, S. Y., Rieh, S. Y., Savage, P., Sikora, C. (1999). Rutgers' TREC-7 Interactive Track Experience. *TREC-7 Proceedings of the Seventh Text Retrieval Conference*. Washington, D.C.:GPO.

Belkin, N. J., Perez-Carballo, J., **Lin, S.**, Park, S. Y., Rieh, S. Y., Savage, P., Sikora, C., Xie, H., Cool, C., Allen, J. (1998). Rutgers' TREC-6 Interactive Track Experience. *TREC-6 Proceedings of the Sixth Text Retrieval Conference*, (pp. 597-610). Washington, D.C.:GPO.

Dissertation and thesis

Lin, S. (2001). Supporting multiple information seeking episodes over the Web. Unpublished Doctoral Dissertation. Rutgers University: New Brunswick, NJ.

Lin, S. (1996). Uses and gratifications pre-online use: An online (Web) survey of computer users. Unpublished master thesis, University of Florida.

WORKING PAPERS

Lin, S. The cognitive and behavioral perspectives of successive information searches. Submitted to the journal of Information Processing and Management.

Lin, S. Toward an intimate electronic commerce environment.

Lin, S. Design and Evaluation of PERSONalized Successive Information Searches Tools (PERSIST).

PANEL

Panel Topic	Successive Searching: User Searches During Information Seeking
Conference	Annual Meeting of American Society for Information Science
Date	November 13-16, 2000
Place	Chicago, IL

WORKSHOP

Topic	History in Supporting the Transmuting Mode of Information Seeking across Sessions
Workshop	History Keeping in Computer Applications: a Workshop
Date	Friday, December 3, 1999
Place	Human-Computer Interaction Laboratory University of Maryland at College Park

TEACHING EXPERIENCES

2000 Fall- Present

Assistant Professor for both undergraduate and graduate courses
Department of Business Administration, Le Moyne College
Syracuse, NY

Introduction to Management Information System

This course presents a broad and introductory overview of information systems in organizational settings as well as educating students to be technologically sophisticated about computer hardware, software, telecommunication and other emerging information technology

and to understand the development, use and management of information systems as ways to support or re-design organizations. In addition, students also learn how to use MS Excel to develop small-scaled decision support systems (e.g., Scenario Analysis and Problem Solvers), and personal database with MS Access.

Knowledge Management

I initiated, designed and am teaching this course. It consists of three modules. The first module is personal knowledge management. Students would keep a diary and contemplate how they manage their personal knowledge. This is to stimulate students' interests and create a sense of personal relevancy and cognitive involvement. The second module is centered on the latest KM technologies that come with Microsoft Office 2003, including XML supports, InfoPath, OneNote, etc. So many KM courses that have been offered concentrate on theories. But for an undergraduate course, hand-on exercises will convey the ideas and concepts of KM much more easily. I plan to incorporate Microsoft Data Analyzer and Microsoft Windows SharePoint Services when the technical support and infrastructure are available. The third module is about evaluation of KM systems. Students will learn more about existing tools supporting PKM and corporate KM, evaluating these tools based on their experience. The purpose is to educate students with the methodology of critical thinking, an important element for KM.

Electronic Commerce

I initiated and designed this course. It focuses on EC technology, particularly back-end server-side Web applications (e.g., ASP .NET, ODBC, n-tier computing architecture), Web Services, and information storage and processing (e.g., XML and XSL).

Electronic Commerce for Managers (Master level: MBA)

It explores important EC concepts in technology infrastructure (e.g., client-server architecture, Web application development projects) and strategy formulation (e.g., business models, market opportunity analysis, customer interface, marketing communication and branding, implementation and evaluation metrics). Case studies are discussed and term projects are carried out to reinforce the concepts explored.

Web Design and Development

I designed this course to educate students with fundamental concepts in the Web design and development process. It is a course with heavy hand-on exercises; students learn to use client-side scripting techniques (e.g., JavaScript, Dynamic HTML, CSS) to enhance Web usability. In addition, the course explores the factors influencing Web usability throughout the design process, including requirement analysis, conceptual design, mockups and prototypes, and Web site evaluation.

Database Management Systems

The course teaches data modeling techniques (both E-R diagram and object-oriented data modeling, i.e., UML diagrams) and SQL queries. Oracle is used to demonstrate the key database design concepts. Students are required to design and develop databases with Oracle for self-selected real-life projects.

Applied System Analysis

This course introduces to students the processes of system analysis and design. Object-oriented system analysis is the core; UML diagrams (e.g., use case, class-diagram, activity diagram, sequence diagram) are the focus. Rational Rose is the case tool for modeling the requirements of users, businesses, and systems.

Summer 2000

Instructor for an undergraduate course

School of Communication, Information, and Library Studies, Rutgers University

New Brunswick, New Jersey

Electronic Business

This course introduces the essentials of electronic business from the perspectives of management, consumers, underpinning technology, and social and legal implications, with an emphasis on case studies.

Spring 2000

Teaching Assistant for a Ph.D. course

School of Communication, Information, and Library Studies, Rutgers University

New Brunswick, New Brunswick

Quantitative Research Methods

The course discusses facets of research, problem areas, various quantitative research techniques and experiments. Each student develops a research relating to a chosen topic.

Fall 1998

Instructor for a master course:

School of Communication, Information, and Library Studies, Rutgers University

New Brunswick, New Jersey

Multimedia Structure, Operation, Application and Production

This course introduces new multimedia information technologies. It consists of lectures and laboratory exercises with emphasis on designing, producing, and organizing multimedia resources for libraries, media centers, and network-accessible information sites.

OTHER WORK EXPERIENCE

1999-2000

Graduate Associate:

- **Rutgers Distributed Laboratory for Digital Library (RDLDL)**
- Participating in interdisciplinary research projects and seminar in digital libraries. Members of this research group are from various disciplines, including information science, computer science, management science, cognitive psychology and library science.

1999-2000

Editorial Assistant:

- The International Journal, *Information Processing & Management*

1998-1999	<p>Teaching Assistant:</p> <ul style="list-style-type: none"> ■ Computer Lab at School of Communication, Information and Library Studies (SCILS) ■ Lab Administration and assisting students in technology-oriented courses
1996-1998	<p>Graduate Assistant:</p> <ul style="list-style-type: none"> ■ Alexandria Project Laboratory at SCILS, Rutgers University ■ Development, maintenance, interface design, and experimental evaluation of information systems
1996	<p>Research Assistant:</p> <ul style="list-style-type: none"> ■ Communication Research Center at The University of Florida ■ Statistical analysis and readership study
1993-1994	<p>Full-time Research Assistant:</p> <ul style="list-style-type: none"> ■ Graduate Program of the MIS department, National Sun-Yan Sen University (Taiwan) ■ Project coordinator of the grant-funded research project, “Commerce Automatic”

RESEARCH PROJECTS PARTICIPATED

1999-2000	<p>The interactive track in TREC 8 at Rutgers</p> <ul style="list-style-type: none"> ■ Topic: The effectiveness of global versus local relevance feedback in information retrieval ■ Supervision: Dr. Nick Belkin and Dr. Jose Perez-Carballo
1997-1999	<p>The interactive track in TREC 6, 7 at Rutgers</p> <ul style="list-style-type: none"> ■ Topic: The effectiveness of only positive versus both positive and negative relevance feedback in information retrieval ■ Supervision: Dr. Nick Belkin and Dr. Jose Perez-Carballo
1996-1998	<p>The DARPA Tipster Phase III project at Rutgers funded by the USA Department of Defense</p> <ul style="list-style-type: none"> ■ Topic: Understanding and supporting multiple information seeking strategies ■ Supervision: Dr. Nick Belkin and Dr. Jose Perez-Carballo
1993-1994	<p>The Research Project at National Sun-Yan Sen University (Taiwan) sponsored by National Science Council</p> <ul style="list-style-type: none"> ■ Topic: Commerce Automatics ■ Supervision: Dr. Ting-peng Liang, Director of the MIS department

INTERFACE DESIGN

1999-2001	Personalized and Successive Information Seeking Toolkit (PERSIST) for My own doctoral dissertation. <ul style="list-style-type: none">▪ Involves Java programming, JavaScript, Dynamic HTML, Database (MySQL), Web Server installation and administration (Apache and IBM WBI) and proxy server.
1999	TREC 8 Interface <ul style="list-style-type: none">▪ Involves TCL/ TK, scripting language, Inquiry (University of Massachusetts), Local Context Analysis
1998	Interface for the doctoral dissertation of Soyeon Park at Rutgers University <ul style="list-style-type: none">▪ Involves TCL/ TK, shell-scripting language, Inquiry (University of Massachusetts).

AWARDS

2004	Le Moyne College Summer Stipend for Research
2002	Le Moyne College Summer Stipend for Research
2001	Le Moyne College Summer Stipend for Research
1999-2000	Beta Phi Mu Eugene Garfield Doctoral Dissertation Scholarship

COMPUTER PROFICIENCY

Programming ability:	HTML, XML, JavaScript, CSS, DHTML, Java, VB Scripts, ASP, .NET, TCL/TK, PERL, CGI
Operating system:	UNIX, Window, Macintosh
Statistics software:	SPSS

AFFILIATION

Member of the Association for Information Systems
Member of the Association for Computing Machinery
Member of the American Society for Information Science

SERVICES

Service to Department:

I have been active in departmental matters in many ways, including:

- Advising business majors on courses and graduate schools.
- Talking extensively with business and information systems students about career opportunities in information systems.
- Supervising students for designing and creating Web pages for the program of Information Systems
- Serving as the Advisor to the MIS club on campus
- Serving as a faculty member of the MIS curriculum advisory board.

- Writing recommendation letters for students who applied for jobs or graduate schools
- Serving as a member of MIS professor recruiting committee (2001-2002, 2002-2003, 2003-2004)
- Serving as a member of IT personnel hiring committee
- Advising students on their honor's thesis
- Supervising independent studies
- Participating in freshman advising and transferred student advising

Service to Division of Management:

- I am the chair of the Management Division's Intellectual & Instructional Resources committee (2003-2004).
- I work with the IT department to design and create the Web pages for the division of Management.

Service to College:

I served as the advisor for the Alpha Sigma Lambda chapter at Le Moyne, an adult honor society. The society had never created a database for tracking all the honored students at Le Moyne and had a very tedious and inefficient process in identifying the currently qualified students who have not yet been inducted. During my term, I corrected these two problems. I designed and created the database that contained the information about the honored students in the past 10 years. To make the data entry easier, I have also created a Web site that can connect to the database. The database I designed also can efficiently help filtering out the students who have been inducted from those currently qualified.

Service to Profession:

- A referee for 8 manuscripts for 4 journals (Electronic Commerce Research, Information Processing & Management, International Journal of Human-Computer Studies, IT & Society Journal)
- A research panelist in ASIST 2000
- A referee for 4 papers for 2 conferences (PACIS, AMCIS)
- A reviewer for various textbook publishing companies (e.g., Prentice-Hall, McGraw-Hills, etc.)

Service to the Syracuse Area Community:

I have served as a volunteer for "American Cancer Society" and "March of Dimes." I distributed the material from the associations to the neighborhood, collected and submitted the donation to the headquarters of these two associations.

REFERENCES

Nick Belkin, Ph.D.

President of American Society for Information Science and Technology

Professor II

School of Communication, Information and Library Studies

Rutgers University

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Martha Grabowski, Ph.D.

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