

## Shinjeng Lin, Ph.D.

Associate Professor  
Department of Management, Leadership, and Information Systems  
Le Moyne College  
Syracuse, New York 13214  
(315) 445-4136  
[linsj@lemoyne.edu](mailto:linsj@lemoyne.edu)  
<http://web.lemoyne.edu/~linsj/>

### **EDUCATION**

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

### **ACADEMIC EMPLOYMENT**

<b>09/2006-</b>	<b>Tenured Associate Professor, Le Moyne College</b>
09/2000 – 08/2006	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 INTERESTS**

- Cognitive and behavioral aspects of information seeking process
- Design and evaluation of interactive user interfaces to information systems
- Acceptance and adoption of innovative technologies

### **RESEARCH PUBLICATIONS**

#### **Referred Journals**

Lin, H.-H., Wang, Y.-S., Li, C.-R., & Lin, S. (2017) The Measurement and Dimensionality of Mobile Learning Systems Success: Two-stage Development and Validation. *Journal of Educational Computing Research*, 55(4), 449-470. (Impact factor: 0.659)

Wang, Y-S, Lin, S., Yeh, C.-H., Li, C.-R., & Li, H.-T. (2016) What Drives Students' Cyber Entrepreneurial Intention: The Moderating Role of Disciplinary Differences. *Thinking Skills and Creativity*, 22, 22-35. (Impact factor: 1.461; 5-Year Impact Factor: 1.672).

Lin, H.-H., **Lin, S.**, Wang, Y.-S. & Yeh, C.-H. (2016) Measuring mobile learning readiness: Scale development and validation. *Internet Research*, 26 (1), 265-287. (Impact factor: 1.661)

Wang, Y-S, Lin, H-H, Li, C-R, & **Lin, S.** (2014) What Drives Students' Knowledge Withholding Intention in Management Education? An empirical study in Taiwan. *Academy of Management Learning and Education*. 13(4), 547-568. (Impact factor: 2.121; Ranked 18th out of 216 journals in category of "Education & Educational Research"; Ranked 38th out of 172 journals in category of "Management.")

**Lin, S.**, Zimmer, J. C., & Lee, V. (2014) Decoupling software from hardware in technology acceptance research. *Journal of Computer Information Systems*. 42(2), 77-86. (JCIS has an acceptance rate of about 8-9%; Impact factor: 0.742)

**Lin, S.**, & Xie, H. (2013). Behavioral changes in transmuted multi-session successive searches over the Web. *Journal of American Society for Information Science and Technology*. 64(6), 1259-1283. (JASIST is a top-rated journal in the field of Information Science; Impact factor: 2.23)

**Lin, S.**, Zimmer, J. C., & Lee, V. (2013). Podcasting acceptance on campus: Perspectives of teachers vs. students. *Computers and Education*. 68, 416-428. (C&E is No 1. journal in Educational Technology [http://scholar.google.com/citations?view\\_op=top\\_venues&hl=en&vq=soc\\_educationaltechnology](http://scholar.google.com/citations?view_op=top_venues&hl=en&vq=soc_educationaltechnology); Impact factor: 2.630; 5-year impact factor: 3.242)

Grabowski, M. Orne, D., Zimmer, J. C., McCallum, D., **Lin, S.**, O'Connor, D., & Hart, R. (2012). St. Ignatius and the blackberry: What can Jesuit education tell us about teaching Information Systems in a connected world? *Journal of Jesuit Business Education*.

**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. (JASIST is a top-rated journal in the field of Information Science; Impact factor: 2.23)

**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. (JASIST is a top-rated journal in the field of Information Science; Impact factor: 2.23)

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. (IP&M is a top-rated journal in the field of Information Science; Impact factor: 1.069; 5-year impact factor: 1.481)

### **Journal Papers under Review**

Wang, Y-S, **Lin, S.**, Li, C-R., & Li, H-T. A Customer Value-Centric E-Commerce Success Model for the Context of Physical Product E-Tailing. *Information Systems and e-Business Management* (Impact factor: .385).

**Lin, S., & Lee, V.** Effects of functional roles and technology purposes on podcasting acceptance. *Internet Research*. (Impact factor: 1.638)

Yeh, C.-H, **Lin, S.**, Wang, Y.-S & L, Y.-H. Does information privacy concern matter to willingness to provide privacy information? An evidence of Internet usage in Taiwan? *Ethics & Information Technology*. (Impact factor: 1.021).

Yeh, C.-H, **Lin, S.**, Wang, Y.-S., Liao, Y.-W, & Shih, Y.-W. A revisit of Mehrabian-Russell model in 3D virtual store. *Internet Research*. (Impact factor: 1.638)

### **Journal Papers to be submitted in Summer 2016**

Xie, H, Xu, X. & **Lin, S.** Research on the socio-emotional support of health-related best answers in online social Q&A community. To be submitted to *Journal of American Society for Information Science and Technology*. (JASIST is a top-rated journal in the field of Information Science; Impact factor: 2.23)

Yeh, C.-H., Wang, Y.-S., Lin, S., & Liao, Y.-W. Exploring the Antecedents of the Search Behavior of Online Lowest Price Guarantee Violation. *International Journal of Information Management* (SSCI).

Wang, Y.-Y., Wang, Y.-S., Lin, S., & Wang, S.-T. The Determinants of GPS App Purchase Intention: The Moderating Role of Perceived Availability of Free Substitute. *International Journal of Geographic Information Science* (Impact factor: 1.304; 5-Year Impact Factor: 1.990).

Yeh, C-H, **Lin, S.**, & Wang, Y-S. The Determinants of GPS App Purchase Intention: The Moderating Role of Perceived Availability of Free Substitute. To be submitted to *Electronic Commerce Research and Applications* (Impact factor: 1.304; 5-Year Impact Factor: 1.990).

### **Journal Papers to be submitted in Winter 2016**

Yeh, C-H, **Lin, S.**, & Wang, Y-S. Exploring the Antecedents of the Search Behavior of Online Lowest Price Guarantee. To be submitted to *Electronic Commerce Research and Applications* (Impact factor: 1.304; 5-Year Impact Factor: 1.990).

Wang, Y-M, Chen, H-Y, & **Lin, S.** The Impacts of Product Characteristics and Product Presentation Types on Online Consumers' Purchase Intention. To be submitted to *The International Journal of Human-Computer Studies* (Impact factor: 1.165; 5-Year Impact Factor: 1.942).

### **Working Journal Papers**

**Lin, S.**, & Xie, H. The interplay of cognitive and behavioral variables in transmuting information searches on the Web. Will be submitted to *Information Processing & Management*. (Impact factor: 1.069).

**Lin, S.** An evaluation framework for business intelligence and analytics systems for creating balanced, just, and sustainable effects and a caveat for metrics-driven management.

Lin, S. & Xie, H. Archetypes of successive online shopping tasks.

**Referred book chapter**

Lin, S. (2009). Human computer interaction in information retrieval. *The Encyclopedia of Library and Information Science*. 3<sup>rd</sup> Edition, 2183-2196.

**Referred Conference Papers**

Lin, S. (2012). Critical factors in adoption of podcasting for educational uses. *Proceedings of 2012 International Conference on Information Resource Management*. May, 21-23, Vienna: Austria.

Grabowski, M. Orne, D., Zimmer, J. C., McCallum, D., Lin, S., O'Connor, D., & Hart, R. (2011). St. Ignatius and the Blackberry: What can Jesuit Education Tell Us About Teaching Information Systems in a Connected World? Conference of Jesuit Business Education, 2011, Cincinnati, OH.

Lin, S. (2010). A Behavioral Perspective on Transmuting Successive Multi-session Web Searches. *Proceedings of 2010 American Conference on Information Systems*. August, 12-15, Lima: Peru.

Lin, S. (2009). Interaction archetypes of information searches during online shopping. *The proceedings of Association for Chinese Management Educators*. San Francisco: CA.

Lin, S. & Lee, V (2009) Acceptance of podcasting to support learning in higher education. 2009 *The proceedings of International Conference on Electronic Learning*. Toronto: Canada.

Lin, S. (2006). A research framework toward EC consumer shopping experience. *The Proceedings of 2006 American Conference on Information Systems*. August, 4-6, Acapulco: Mexico.

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

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

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

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

Lin, S. (2001). Understanding Successive Searches across Multiple Sessions over the Web. *The proceedings of the 22<sup>nd</sup> 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 20<sup>th</sup> Annual Conference Proceedings 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. *Proceedings of the Twenty-first National Online Meeting*, New York, NY.

### **Referred conference posters**

Lin, S. (2009). Interaction archetypes of online shopping. *The Proceeding of 2009 American Conference on Information Systems*. San Francisco: CA.

Lee, V., & **Lin, S.** (2008). Podcasting acceptance on campus: an extension of the UTAUT model. The DIGIT workshop (Special Interest Group on the Adoption and Diffusion of Information Technology. SIG-ADIT), a pre-ICIS workshop (International Conference on Information Systems), Paris, France.

### **Non-referred conference papers**

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.

### **PANEL**

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

## **WORKSHOP**

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

## **REVIEWER: Journals and Conferences**

I have been a reviewer for the following journals:

- Journal of American Society for Information Science and Technology
- Information & Management
- Journal of Computer Information Systems
- Journal of Electronic Commerce Research
- Decision Support Systems
- Information Processing and Management
- Communications of AIS
- e-Service Journal
- International Journal of Internet and Enterprise Management
- Information Systems Management

I have been a reviewer for the following conferences:

- International Conference on Information Systems (a top-rated Information Systems conference)
- American Conference on Information Systems
- SIGIR ACM Conference (a top-rated Information Science conference)

## **OTHER WORK EXPERIENCE**

1999-2000	Graduate Associate: <ul style="list-style-type: none"><li>■ <b>Rutgers Distributed Laboratory for Digital Library (RDLDL)</b></li><li>■ 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.</li></ul>
1999-2000	Editorial Assistant: <ul style="list-style-type: none"><li>■ The International Journal, <i>Information Processing &amp; Management</i></li></ul>
1998-1999	Teaching Assistant: <ul style="list-style-type: none"><li>■ Computer Lab at School of Communication, Information and Library Studies (SCILS)</li><li>■ Lab Administration and assisting students in technology-oriented courses</li></ul>
1996-1998	Graduate Assistant:

	<ul style="list-style-type: none"> <li>▪ Alexandria Project Laboratory at SCILS, Rutgers University</li> <li>▪ Development, maintenance, interface design, and experimental evaluation of information systems</li> </ul>
1996	<p>Research Assistant:</p> <ul style="list-style-type: none"> <li>▪ Communication Research Center at The University of Florida</li> <li>▪ Statistical analysis and readership study</li> </ul>
1993-1994	<p>Full-time Research Assistant:</p> <ul style="list-style-type: none"> <li>▪ Graduate Program of the MIS department, National Sun-Yan Sen University (Taiwan)</li> <li>▪ Project coordinator of the grant-funded research project, “Commerce Automatic”</li> </ul>

### **RESEARCH PROJECTS PARTICIPATED**

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

### **AWARDS and GRANTS**

2008	Nominated for the MBA Award for Excellence in Teaching
2007	Nominated for the MBA Award for Excellence in Teaching
2006	Le Moyne College Research and Development fund
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

## **INTERFACE DESIGN**

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

## **TEACHING EXPERIENCES**

2006 Fall- Tenured Associate Professor  
2000 Fall-2006 Spring Assistant Professor  
For both undergraduate and graduate courses  
Department of Business Administration, Le Moyne College  
Syracuse, NY

### **Mobile Applications and Business strategies**

I initiated and designed this course. This design of this course was also supported by the CADE program. It is offered to both undergrad and graduate students. In this course, the emphasis is put on how mobile applications can be employed to support a business strategy. Students complete two projects for the course. One is to design a dynamic mobile marketing campaign using current mobile technologies available, whereas the other is to design and prototype a mobile app.

### **Health Information Systems**

I initiated and designed this course. To design the curriculum for this course, I met with and solicited feedback from the chief information officers or IT directors in the local major hospitals and major healthcare organizations, including St. Joseph, Crouse, Community General, Upstate, Loretto, Welch Allyn and Regional Health Information Organization at Syracuse. This course provides students with the knowledge of the design, use, and evaluation issues of health informatics applications. The course becomes required for the new HIS minor and certificate.

### **Distributed Computing I**

This course was offered for the first time at Le Moyne. I designed this course from ground-up, exploiting the topics of socket programming, thread programming, XML, MySQL, Apache Web Server, Servlets, Java Server Page, and Remote Method Innovations. This course covers software design and programming from a net-centric perspective by discussing client-server computing. Also covered are information models and systems, database management systems, and logical data modeling.



## **Distributed Computing II**

This course was offered for the first time at Le Moyne. As opposed to Distributed Computing I, this course focuses on peer-to-peer computing, distributed data and distributed processing. I designed this course from ground-up, covering the topics of peer-to-peer application design, Web Services and cloud computing.

## **Programming with Java**

This course covers the specifics of writing programs in Java, as well as some basics of object-oriented design and programming. It will also touch on graphical user interfaces and threads, with additional topics as time permits. Students will apply the learned concepts to develop business computer applications using the Java programming language, and to enhance the quality of the applications, such as program readability, style, testing and documentation.

## **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.

## **Information Strategy and management**

This is an advanced MIS course in the MBA program. This course explores various IT issues in IT organization management and strategy development. The topics covered in the course include IT-strategy alignment, project management maturity model, IT portfolios management, outsourcing issues, IT governance, and a survey of advanced or emerging information technologies or systems. To better how information technologies can be used better manage business and develop strategy, students also participated in a simulation game of ERP by running a company with an ERP system and competing in a simulated market.

## **Knowledge Management**

I initiated, designed and taught 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), and Web Services.

### **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 (Client-side Web 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.

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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.

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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.

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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.

### **AFFILIATION**

Member of the Association for Information Systems

Member of the Association for Computing Machinery

Member of the American Society for Information Science and Technology