

# TWAIS NEWSLETTER



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Taiwan Association for Information Systems

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**President:** She-I Chang

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## TWAIS President's Message

**From the President :**

*Dr. She-I Chang*



Dear TWAIS members and friends,  
Happy Thanksgiving! Thanksgiving Day is a time to give thanks for the harvest and to express gratitude. Thus on this very special day, I pray that may your life be filled with endless happiness and joy.

I also like to take this opportunity to share with you, a new TWAIS online forum and mailing list ([twais-discussion@twais.org](mailto:twais-discussion@twais.org)) for communication and information exchange among TWAIS members and friends has been established on few months ago (June 4th). Here is the link of the forum: <https://groups.google.com/a/twais.org/d/forum/twais-discussion>.

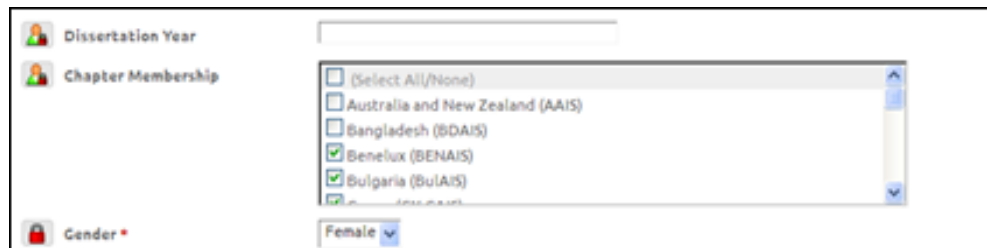
If you are interested in using this forum and sharing your information (e.g. call for paper, career placement), please email to [twais-discussion@twais.org](mailto:twais-discussion@twais.org).

After your request is approved, you will be allowed to post new messages as well as receive the latest information sent by other TWAIS members and friends. You may also check the attachment for more details.

Following messages are collected from AIS officers recently and should be aware if you are interested in join or renew your AIS membership. AIS members are encouraged to join all SIGs/Chapters during their renewal SIGs/Chapters process. To join a Chapter during their membership year, the member should:

1. Log in to their member profile from the homepage
2. Select Manage Profile from right navigation
3. Select Edit Bio from Information and Settings Section
4. Update Chapter Membership field
5. Click Save Changes

Also, an instruction presentation has recently developed to familiarize members with the new platform. When renewing, there is a Chapter Membership field on the 1st page (under Additional Information) where chapter memberships can be selected (see below).



The screenshot shows a web form with three fields: 'Dissertation Year' (a text input field), 'Chapter Membership' (a dropdown menu), and 'Gender' (a dropdown menu). The 'Chapter Membership' dropdown is open, showing a list of options with checkboxes. The options are: '(Select All/None)', 'Australia and New Zealand (AAIS)', 'Bangladesh (BDAIS)', 'Benelux (BENAI5)', and 'Bulgaria (BuAIS)'. The 'Benelux (BENAI5)' and 'Bulgaria (BuAIS)' options are checked. The 'Gender' dropdown is set to 'Female'.

To promote TWAIS, I hereby urge all the current members to help circulate the attached DM to as many IT/IS experts as possible and share your TWAIS experience with your colleagues and friends. Should you have any question or suggestion, please feel free to contact us.

Association for Information Systems – Taiwan Chapter (TWAIS) Web Site <http://www.twais.org/>

Best wishes,

She-I Chang

President of the TWAIS

Professor and Chair of Department of Accounting and Information Technology

National Chung Cheng University

Minhsiung, Chia-Yi, 62100 Taiwan

### **President : *Dr. She-I Chang***



She-I Chang is a Professor and the Chair of the Department of Accounting and Information Technology, National Chung Cheng University (CCU), Taiwan. He received his PhD degree in Information Systems Management from Queensland University of Technology (QUT), Australia. Focusing on ERP systems, with a particular emphasis on the issues, challenges and benefits realization associated with ERP life cycle-wide implementation, management, and support are his research interests. He also has interest in the application of qualitative research methodology. Currently he has extended research interest around the arena of information technology governance, information security management, and computer auditing. He has presented and published his research papers and articles at international IS conferences and in leading journals (e.g. I&M, DSS, CAIS, JGIM, ISF, ISM). He has been involved in more than ten government funded research projects, totaling several million NTD in the last five years. He has also received several students' thesis supervision awards and best paper awards from various competitions. The three ERP textbooks edited by She-I have been widely used at universities in Taiwan.



### **Secretary : *Dr. Carol Hsu***

Carol Hsu is an Associate Professor in the Department of Information Management at National Taiwan University. She holds a Ph.D. in information systems from the London School of Economics and Political Science. Her current research interests focus on the organizational issues related to information security management and diffusion of interorganizational information systems. Her work has been published in the MIS Quarterly, Information Systems Research, European Journal of Information Systems, Communications of the ACM, and Journal of Information Systems Security.



**Treasure : *Dr. Jashen Chen***

Jashen Chen is the Professor of the College of Management, Yuan Ze University. He received his Ph.D. and M.S. Degrees in Decision Sciences from Rensselaer Polytechnic Institute. His research interests include service innovation, customer relationship management, and e-business management.



**The Director – Activity: *Dr. Yeong-Sung (Frank) Lin***

Prof. Yeong-Sung (Frank) Lin received his BS degree in electrical engineering from the Electrical Engineering Department, National Taiwan University in 1983, and his Ph.D. degree in electrical engineering from the Electrical Engineering Department, University of Southern California in 1991. After graduating from the USC, he joined Telcordia Technologies (formerly Bell Communications Research, abbreviated as Bellcore) in New Jersey, U.S.A., where he was responsible for developing network planning and capacity/performance management algorithms. In 1994, Prof. Lin joined the faculty of the Electronic Engineering Department, National

Taiwan University of Science and Technology. Since 1996, he has been with the faculty of the Information Management Department, National Taiwan University. His research interests include network optimization, network planning, network survivability, performance evaluation, high-speed networks, wireless networks, distributed algorithms, content-based information retrieval/filtering, biometrics and network/information security.



**The Director – Publication : *Dr. Wei-Hsi(Frank) Hung***

Wei-Hsi Hung is an associate professor of Information Management at National Chung Cheng University, Taiwan. He received his Ph.D. and Master degree (1st Class Hons) from the Department of Management Systems at the University of Waikato, New Zealand. His research interests are in the areas of IS alignment, organizational critical activities, e-commerce, interpretive case studies, and supply chain management. He has published papers in Decision Support Systems, Journal of Global Information Management, Journal of Information Management, International Journal of Logistics Research and Applications, and Pacific Asian Journal of Association for Information Systems.





### **The Director – Membership : *Dr. Fang Yu***

Fang Yu is the Assistant Professor of the Department of Management Information Systems, National Chengchi University. He received his Ph.D. Degree in Computer Science from University of California, Santa Barbara in June 2010. His research interests include software verification, security, formal methods, and automata theory. Fang Yu received his Bachelor's Degree in 1998 and Master's Degree in 2000 from the Department of Information Management at the National Taiwan University. From 2000 to 2005, he worked in the Verification Automation Lab of the Institute of Information Science at Academia Sinica, Taiwan.



### **The Director – Advisory : *Dr. Shin-Yuan Hung***

Shin-Yuan Hung is an Information Systems Professor and the Dean of College of Management at National Chung Cheng University in Taiwan. He was a visiting scholar of the MIS Department at the University of Arizona during summer 2007-spring 2008. Dr. Hung received his bachelor degree in Statistics from National Chung Hsing University and his master and doctoral degrees in Information Systems from National Sun Yat-sen University. His current research interests include decision support systems, knowledge management, electronic commerce, and data mining. He has published papers in *Decision Support Systems*, *Information & Management*, *International Journal of Human-Computer Studies*, *Electronic Commerce Research and Applications*, *Information Technology & People*, *Communications of the AIS*, *Journal of Global Information Management*, *Government Information Quarterly*, *Pacific Asian Journal of Association for Information Systems*, among others. Currently, he served as an Associate Editor of *Information & Management* and an Area Editor of *Journal of Information Management*.



### **The Director – Advisory : *Dr. Houn-Gee Chen***

Dr. Houn-Gee Chen earned his Ph.D. from the University of Wisconsin-Madison. Prior to joining National Taiwan University, he was a faculty member at University of Notre Dame, USA and National Tsing Hua University. Professor Chen had served in many administrative posts in the past 20 years including Department Chair, Associate Dean, Dean, and EMB Director at National Tsing Hua University and National Taiwan University, respectively. Currently, he is a distinguished professor at Department of Business Administration, National Taiwan University. Dr. Chen received the best paper award from several journals and conference. He has published near 100 articles in refereed journals including *Decision Sciences*,

Communications of ACM, IEEE Transactions, Journal of MIS, Journal of AIS, and others. He is currently the Editor-in-Chief of Journal of Information Management and serves at the Editorial Board for Comparative Technology Transfer and Society, Journal of Knowledge and Learning Objects, International Journal of Management and Decision Making, and International Journal of Internet and Enterprise Management.



**The Director – Advisory : *Dr. Chang-Sung Yu***

Chang-Sung Yu is the Professor of the Department of Management Information Systems, National Taiwan University. He received his Ph.D. Degree in Industrial Management from Carnegie Mellon University, Pittsburgh. His research interests include Information Management, technology management, industrial management, computer network and communication.



**The Director – Advisory : *Dr. San-Yih Hwang***

San-Yih Hwang received the BS and MS degrees from National Taiwan University, Taiwan, and the PhD degree from the University of Minnesota, Minneapolis in 1994, all in computer science. He joined the Department of Information Management at National Sun Yat-sen University, Taiwan, in 1995 and is presently a professor and the department chair. His current research interests include services computing, database systems, and recommendation techniques.



**The Director – Advisory : *Dr. Eric Wang***

Eric T.G. Wang is Information Management Chair Professor at National Central University, Taiwan (ROC). He received the Ph.D. degree in Business Administration, specialized in computer & information systems, from the William E. Simon Graduate School of Business Administration, University of Rochester. His research interests include electronic commerce, outsourcing, organizational economics, and organizational impact of information technology. His research has appeared in Information & Management, Management Science, Information Systems Research, Journal of Management Information Systems, Decision Sciences, Decision Support Systems, Information Systems Journal, Omega, European Journal of Information Systems, European Journal of Operational Research, International Journal of Information Management, and others.



### **The Director – Advisory : *Dr. Yen-Liang Chen***

Yen-Liang Chen is Professor of Information Management at National Central University of Taiwan. He received his Ph.D. degree in computer science from National Tsing Hua University, Hsinchu, Taiwan. His current research interests include data mining, social network analysis, and decision making models. He has published papers in IEEE Transactions on Software Engineering, IEEE Transactions on Knowledge and Data Engineering, IEEE Transactions on SMC, Decision Support Systems, Information & Management, Information Processing & Management, Journal of American Society of Information Science and Technology, Information Systems, Operations Research, Naval Research Logistics, Transportation Research - part B, European Journal of Operational Research, and many others. He is the former editor-in-chief of Journal of Information Management and that of Journal of e-Business. He is currently the curator of National Central University Library, Taiwan.

*TWAS*

## 2013 TWAIS Annual General Meeting

Time: 16:00~17:00, May 25 2013

Venue: Aletheia University, Taipei, Taiwan



The accountant, **Lin-Shun Hsu** firstly introduced his background and expertise. He then gave a talk on practical issues of Personal Information Protection Act and companies' strategies to deal with the act.

**Dr. She-I Chang** revealed that there are 46 TWAIS members this year, and membership fees have been adjusted to USD\$70 dollars for faculties and USD\$48 dollars for students since this year. Furthermore, TWAIS forum was established, and its functions can facilitate interaction and information sharing among our members.



**Dr. Eldon Y. Li** shared that PACIS will be holding the first session of a journal workshop in Jeju Island this year. It is hoped that this will become a regular event in the future. We aim to invite AIS editors to participate in this workshop in order to help young scholars submit their articles to a quality journal and increase the number of AIS members.



**Dr. Eldon Y. Li** then shared his current research project. The title is Current status of IS discipline.





## *Preliminary Study & Sharing of Cognitive Neuroscience*

**Date: October 4, 2013    Contributor: Dr. Ting-Peng Liang**



There is a growing interests in cognitive neuroscience related studies in the field of business and management in recent years. In the last five years, neuroscience has received a lot of attention in the field of information systems (IS). Neuroscience related papers have been published in top journals such as MISQ and ISR. A number of research has discussed neuroscience concept applications in economic decision making, interpersonal communication and marketing. Professor Ting-Peng Liang has devoted to applying cognitive neuroscience to information systems research in recent years. He is also guest editing a special issue for JMIS on cognitive neuroscience in information systems research to be published in 2014. In this issue of the TWAIS newsletter, we invite him to share his research experience with TWAIS members. The following is a summaryreport.

### **Q1. Could Professor Liang share what neuroscience is all about?**

Neuroscience is a tool mainly utilized to observe brain activities, particularly some unconscious phenomena. It can explain, analyze and verify existing knowledge or theories and develop new theories in behavioral studies. Most previous behavioral studies use interviews and questionnaires as the main vehicle for data collection. These methods are useful, but often have certain inherent biases. With neuroscience tools, we are able to collect neurophysiological data to directly observe brain reactions and their associations with human behavior to reduce behavioral bias associated with using human subjects. Basically, neurophysiological data reflects human's most direct reaction. With the assistance of neuroscience instruments, we will be able to obtain more objective evidence for IS research. For example, in a behavior survey study on personal attitude toward an advertisement, there is no way to verify whether the self-reported data are faithfully reflecting participants' real feeling. Through a neuroscience study (such as brain imaging), the observed brain activation can be closer to the real feeling. Therefore, cognitive neuroscience brings in new potentials to IS research.

### **Q2. Could you briefly share with us about your recent research?**

I have just presented a paper at the Consumer Neuroscience Symposium in Lausanne, Switzerland in September. The research uses functional magnetic resonance imaging (fMRI) to study how online personalized services may affect consumer attitude and purchase intention. Two factors were included in the experimental design: one is the inclusion of avatar in the webpage while the other is the inclusion of a function for personalized recommendation.

Through the analysis of brain images, we found that avatar can increase the perceived closeness of the website, but has no effect on the subject's purchase intention, whereas personalized recommendation can significantly increase the closeness and purchase intention. The known reward areas, such as Caudate and Putamen have been found to be activated by the treatment. Self-related areas such as the medial frontal cortex and post-cingular cortex are also activated in certain treatment. This indicates that the improvement of user interface cannot directly affect consumer's purchase intention, but personalized recommendation can have significant effects on both attitude and purchase intention.

**Q3. What are the major difficulties for information management researchers to conduct neuroscience research?**

Neuroscience is very different from traditional IS research. Most IS scholars have very limited understanding of neuroscience. The neuroscience research method needs very different knowledge in data collection, data analysis, equipment operation and result interpretation. In general, the experimental design for neuroscience requires higher rigor because brains are highly sensitive to many environmental stimuli. Data from an inappropriate design is not useful.

**Q4. What is your suggestion for the scholars who intend to enter this field?**

Cognitive neuroscience has its strengths and limitations. It is not a panacea. For IS researchers who are interested in entering this field are recommended to consider the following. First, what are their research purposes and why they want to step into this field. They must have proper research issues that can benefit from adopting the neuroscience methodology. Next, they must spend time to learn neuroscience theories, methodology and established literature. Without such knowledge, the research project could not be conducted. Finally, they must have access to proper neuroscience equipment for the research. I would strongly recommend that IS scholars collaborate with cognitive neuroscientists at least at the beginning stage to shorten their learning curve.

In fact, we have a paper summarizing the guidelines for conducting and reviewing neuro information systems projects in the forthcoming special issue of JMIS. In general, five rules are useful: (1) advance IS research, (2) follow the standards of neurosciences, (3) justify the choice of neuroscience tools, (4) map bio-data to IS concepts, and (5) relate the experimental settings to IS authentic situations. Interested readers may read the paper, which will be forthcoming in the spring issue of 2014.

**Q5. What is your view of neuroscience's future in the academic world of information management in Taiwan?**

Although currently neuroscience's influence is not yet obvious, I have seen an increasing number of IS researchers in Taiwan who are interested in this field. It is in the beginning stage and most people are exploring the possibilities. I believe it is very promising in the future.

**>Click the links below to read more AIS news.**

1. [SIG eGov Elects a New Executive Board](#)
2. [Executive Director's Message: Received Any Gold Stars Lately?](#)
3. [On the "Road to Relevance"](#)
4. [AIS' Newest Members!](#)
5. [Check out the Newest Issue of JAIS](#)

**>Click the links below to read more news of upcoming conferences.**

1. [International Conference on Information Systems \(ICIS\) 2014](#)
2. [Western Decision Sciences Institute Annual Meeting \(WDSI\) 2014](#)
3. [IEEE International Conference on Data Engineering \(ICDE\) 2014](#)
4. [International Conference on Accounting and Information Technology \(ICAIT\) 2014](#)
5. [Pacific Asia Conference on Information Systems \(PACIS\) 2014](#)
6. [International Conference on Innovation and Management 2014](#)
7. [International Conference on Information Systems \(ICIS\) 2013](#)
8. [Decision Sciences Institute Annual Meeting \(DSI\) 2013](#)

**2013 officers**

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<b>The Director – Advisory:</b>	Dr. Eric Wang, National Central University
<b>The Director – Advisory:</b>	Dr. Yen-Liang Chen, National Central University

Thank you for reading the fourth edition of TWAIS NEWSLETTER. Please don't be hesitating to give us your opinion so that we can do better in the next issue. Have a nice day!