


[Name] Wei-Lun Chang (Taiwan), (1976/12/15)	
[Incumbency] Full Professor	
<p>[Message for students] ※Please fill in the class guiding principle here if any.</p> <p>This module aims to offer an entertaining course for Information Technology and Management. It provides students a chance to appreciate what are the essentials of the Information Technology and Management and how to analyze cases from practices. This course can help us understand the essentials of the Information Technology and Management and action in real-life organizational contexts. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the Information Technology and Management and evaluation of a business application.</p>	
<p>[Specialized field] Information Management, Electronic Commerce, Customer Relationship Management, Service Science</p>	
<p>[Class Name] Information Technology and Management</p>	
<p>[Background]</p> <p>This module aims to offer an entertaining course for Information Technology and Management. It provides students a chance to appreciate what are the essentials of the Information Technology and Management and how to analyze selected cases. In recent years, innovative types of Information Technology have emerged as an important indicator for IT field. This course can help us to understand the essentials of the Information Technology and Management and action in real-life organizational contexts; it has the potential to produce deep insights into organizational phenomena. As the interest in managing an innovative business has increased over time, however, many people have raised questions about what innovative Business Information Systems are and how their qualities can be assessed. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the Information Technology and Management and evaluation of a business application.</p> <ol style="list-style-type: none"> 1. Understand the concept of information technology and management. 2. Understand the application of information technology and management (e.g., business process reengineering, enterprise resource planning, customer relationship management, and supply chain management). 	

3. Analyze famous cases of information technology and management (e.g., Metro Group from SCM).
4. Apply and evaluate the cases of information technology and management by case analysis.

[Main research achievement/Social activity]

- 2008-2016, Excellent Research Award, Tamkang University.
- 2015-2016, Instructional Innovative Outcomes Award, Tamkang University.
- 2015-2016, Excellence in Teaching Award, Tamkang University.
- 2013-2014, Excellent Mentorship, Tamkang University.
- 2014-2015, Excellence in the TKU Teacher Evaluation, Tamkang University.
- 2012-2013, Excellence in the TKU Teacher Evaluation, Tamkang University.
- 2016, Best Poster Award, (ECRM 2016) Academic Conference & Publishing International.
- Guest Lecturer, IAE Lyon School of Management, Lyon, France, Jan. 4th-11th, 2017.
- Guest Lecturer, IAE Lyon School of Management, Lyon, France, Jan. 4th-9th, 2016.
- [Guest Lecturer, IAE Lyon School of Management, Lyon, France, Jan. 6th-8th, 2014.](#)
- 2015, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Chia-Ling Chiu)**
- 2014, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Chien-Fang Jung)**
- 2013, [Master Thesis Award](#), Operations Research, Chinese Institute of Decision Sciences. **(Student: Ling-Yao Huang)**
- 2013, [Thesis Award](#), Service Science Society of Taiwan. **(Student: Ling-Yao Huang)**
- 2013, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Ying-Sun Liu)**
- 2012, [Thesis Award](#), Service Science Society of Taiwan. **(Student: Pao-Sheng Huang)**
- 2012, [National Master Thesis Award](#), Management Thesis Competition, Chinese Management Association **(Student: Pao-Sheng Huang)**
- 2012, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Hui-Chi Chang)**
- 2012, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Pao-Sheng Huang)**
- 2011, [TOPCO Thesis Award](#), Association of Taiwan Electronic Commerce. **(Student: Zih-Siang Lin)**
- 2010, [National Master Thesis Award](#), Management Thesis Competition, Chinese Management Association. **(Student: Yu-Ting Hong)**
- 2010, [Master Thesis Award](#), Operations Research, Chinese Institute of Decision Sciences. **(Student: Yu-Ting Hong)**

- 2010, [Master Thesis Award](#), Decision Sciences, Chinese Institute of Decision Sciences. (**Student: Yi-Ping Lo**)
- 2008-2009, Excellent Teaching Award, Tamkang University.
- 2009, [The Research Creativity Award, National Science Council](#).
- 2007, [Ph.D Dissertation Award](#), CHEN YUNG Memorial Foundation.
- 2007, [Excellent Internet-Based Education Course](#), National Chengchi University.

[Affiliated academic society • association]

Department of Business Administration, Tamkang University, Taiwan

[Credential • Commendation]

- Training Course on Content and Language Integrated Learning: Principles and Best Practice Program Part 2 (University of Queensland, Australia), June, 2016.
- Training Course on Teaching Content-Based Subjects Through English (Tamkang University), University of Queensland, Australia, February, 2015.
- Training Course on Teaching Content-Based Subjects Through English for University Lecturers, SEAMEO Regional Language Centre, Singapore, August 1st-19th, 2011.

[Research achievement • Social activity report]

※It is fine to fill in the following items on [Main research achievement/Social activity] .

1 • Research achievement

Refereed Journal Publications

1. **Wei-Lun Chang** and Chien-Fang Jung, "[A Hybrid Approach for Personalized Service Staff Recommendation](#)", *Information Science*, 2016. (SSCI) (2015 Impact Factor: 2.248, 5-Year Impact Factor: 2.248, COMPUTER SCIENCE, THEORY & METHODS: 29/105)
2. **Wei-Lun Chang** and Chia-Ling Chiu, "[Coopetition Under Alliance? Applying Awareness-Motivation-Capability Competitiveness Model](#)", *Journal of Business Management*, 17(5), pp.701-716, 2016. (SSCI) (2015 Impact Factor: 0.618, 5-Year Impact Factor: 0.862, ECONOMICS: 222/3)
3. Ya-Ling Wu, Eldon Y. Li, and **Wei-Lun Chang**, "[Nurturing User Creative Performance in Social Media Networks: An Integrative Model](#)", *Internet Research*, 26(4), pp. 869-900, 2016. (SSCI) (2015 Impact Factor: 3.017, 5-Year Impact Factor: 3.142, TELECOMMUNICATIONS: 12/1)
4. **Wei-Lun Chang** and Yu-Jyun Lin, "The Appropriateness of Customer Oriented E-Service Cooperation: A Value Network Perspective", *Journal of Business Management*, 17(5), pp.701-716, 2016. (SSCI) (2015 Impact Factor: 0.618, 5-Year Impact Factor: 0.862, ECONOMICS: 222/3)
5. **Wei-Lun Chang** and Ling-Yao Huang, "[Measuring Service Experience: A Utility-Based Heuristic Model](#)", *Service Business*, 2016. (SSCI) (2015 Impact Factor: 1.088, 5-Year Impact Factor: 1.088, MANAGEMENT: 127/192)
6. **Wei-Lun Chang**, "[A Two-Step Model for Self-Organized Social Network Pre-Construction](#)", *Telematics and Informatics*, 2016. (SSCI) (2015 Impact Factor: 2.261, INFORMATION SCIENCE & LIBRARY SCIENCE: 14/86)

7. **Wei-Lun Chang**, Hui-Chi Chang, Osmud Rahman, and Carol Hsu, "[Service brand and customer attire: A genetic algorithm approach](#)," *Information Science*, 8(3), pp.194-205, 2015.
8. **Wei-Lun Chang**, Arleen N. Diaz, and Patrick C. K. Hung, "[Estimating Trust Value: A Social Network Perspective](#)," *Information Science*, 1.077, 5-Year Impact Factor: 1.184, COMPUTER SCIENCE, THEORY & METHODS: 40/102)
9. Te-Min Chang, Wen-Feng Hsiao, and **Wei-Lun Chang**, "[An Ordinal Regression Model with SVD Hebbian Learning for Collaborative Filtering](#)," *Information Science*, Vol. 30, No. 2, pp. 387-401, 2014. (SCI) (2013 Impact Factor: 0.333, 5-Year Impact Factor: 0.387, COMPUTER SCIENCE, THEORY & METHODS: 40/102)
10. **Wei-Lun Chang** and Yen-Ting Chang, "Exploring the Path from Sound to Brand on Customer Intention," *Information-An International Journal*, 2013. (SCI) (2012 Impact Factor: 0.358, 5-Year Impact Factor: 0.269, ENGINEERING, MULTIDISCIPLINARY: 71/90)
11. **Wei-Lun Chang**, "[Beauty and Happiness: The Payoff of Good-Looking](#)," *International Journal of Human Resource Studies*, 2011.
12. **Wei-Lun Chang** and Wei-Yen Chen, "[Olfaction Tells Everything: The Exclusive Scent of Corporate Brands](#)," *Journal of Management Studies*, 2011. (A 級期刊)
13. **Wei-Lun Chang**, Hui-Chi Chang, and Te-Min Chang, "[A System Dynamic Approach to E-Service Recovery and E-Trust](#)," *Journal of Management Studies*, 2013.(TSSCI, 管理學門 A 級期刊)
14. **Wei-Lun Chang** and Agus Marwi Jaya Pelawi, "[Service Idealism: The Sense Perception of Personality](#)," *Cybernetics and Systems*, 2011. (5-Year Impact Factor: 0.973, 5-Year Impact Factor: 0.814, COMPUTER SCIENCE, CYBERNETICS: 14/21)
15. **Wei-Lun Chang** and Sian-Ting Lin, "[A Study of Similarity of Individual Personality in Groups](#)," *Journal of Library and Information Science*, 2012.(TSSCI, 教育學門 A 級期刊) (in Chinese)
16. **Wei-Lun Chang** and Sung-Shun Weng, "[Revisiting Customer Value by Forecasting E-Service Usages](#)," *Journal of Computer Science*, 2011. (5-Year Impact Factor: 0.495, 5-Year Impact Factor: 0.767, COMPUTER SCIENCE, INFORMATION SYSTEMS: 101/132) (A journal)
17. **Wei-Lun Chang** and Kuan-Chi Chang, "[Estimating the Value of Corporate Co-Branding Synergies](#)," *Kybernetes: the international journal of systems research*, 2012.(SCI) (2012 Impact Factor: 0.318, 5-Year Impact Factor: 0.370, COMPUTER SCIENCE, CYBERNETICS: 20/21)
18. **Wei-Lun Chang** and Yi-Ping Lo, "[A Social Network Based Group Decision Support System](#)," *International Journal of Mobile Computing and iDecision System* (COMMUNICATION: 25/67)
19. **Wei-Lun Chang**, "[iValue: A Knowledge-based System for Estimating Customer Prospect Value](#)," *Knowledge-Based Systems*, 2011. (5-Year Impact Factor: 4.104, COMPUTER SCIENCE, ARTIFICIAL INTELLIGENCE: 6/115)
20. **Wei-Lun Chang**, "[A CBR-Based Delphi Model for Quality Group Decisions](#)," *Cybernetics and Systems: An International Journal*, 2011. (5-Year Impact Factor: 0.695, COMPUTER SCIENCE, CYBERNETICS: 14/21)
21. **Wei-Lun Chang**, "[A Mixed-Initiative Model for Quality-Based E-Services Pricing](#)," *Total Quality Management and Business Excellence*, 2011. (5-Year Impact Factor: 0.894, 5-Year Impact Factor: 0.905, MANAGEMENT: 111/174)
22. **Wei-Lun Chang** and Yu-Ting Hong, "[A Mixture Model to Estimate Customer Value for E-Services](#)," *Kybernetes: the international journal of systems research*, 2011. (SCI) (2012 Impact Factor: 0.318, 5-Year Impact Factor: 0.310, COMPUTER SCIENCE, CYBERNETICS: 19/20)
23. Yueh-Hua Lee and **Wei-Lun Chang**, "[The Effect of Interpersonal Relationships on Brand Community](#)," *International Journal of Information Management*, 2011.(EI)
24. **Wei-Lun Chang** and Chia-Yun Ho, "[A Quality-Based Pricing Model for Internet-Enabled Services](#)," *Journal of Convergence Information Systems*, 2011. (5-Year Impact Factor: 0.894, 5-Year Impact Factor: 0.905, MANAGEMENT: 111/174)
25. **Wei-Lun Chang**, Soe-Tsyr Yuan, and Carol W. Hsu, "[Creating the Experience Economy in E-Commerce](#)," *Communications of the ACM*, 2011. (5-Year Impact Factor: 2.511, 5-Year Impact Factor: 2.564, COMPUTER SCIENCE, SOFTWARE ENGINEERING: 9/104)

26. **Wei-Lun Chang**, "[An Agent-Based System for Collaborative Informal Learning in a Pervasive Environment](#)," *International J* 2010. (SSCI) (COMMUNICATION: 25/67)
27. **Wei-Lun Chang** and Hsieh-Liang Lin, "[The Impact of Color Traits on Corporate Branding](#)," *African Journal of Business Man* 1.105, MANAGEMENT: 58/112)
28. **Wei-Lun Chang**, Soe-Tsyr Yuan, and Eldon Y. Li, "[iCare Home Portal: An Extended Model of Quality Aging e-Services](#)," *C* 2009. (SCI)(2012 Impact Factor: 2.511, 5-Year Impact Factor: 2.564, COMPUTER SCIENCE, SOFTWARE ENGINEERING)
29. **Wei-Lun Chang**, "[Using Multi-criteria Decision Aid to Rank and Select Co-branding Partners: From a Brand Personality Pers](#) 38, Vol. 6, pp. 950-965, 2009. (SCI) (2012 Impact Factor: 0.318, 5-Year Impact Factor: 0.310, COMPUTER SCIENCE, CYB
30. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[A Markov-Based Collaborative Pricing System for Information Goods Bundling](#)," *Exp* 2009.(SCI) (5-Year Impact Factor: 2.455, OPERATIONS RESEARCH & MANAGEMENT SCIENCE: 5/77)
31. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[A Synthesized Model of Markov Chain and ERG Theory for Behavior Forecast in Coll](#) *Applications (JITTA)*, 9(2), pp. 45-63, 2008. (ABI/INFORM) (*A journal*)
32. **Wei-Lun Chang**, "[OnCob: An Ontology-based Knowledge System for Supporting Position and Classification of Co-branding](#) 2008. (SCI) (5-Year Impact Factor:1.967, COMPUTER SCIENCE, ARTIFICIAL INTELLIGENCE: 15/111)
33. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[Collaborative Pricing Model for Bundling Information Goods](#)," *Journal of Information* Factor:1.686, INFORMATION SCIENCE & LIBRARY SCIENCE: 24/83)
34. **Wei-Lun Chang**, "[A Value-based Pricing System for Strategic Co-branding Goods](#)," *Kybernetes: the international journal of* Impact Factor: 0.310, COMPUTER SCIENCE, CYBERNETICS: 19/20)
35. Soe-Tsyr Yuan, Shih-Hsiang Wang, and **Wei-Lun Chang**, "[Quality Aging in Place with Substitution-Based Case Adaptation](#) pp. 1-25, 2008. (TSSCI, 管理學門 A 級期刊) (in Chinese)
36. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[A Recommendation-Based Pricing System for Information Goods Versioning](#)," *Journa*
37. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[iPrice: A Collaborative Pricing System for e-Service Bundle Delivery](#)," *International J* 2007. (ABI/INFORM)
38. **Wei-Lun Chang** and Soe-Tsyr Yuan, "[An Overview of Information Goods Pricing](#)," *International Journal of Electronic Busin*
39. Heng-Li Yang and **Wei-Lun Chang**, "[Market entry decision support for evaluating external environments](#)," *International Jour* 2005. (ABI/INFORM)
40. Soe-Tsyr Yuan and **Wei-Lun Chang**, "[Mixed-Initiative Synthesized Learning Approach for Web-Based CRM](#)," *Expert System* Impact Factor: 2.455, OPERATIONS RESEARCH & MANAGEMENT SCIENCE: 5/77)

Refereed Conference Proceedings

1. **Wei-Lun Chang** and Hsiao-Chiao Tseng, "A Blended Model for Emoticon and Text in Social Media", 2017 Frontiers in Ser
2. **Wei-Lun Chang** and Tung-Yi Wu, "How Much Do You Need to Pay? A Service Experience-Based Pricing Model in the Pe NY, USA, June 22nd-25th, 2017.
3. **Wei-Lun Chang**, "Hedonic Experience: Applying System Dynamics to Explore Customer Re-Patronizing Intention," 2017 A February 17th-19th, 2017.
4. **Wei-Lun Chang** and Thomas J. H. Allen, "Amazon and Alibaba: Competition in a Dynamic Environment," Pre-ICIS Works

December 10th, 2016.

5. **Wei-Lun Chang**, "What is your Influence on Social Media? A Sentiment Perspective," 15th European Conference on Research in Management Science, 2016.
6. **Wei-Lun Chang** and Jia-Ying Chen, "Applying Mental Account and Justice Theory to Service Recovery: A System Dynamics Perspective," 2016 Academy of Marketing Science Asia Conference, 2016.
7. **Wei-Lun Chang**, "Measuring Influence on Social Media: A Sentiment Perspective," 2016 Academy of Marketing Science Asia Conference, 2016.
8. **Wei-Lun Chang** and Yi-Pei Chen, "A Sentiment-Based Model for Credible Online Reviews," 2016 AMA Winter Marketing Meeting, 2016.
9. **Wei-Lun Chang**, "Discovering the Voice from Travelers: A Sentiment Analysis for Online Reviews," Pre-ICIS Workshop on Social Media Analytics, December 12th, 2015.
10. **Wei-Lun Chang**, "Coopetition or Cooperation Under Alliance? AMC Competitive Dynamics Viewpoint," 2015 Academy of Marketing Science Asia Conference, 2015.
11. **Wei-Lun Chang** and Cheng-Bin Li, "Cooperate Or Not for Online Services? A Game Theory Perspective," 3rd International Conference on Service Operations Management, 7th-9th, 2015.
12. **Wei-Lun Chang**, "Service Coopetition Under Alliance: A Competitive Dynamics Perspective," 2015 Academy of Marketing Science Asia Conference, 2015.
13. **Wei-Lun Chang** and Chien-Fang Jung, "A Synthesized Learning Approach for Personalized Recommendation in Tour Service," 2015 International Conference on Service Operations Management, Auckland, New Zealand, December 13th, 2014.
14. **Wei-Lun Chang**, Cheng-Bin Li, and Ya-Ling Wu, "Investigating Online Service Alliance in a Signaling Game," International Conference on Service Operations Management, December 12th, 2014.
15. **Wei-Lun Chang**, Guan-Rong Chen, and Yueh-Chen Wen, "Discovering Key Actors of Group on Social Media for Effective Recommendation," 2014 International Conference on Service Operations Management (ESKM E-Service and Knowledge Management), Kitakyushu, Japan, August 31st - September 4th, 2014.
16. **Wei-Lun Chang**, Cheng-Bin Li, and Hao-Chun Ting, "Exploring the Drifting Behavior on Different Social Media," IIAI International Conference on Service Operations Management (ESKM E-Service and Knowledge Management), Kitakyushu, Japan, August 31st - September 4th, 2014.
17. **Wei-Lun Chang** and Chia-Ling Chiu, "Service Alliance of Airline Companies: The Viewpoint of AMC Dynamic Competition," 2014 International Conference on Service Operations Management, June 26th-29th, 2014.
18. Ling-Yao Huang and **Wei-Lun Chang**, "Modeling Service Experience Optimism," 19th Americas Conference on Information Systems, 2013.
19. Shu-Yi Meng and **Wei-Lun Chang**, "Service Cooperation in Alliance: A Shapley Value Perspective," 19th Americas Conference on Information Systems, 15th-17th, 2013.
20. **Wei-Lun Chang**, Chia-Ling Chiu, and Chien-Fang Jung, "Service Alliance in Competition: A Game Theory Perspective," 19th Americas Conference on Information Systems, USA, August 15th-17th, 2013.
21. **Wei-Lun Chang**, Carol W. Hsu, and Hui-Chi Chang, "Mining Service Brands: Evolution of Customer Apparel", 2013 Frontiers in Service Operations Management, 2013.
22. **Wei-Lun Chang** and Ling-Yao Huang, "A Two-Step Approach for Mining Service Cooperation," 10th International Conference on Service Operations Management, 15th-17th, 2013. *(EI)*
23. **Wei-Lun Chang** and Pao-Sheng Huang, "Service Idealism: The Sense Perception of Personality," 2013 AMA Winter Marketing Meeting, 2013.
24. **Wei-Lun Chang**, Yen-Hao Hsieh, and Hui-Chi Chang, "Service Mining: Concept and Opportunity," 18th Americas Conference on Information Systems, 2012.
25. Ling-Yao Huang, Yi-Huan Lin, and **Wei-Lun Chang**, "Correlated Services Investigation: Las Vegas," 18th Americas Conference on Information Systems, 2012.

26. **Wei-Lun Chang** and Hui-Chi Chang, "Service Branding: The Sign of Apparel," 2012 Academy of Marketing Science (AMS)
27. **Wei-Lun Chang** and Arleen N. Diaz, "How Can Social Networks Help Us Measure Trust Online?" 9th International Conference on Social Computing (SocialComp), 16th-18th, 2012. *(EI)*
28. **Wei-Lun Chang**, Yen-Hao Hsieh, and Pei-Hung Hsieh, "Service Mining: Technology, Management, and Application," 21st International Conference on Intelligent Information Systems (ICIS), Hsinchu, Taiwan, March 18th-22th, 2012.
29. **Wei-Lun Chang**, "The Path from Sound to Brand on Customer Intention," 2012 AMA Winter Marketing Educators' Conference
30. **Wei-Lun Chang**, "A Social Network Based CBR System for Quality Group Decisions," International Conference on Information Systems (ICIS), Orlando, FL, USA, November 29th to December 2nd, 2011.
31. **Wei-Lun Chang**, "Two Steps for Self-Organized Social Network Pre-Construction," 2011 IEEE International Conference on Social Computing (SocialComp), 2011. *(EI)*
32. **Wei-Lun Chang** and Hui-Chi Chang, "A Dynamic System of E-Service Failure, Recovery and Trust," The 15th Pacific Asia Conference on Intelligent Information Systems (PAIS), 7th-11st, 2011. *(EI)*
33. **Wei-Lun Chang** and Sian-Ting Lin, "Analyzing Personality Correlation of Social Network in Organizations," The First Workshop on Social Computing (SocialComp), International Conference Advances in Social Networks Analysis and Mining, Kaohsiung, Taiwan, July 25th-28th, 2011. *(EI)*
34. **Wei-Lun Chang** and Yu-Jyun Lin, "Using Fuzzy Theory to Explore the Appropriateness of Customer-Oriented E-Service Cancellation," 11th International Conference on Intelligent Information Systems (ICIS), Las Vegas, Nevada, USA, April 11st-13th, 2011. *(EI)*
35. **Wei-Lun Chang**, "Revisiting Customer Value for Recommending Customer Relationship Management E-Services," Pre-ICIS, 2010, December 11st, 2010.
36. **Wei-Lun Chang** and Zih-Siang Lin, "A Cluster-Based Approach for Automatic Social Network Construction," 2010 IEEE International Conference on Social Computing (SocialComp), Minnesota, USA, August 19th-22nd, 2010. *(EI)* *(15% of acceptance rate)*
37. **Wei-Lun Chang** and Yen-Ting Chang, "The Effect of Nonmusical Sound for Corporate Branding and Consumer Behaviour," 11th International Conference on Intelligent Information Systems (ICIS), France, July 21st – July 24th, 2010.
38. **Wei-Lun Chang** and Chia-Yun Ho, "A Mixed-Initiative Model for Quality-Based E-Services Pricing," 7th International Conference on Intelligent Information Systems (ICIS), April 12th-14th, 2010. *(EI)*
39. **Wei-Lun Chang** and Hsieh-Liang Lin, "The Impact of Color Traits on Corporate Branding," 2010 AMA Winter Marketing Educators' Conference
40. **Wei-Lun Chang** and Yu-Xin Wu, "A Framework for CRM E-Services: From Customer Value Perspective," Pre-ICIS (8th) Workshop on Social Computing (SocialComp), 2009.
41. **Wei-Lun Chang** and Yu-Xin Wu, "A Value-based Framework for Internet-enabled CRM Services," The 9th International Conference on Intelligent Information Systems (ICIS), 30th - December 4th, 2009.
42. **Wei-Lun Chang** and Sian-Ting Lin, "A Study of Co-relational Personalities of the Social Network in Organization," The International Conference on Intelligent Information Systems (ICIS) Applications (SNMABA2009): Conjunction with the 2009 IEEE International Conference on Social Computing (SocialComp)
43. **Wei-Lun Chang**, "A Roadmap of SOA-Based Framework for Internet-Enabled CRM," 2009 Academy of Marketing Science (AMS)
44. **Wei-Lun Chang** and Yu-Ting Hong, "A Mixture Model to Estimate Customer Value for E-Services," 2009 Academy of Marketing Science (AMS), 20th-23rd, 2009.
45. **Wei-Lun Chang**, Yi-Ping Lo and Yu-Ting Hong, "A Heuristic Model of Network-Based Group Decision Making for E-Services," 9th International Conference on Intelligent Information Systems (ICIS), Las Vegas, Nevada, USA, April 27th-29th, 2009. *(EI)*

46. **Wei-Lun Chang**, "A Utility-Based Approach for E-Service Pricing," 2009 Annual Meeting of the Southeast Decision Science 2009.
47. **Wei-Lun Chang**, "Using Multi-attribute Utility Theory to Rank and Select Co-branding Partners," IEEE 8th International Conference on e-Service, Taipei, Taiwan, November 26th-28th, 2008. *(EI)*
48. **Wei-Lun Chang** and Kuan-Chi Chang, "A Taxonomy Model for a Strategic Co-branding Position," 2008 International Conference on e-Service, Taipei, Taiwan, November 23rd-24th, 2008.
49. **Wei-Lun Chang**, "An Ontology-based Knowledge System for Supporting Position and Classification of Co-branding Strategies," 2008 International Conference on e-Service, Las Vegas, Nevada, USA, April 7th-9th, 2008. *(EI)*
50. **Wei-Lun Chang**, "CoLeP: An Agent-based Collaborative System for Pervasive Learning," 5th International Conference on e-Service, Taipei, Taiwan, November 23rd-24th, 2008. *(EI)*
51. **Wei-Lun Chang**, Shih-Hsiang Wang and Soe-Tsyur Yuan, "iCare Home Portal: Substitution-Based Case Adaptation CBR for e-Service Delivery," IEEE International Conference on e-Service, Taipei, Taiwan, June 19th-22nd, 2007. *(EI)*
52. **Wei-Lun Chang** and Soe-Tsyur Yuan, "Collaborative Pricing for eService Bundle Delivery: A Framework," IEEE 4th International Conference on e-Service, Las Vegas, Nevada, USA, April 2nd-4th, 2007. *(EI)*
Journal of Computers
53. **Wei-Lun Chang** and Soe-Tsyur Yuan, "Roadmap for eService Bundle Delivery: A Collaborative Pricing Framework," Association of Collegiate Marketing Executives Conference, Las Vegas, USA, March 13th-17th, 2007.
54. **Wei-Lun Chang** and Soe-Tsyur Yuan, "iPrice: Collaborative Pricing for e-Service Bundle Delivery," Pre-ICIS Workshop on e-Service, Las Vegas, USA, April 2nd-4th, 2007. *paper nominated for fast-track review in IJEB*
55. **Wei-Lun Chang** and Soe-Tsyur Yuan, "Methods of Information Goods Pricing: A Survey," Association of Collegiate Marketing Executives Conference, Las Vegas, USA, March 13th-17th, 2006.
56. **Wei-Lun Chang** and Soe-Tsyur Yuan, "iCare Home Portal - A Quest for Quality Aging e-Service Delivery," IEEE UbiCare 2005, Las Vegas, USA, November 11th-13th, 2005. *(EI)*
57. **Wei-Lun Chang** and I-Chien Lin, "A Functional Framework of Ambient iCare e-Services for Quality Aging," IEEE 4th International Conference on e-Service, Taipei, Taiwan, November 11st - 13th, 2005. *(EI)*
58. **Wei-Lun Chang** and Soe-Tsyur Yuan, "Ambient iCare e-Services for Quality Aging : Framework and Roadmap", 7th International Conference on e-Service, Berlin, Germany, July 19th - 22nd, 2005. *(EI)*
59. **Wei-Lun Chang** and Soe-Tsyur Yuan, "A Synthesized Learning Approach for Web-Based CRM," Proceeding of WEBKDD 2005, Las Vegas, USA, November 11st - 13th, 2005. *(EI)*

2 · Social activity

- 2017, [23rd Americas Conference on Information Systems](#). (Mini Track Chair: Social Influence, Sentiment, and Behavior on eBusiness)
- 2015, [IEEE International Conference on Services Computing \(SCC 2015\)](#)
- 2014, [International Conference on Knowledge Management \(ICKM\)](#)
- 2014, [International Conference on Business and Management](#)
- 2013, [2nd International Conference on Contemporary Marketing Issues \(ICCMII\)](#)
- 2013, IEEE 9th World Congress on Services

- 2013, [IEEE 10th International Conference on Services Computing](#)
- 2013, [19th Americas Conference on Information Systems](#). (Mini Track Chair: Service Mining)
- 2013, The International Conference on Social Network Analysis and Mining (ASONAM 2013)
- 2012, [18th Americas Conference on Information Systems](#). (Mini Track Chair: Service Mining: Technology, Management, and Application)
- 2012, 3rd Workshop on Social Network Analysis in Applications
- 2011, [2nd Workshop on Social Network Analysis in Applications](#)
- 2012, [The International Conference on Social Network Analysis and Mining \(ASONAM 2012\)](#)
- 2012, 9th International Conference on Information Technology: New Generations (Track Chair: Innovative E-Service Design, Management and Applications)
- 2011, [1st Workshop on Social Network Analysis in Applications](#)
- 2011, [8th International Conference on Information Technology: New Generations](#) (Track Chair: Innovative E-Service Design, Management and Applications)
- 2010, [7th International Conference on Knowledge Management](#)
- 2010, [7th International Conference on Information Technology: New Generations](#) (Track Chair: Innovative E-Service Design, Management and Applications)
- 2009, [6th International Conference on Knowledge Management](#)
- 2009, [6th International Conference on Information Technology: New Generations](#) (Track Chair: Service-Oriented Computing and Applications)

3 · Consulting · Advice service

Editorial Board

- Internet Research (*SSCI*)

4 · Others