

## 学历

新加坡国立大学

2008: 信息系统 博士

2000: 信息系统 硕士

1998: 计算机与信息科学 学士 (一等荣誉学位)

## 工作经历

西安交通大学 管理学院 信息管理与电子商务系

2011.12-: 副教授

2008.9-2011.11: 助理教授

新加坡国立大学 计算机学院 信息系统系

2003.7-2008.6: 讲师

2002.7-2003.6: 助教

澳大利亚蒙纳士大学 信息技术学院

2001.1-2002.6: 远程教育兼职讲师

新加坡科技研究局 科学与工程研究理事会

2000.8-2002.6: 科研管理科员

## 访问经历

美国麻省理工斯隆管理学院

2011.10-2011.12: International Faculty Fellow

美国密歇根州立大学商学院

2005.8-2005.12: Visiting Scholar

## 研究方向

信息系统战略与企业绩效  
电子商务模式及消费者行为  
信息伦理

## 科研项目

主持 国家自然科学基金面上项目#71172188 2012.1-2015.12

主持 教育部人文社会科学青年研究项目#10YJC630083 2011.1-2013.12

主持 教育部高等学校博士学科点专项科研基金项目#20090201120037

2010.1-2012.12

参加 国家自然科学基金重大项目#70890081 2009.1-2012.12

## 获奖与荣誉

## 联系信息

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最佳会议论文奖提名, 2013 Wuhan International Conference on E-business (Wuhan, China)  
最佳会议论文奖, 2009 International Conference on Information Resources Management (Al Ain, UAE)  
优异论文奖(知识管理领域), 2008 Decision Sciences Institute Annual Meeting (Baltimore, USA)  
最佳会议论文奖提名, 2007 European Conference on Information Systems (St. Gallen, Switzerland)  
最佳会议主题论文奖第三名, 2003 International Conference on Information Systems (Seattle, USA)

#### 代表性论文

1. Gu, R., **Oh, L.B.**, and Wang, K.L. "Differential Impact of Web and Mobile Interactivity on E-Retailers' Performance," *Journal of Organizational Computing and Electronic Commerce* (23:4), November 2013, pp. 325-349.
2. Wang, T., **Oh, L.B.**, Wang, K.L., and Yuan, Y.F. "User Adoption and Purchase Intention after Free Trial: An Empirical Study of Mobile Newspapers," *Information Systems and e-Business Management* (11:2), June 2013, pp. 189-210.
3. Cao, H.H., Jiang, J.H., **Oh, L.B.** et al. "A Maslow's Hierarchy of Needs Analysis of Social Networking Services Continuance," *Journal of Service Management* (24:2), April 2013, pp. 170-190.
4. **Oh, L.B.**, Teo, H.H., and Sambamurthy, V. "The Effects of Retail Channel Integration through the use of Information Technologies on Firm Performance," *Journal of Operations Management* (30:5), July 2012, pp. 368-381.
5. **Oh, L.B.** and Teo, H.H. "To Blow or Not to Blow: An Experimental Study on the Intention to Whistleblow on Software Piracy," *Journal of Organizational Computing and Electronic Commerce* (20:4), October 2010, pp. 347-369.
6. **Oh, L.B.** and Zhang, Y. "Understanding Chinese Users' Preference for Domestic over Foreign Internet Services," *Journal of International Consumer Marketing* (22:3), July 2010, pp. 227-243.
7. **Oh, L.B.** and Teo, H.H. "Consumer Value Co-creation in a Hybrid Commerce Service Delivery System," *International Journal of Electronic Commerce* (14:3), Spring 2010, pp. 35-62.
8. **Oh, L.B.** "Managing External Information Sources in Digital Extended Enterprises: The Role of IT-Enabled Business Intelligence Competence and Network Structure Strength," In Proceedings of the 30th *International Conference on Information Systems* (ICIS), Phoenix, Arizona, USA, 15-18 December 2009.
9. **Oh, L.B.** and Teo, H.H. "An Empirical Study of IT-Enabled Enterprise Risk Management and Organizational Resilience," In Proceedings of the 2nd *International Conference on Information Resources Management* (Conf-IRM), Al Ain, Abu Dhabi, United Arab Emirates, 21-23 May 2009.
10. Xu, H., **Oh, L.B.** and Teo, H.H. "Perceived Effectiveness of Text vs. Multimedia Location-Based Advertising Messaging," *International Journal of Mobile Communications* (7:2), March 2009, pp. 154-177.

#### 学术社会职务

- MIS Quarterly, Information Systems Research, Journal of Management Information Systems, IEEE Transactions on Engineering Management, Journal of the Association of Information Systems, International Journal of Electronic Commerce, Information and Management, European Journal of Information Systems等国际期刊审稿人
- 2012 Pacific Asia Conference on Information Systems (Ho Chi Minh, Vietnam)/Track Co-chair
- 2011 International Conference on Information Systems (Shanghai, China)/Associate Editor
- 2010 European Conference on Information Systems (Pretoria, South Africa)/Associate Editor
- 2009 International Conference on Information Systems (Phoenix, USA)/Associate Editor
- 2009 European Conference on Information Systems (Verona, Italy)/Associate Editor

#### 讲授课程

网络企业商务模式 (学术硕士/全英教学)

Internet Business Model (留学生国际硕士)

电子商务 (MBA/双语教学)

电子商务技术与战略 (MEM/双语教学)

电子商务导论 (本科/全英教学) - 获2011-12学年学生评教成绩优异奖

网络营销 (本科/全英教学)

专业资格

英国皇家特许语言学家学会

2008: 翻译文凭 (中-英)

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