

馬學立業
厚德惠人



▶ 教师个人信息

▶ 科研成果

▶ 学术活动及社会服务

▶ 色彩空间

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教育背景：

2002.07, 博士, 管理信息系统, 美国锡拉丘兹大学 (雪城大学)

1994.07, 硕士, 管理信息系统, 复旦大学

1994.07, 学士, 管理信息系统, 哈尔滨工业大学

科研获奖：

2011.03, William J. Gies Award in Clinical Research, American Association for Dental Research 40th Annual Meeting

期刊论文：

1. Song, Peijian, Cheng Zhang, Yunjie Xu, Ling Xue, Ke Wang, and Chenghong Zhang. 2011. Asymmetric interaction in competitive internet technology diffusion: Implications for the competition between local and multinational online vendors. *Journal of Global Information Management* 19(3) 45-64.
2. Naresh Kumar Agarwal, Yunjie Xu, and Danny C.C. Poo. 2011. A context-based investigation into source use by information seekers. *Journal of the American Society for Information Science and Technology* 62(6) 1087-1104.
3. Cai, Shun and Yunjie Xu. 2011. Designing not just for pleasure: Effects of web site aesthetics on consumer shopping value. *International Journal of Electronic Commerce* 15(4) 159 - 187.
4. Zhang, Cheng, Xu Liu, Yunjie (Calvin) Xu, and Youwei Wang. 2011. Quality-structure index: A new metric to measure scientific journal influence. *Journal of the American Society for Information Science and Technology* 62(4) 643-653.
5. Yunjie Xu, Cheng Zhang, Chenghong Zhang. 2010. Information Seeking in an Information Systems Project Team. *IEEE Transactions on Professional Communication* 53(4) 370-381.
6. Yunjie Xu, Hee-Woong Kim, Atreyi Kankanhalli. 2010. Task and Social Information Seeking: Whom Do We Prefer and Whom Do We Approach?. *Journal of Management Information Systems* 27(3) 211-240.
7. X.-L. Gao, C.-Y.S Hsu, Y.C. Xu, T. Loh, D. Koh, and H.B. Hwang. 2010. Behavioral Pathways Explaining Oral Health Disparity in Children. *Journal of Dental Research* vol.89(9) 985-990.
8. X.-L. Gao, C.-Y.S. Hsu, Y. Xu, H.B. Hwang, T. Loh, and D. Koh. 2010. Building Caries Risk Assessment Models for Children. *Journal of Dental Research* vol.89(6) 637-643.
9. Pejian Song, Cheng Zhang, Yunjie(Calvin) Xu, Lihua Huang. 2010. Brand Extension of Online

- Technology Products: Evidence from Search Engine to Virtual Communities and Online News. *Decision Support Systems* vol.49(1) 91-99 .
10. Jin Chen, Cheng Zhang, Yunjie Xu. 2009. The Role of Mutual Trust in Building Members' Loyalty to a C2C Platform Provider . *International Journal of Electronic Commerce* vol.14 (1) 147-171.
 11. Boon-Yuen Ng, Atreyi Kankanhalli, Yunjie Xu. 2009. Studying Users' Computer Security Behavior: A Health Belief Perspective. *Decision Support Systems* vol.46(4) 815-825.
 12. Gao, X.L., Hsu, C. Y. S., Loh, T., Koh, D., Hwang, H.B., Xu, Y.. 2009. Dental Caries Prevalence and Distribution Among Preschoolers in Singapore. *Community Dental Health* vol.26(1) 12-17.
 13. Yunjie Xu, Kai Huang Tan. 2009. Multidimensional Models of Information Need. *Journal of Information and Knowledge Management* vol.8(1) 53-66.
 14. Yunjie Xu, Hee-Woong Kim. 2008. Order Effect and Vendor Inspection in Online Comparison Shopping. *Journal of Retailing* vol.84(4) 477-486.
 15. Shun Cai, Yunjie Xu. 2008. Designing Product Lists for E-commerce: The Effects of Sorting on Consumer Decision Making. *International Journal of Human-Computer Interaction* vol.24 (7) 700-721.
 16. Yunjie Xu, Dong Wang. 2008. Order Effect in Relevance Judgment. *Journal of the American Society for Information Science and Technology* vol.59(8) 1264-1275.
 17. Qing Yang, Lihua Huang, Yunjie Xu. 2008. Role of Trust Transfer in E-Commerce Acceptance. *Tsinghua Science and Technology* vol.13(3) 279-286.
 18. Yunjie Xu, Hainan Yin. 2008. Novelty and Topicality in Interactive Information Retrieval. *Journal of the American Society for Information Science and Technology* vol.59 (2) 201-215.
 19. Hee-Woong Kim, Yunjie Xu. 2007. Drivers of Price Premium in E-markets- How Price Sensitivity Influences Online Customers' Purchase Decisions. *Communications of the ACM* vol.50(11) 91-95.
 20. Yunjie Xu. 2007. The Dynamics of Interactive Information Retrieval Behavior, Part I: An Activity Theory Perspective. *Journal of the American Society for Information Science and Technology* vol.58(7) 958-970.
 21. Yunjie Xu, Chengliang Liu. 2007. The Dynamics of Interactive Information Retrieval, Part II: An Empirical Study From the Activity Theory Perspective. *Journal of the American Society for Information Science and Technology* vol.58(7) 987-998.
 22. Yunjie Xu. 2007. Relevance Judgment in Epistemic and Hedonic Information Searches. *Journal of the American Society for Information Science and Technology* vol.58(2) 179-189.
 23. Shun Cai, Yunjie Xu. 2006. Effects of Outcome, Process and Shopping Enjoyment on Online Consumer Behaviour. *Electronic Commerce Research and Applications* vol.5(4) 272-281.
 24. Yunjie Xu, Cheng Yian Tan, Li Yang. 2006. Who Will You Ask? An Empirical Study of Interpersonal Task Information Seeking. *Journal of the American Society for Information Science and Technology* vol.57(12) 1666-1677.
 25. Yunjie Xu, Zhiwei Chen. 2006. Relevance Judgment: What Do Information Users Consider Beyond Topicality?. *Journal of the American Society for Information Science and Technology* vol.57(7) 961-973.
 26. Yunjie Xu, Benaroch Michel. 2005. Information Retrieval with a Hybrid Automatic Query Expansion and Data Fusion Procedure. *Information Retrieval* vol.8(1) 41-65.
 27. Hee-Woong Kim, Yunjie Xu, Joon Koh. 2004. A Comparison of Online Trust Building Factors between Potential Customers and Repeat Customer. *Journal of the Association for Information Systems* vol.5(10) 392-420.

会议/研讨会论文:

1. Yi Wu, Zheng Wang, Klarissa Chang, Yunjie Xu. 2010. Why People Stick to Play Social Network Site based Entertainment Applications: Design Factors and Flow Theory Perspective. Taipei,Taiwan 1041-1050.
 2. Yunjie Xu, Shun Cai. 2010. Social Goals in Communication Media Choice. Taipei,Taiwan 1664-1671.
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科研项目：

2010.01—2012.12, 项目负责人, 基于视线跟踪的自适应电子营销, 教育部新世纪优秀人才支持计划

学术任职：

2010.06—2013.06, Member of Editorial Review Board, IEEE Transactions on Engineering Management