王慧茹 Hui-Ju Wang

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EDUCATION

- Ph.D., Business Administration, Major: Marketing, National Chengchi University
- M.B.A., Marketing, National Chung Hsing University
- B.A., Public Administration, Tunghai University

RESEARCH INTERESTS

1. Marketing Management
2. Green Branding
3. Innovation Adoption
4. Consumer Behavior
5. City Branding
6. Network Analysis

COURSES TAUGHT

1. Marketing Management
2. Marketing Planning and Briefing Skills
3. Brand Management
4. Management
5. Consumer Behavior
6. Marketing Research in Tourism
7. Tourism Marketing
8. Internet Marketing

ACADEMIC SERVICES

1. Reviewer of 2019 Journal of Cleaner Production (SCIE)
2. Reviewer of 2018 Government Information Quarterly (SSCI)
3. Reviewer of 2018 Computers in Human Behavior (SSCI)
4. Reviewer of 2018 管理學報 (TSSCI)
5. Reviewer of 2017 Government Information Quarterly (SSCI)
6. Reviewer of 2015 International Journal of Public Administration (SSCI)
7. Reviewer of 2013-2014 Journal of Information Development (SSCI)
8. Reviewer of 2013 Journal of Public Administration Review (SSCI)

HONORS AND AWARDS

1. 2019 年科技部補助大專校院研究獎勵 (原科技部獎勵特殊優秀人才)
2. 2018 年科技部補助大專校院研究獎勵 (原科技部獎勵特殊優秀人才)
3. 2016 年陳文賢教授研究傑出紀念獎
4. 2015 年陳文賢教授研究傑出紀念獎
5. 2014 年陳文賢教授研究傑出紀念獎
6. 2014 崇越論文大賞優等論文獎
7. 2013 財團法人政大學術發展基金會泰山學術獎學金
8. 2012 財團法人政大學術發展基金會吳舜文傑出論文獎
9. 2012 國科會獎勵人文與社會科學領域博士候選人撰寫博士論文
10. 2008 ING 安泰全國管理論文獎行銷管理類優勝

PUBLICATIONS AND PRESENTATIONS

Journal Articles

1. **Wang, H.-J.** (2020). Adoption of open government data: perspectives of user innovators. Information Research, *25*(1), paper 849. (SSCI, 2018 impact factor =0.799; rank in Information Science & Library Science: 64/89)
2. **Wang, H.-J.** (2019). Green city branding: perceptions of multiple stakeholders. Journal of Product & Brand Management, *28*(3), 376-390. (SSCI, 2018 impact factor =2.018; rank in Business: 84/147, rank in Management: 122/217; 科技部管理二學門行銷管理領域推薦期刊)
3. **Wang, H.-J.**, & Lo, J. (2019, accepted). Factors influencing the adoption of open government data at the firm level. IEEE Transactions on Engineering Management (SSCI, 2018 impact factor =1.867; rank in Business: 92/147, rank in Management: 134/217;科技部管理二學門生產作業管理與計量方法領域推薦期刊）
4. **Wang, H.-J.** (2017). A brand-based perspective on differentiation of green brand positioning: A network analysis approach. *Management Decision*, *55*(7), 1460-1475. (SSCI, 2018 impact factor =1.963, rank in Business: 85/147; rank in Management: 126/217)
5. **Wang, H.-J.** (2017). Determinants of consumers' purchase behaviour towards green brands. *The Service Industries Journal*, *37*(13-14), 896-918. (SSCI, 2018 impact factor =1.149, rank in Management: 181/217)
6. **Wang, H.-J.** (2016). Green brand positioning in the online environment. *International Journal of Communication*, *10*, 1405-1427. (SSCI, 2018 impact factor =1.069, rank in Communication: 61/88)
7. **Wang, H.-J.**, & Horng, S.-C. (2016). Exploring green brand associations through a network analysis approach. *Psychology & Marketing*, *33*(1), 20-35. (SSCI, 2018 impact factor =1.882, rank in Business: 90/147; rank in Psychology, Applied: 39/82;科技部管理二學門行銷管理領域推薦期刊)*
8. **Wang, H.-J.**, & Lo, J. (2016). Adoption of open government data among government agencies. *Government Information Quarterly*, *33*(1), 80-88. (SSCI, 2018 impact factor =4.311, rank in Information Science & Library Science: 5/89)
9. **Wang, H.-J.** (2015). A new approach to network analysis for brand positioning. *International Journal of Market Research*, *57*(5), 727-742. (SSCI, 2018 impact factor =0.726, rank in Business: 136/147) (科技部管理二學門行銷管理領域推薦期刊)
10. 羅晉, 楊東謀, **王慧茹**, & 項靖. (2014). 政府開放資料的策略與挑戰：使用者觀點的分析. *電子商務研究*, *12*(3), 283-300.
11. **Wang, H.-J.**, & Lo, J. (2013). Determinants of citizens' intent to use government websites in Taiwan. *Information Development*, *29*(2), 123-137. (SSCI, 2018 impact factor =1.265, rank in Information Science & Library Science: 45/89)
12. 楊東謀、羅晉、**王慧茹**、項靖. (2013a). 政府開放數據與信息增值:臺灣的經驗與啟示. *圖書情報工作*, *57*(10), 63-69. (CSSCI)
13. 楊東謀、羅晉、**王慧茹**、項靖. (2013b). 國際政府數據開放實施現況初探. *電子政務*, *6*, 16-25. (CSSCI)

Conference Papers (Selected)

1. **Wang, H.-J.** & Lo, Jin (2019, August). Vision of smart city branding. Paper presented at the International Conference on Education, Psychology, and Social Sciences (ICEPS), Tokyo, Japan.
2. **Wang, H.-J.** & Lo, Jin (2018, August). Factors influencing the use of open government data among user innovators at the firm level. Paper presented at the International Conference on Science, Social Science and Economics (IC3SE), Bangkok, Thailand.

3. **Wang, H.-J.** (2017, July). Exploring Green city branding from the perspectives of multiple stakeholders. Paper presented at the International Conference on Innovation and Management (IAM 2017 summer), Osaka, Japan.
4. **Wang, H.-J.** & Lo, Jin (2017, Feb). Determinants of open government data adoption among business organizations. Paper presented at the International Conference on Innovation and Management (IAM 2017 winter), Tokyo, Japan.
5. **Wang, H.-J.** (2016, May). *Differentiation of Green Brand Positioning: A Perspective of Network Analysis*. Paper accepted for the 4th International Conference on the Social Science and Management (ICSSAM 2016), Osaka, Japan.
6. 羅晉, 楊東謀, 項靖, & **王慧茹**. (2014, May). *政府開放資料評估架構的發展與初評: 中央機關與地方政府的分析*. Paper presented at the 2014 年台灣公共行政與公共事務系所聯合會 (TASPAA) 國際研討會「政府治理與公民行動」,臺北：淡江大學。
7. 楊東謀、羅晉、項靖、**王慧茹**. (2013, November). *政府開放資料的現況與挑戰：中央與地方政府的比較分析*，發表於第一屆 Open Data 學術研討會，臺北：圓山飯店。
8. Yang, T.-M., Lo, Jin., **Wang, H.-J.**, & Shiang, J. (2013, Oct). *Open data development and value-added government information: Case studies of Taiwan e-Government*. Paper presented at the 7th International Conference on Theory and Practice of Electronic Governance (ICEGOV), Seoul, Korea.
9. Horng, S.-C., & **Wang, H.-J.** (2013, July). *Cultural origins of green brands and characteristics of green brand associations*. Paper presented at the 2013 International Conference on Business and Information (BAI), Bali, Indonesia.
10. Horng, S.-C., & **Wang, H.-J.** (2012, March). *Green brand positioning in the online environment*. Paper presented at the 2012 International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology, Hong Kong.
11. 羅晉, 項靖, 顏上晴, & **王慧茹**. (2011, May). *線上論壇與政府資訊公開：文官觀點的分析*. Paper presented at the 2011 年台灣公共行政與公共事務系所聯合會 (TASPAA)國際研討會「建國百年公共事務的回顧與展望」, 臺北市立教育大學社會暨公共事務學系，臺北.
12. **Wang, H.-J.** (2011, November). *Autotelic motivations of self-disclosure in random video chat rooms*. Paper accepted for the International Conference in Business and Management and Information Sciences (ICBMIS 2011), Naresuan University, , Phitsanulok, Thailand.
13. **Wang, H.-J.**, & Lo, J. (2011, November). *A heuristic-systematic model in online support communities*. Paper accepted for the World Congress on Sustainable Technologies (WCST 2011), London, UK.
14. Lo, J., & **Wang, H.-J.** (2011, June). *Electronic disclosure of government information in Taiwan: Implications for central and local governments*. Paper accepted for the Second Asian Conference on the Social Sciences (ACSS 2011), Osaka, Japan.
15. **Wang, H.-J.** (2011, June). *Flow experiences in a random video chat room: A netnographic study*. Paper accepted for the Second Asian Conference on the Social Sciences (ACSS 2011), Osaka, Japan.
16. **Wang, H.-J.**, & Lo, J. (2010, November). *Exploring citizens' intention to use government websites in taiwan: An empirical study*. Paper presented at the 12th International Conference on Information Integration and Web-based Applications & Services (iiWAS 2010), University of Paris 8, France.
17. Shiang, J., Lo, J., & **Wang, H.-J.** (2010, October). *Transparency in e-governance*. Paper presented at the 4th International Conference on Theory and Practice of Electronic Governance (ICEGOV), Beijing, China.
18. Warden, C., & **Wang, H.-J.** (2007, June). *Construction & study of consumer behavior in a virtual social space with increasing levels of commercial presence*. Paper presented at the INFORMS Marketing Science Conference, Singapore Management University, Singapore.