

Dr. Angela Lee Siew Hoong

Position: Senior Lecturer/ Programme Chair BIS (Business Analytics)

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### **Education:**

**Ph.D.** in Computing, Sunway University, Malaysia

**Postgraduate Certificate** in Academic Practice, Lancaster University, UK

**Certificate** in Academic Practice (CAP), Lancaster University, UK

**MSc.** in E-Commerce, Coventry University, UK

**B.A. (Hons)** in Business Information Technology, Coventry University, UK

### **Teaching:**

I have been in the education industry for more than 15 years. I have taught subjects across multiple disciplines such as Business Intelligence Systems, Knowledge Management, Customer Relationship Management, Enterprise Resource Planning, Social Media Analytics and Visual Analytics Techniques for Business and Science. I have deep knowledge and skills in SAS Enterprise Guide, SAS E-Miner and SAS Visual Analytics. In the past ten (10) years, I have supervised many postgraduate and final year students on many challenging projects that cut across those areas.

### **Brief Employment History:**

Inti International College Subang - Head of Programme (School of Computing Technology)

### **Research:**

In the last ten (10) years, I have involved in grants and projects in the areas of analytics, organizational knowledge sharing in particular technologies acceptance by integrating role of affect and task-technology fit as factors in many of my latest research works. Meanwhile in the area of analytics, my research focuses on unstructured data such as text mining and sentiment analysis on social media data. I have also completed some industrial related projects in the area of analytics. Projects and grants that I currently involve extensively include enterprise knowledge sharing, text mining, social media analytics, sentiment analysis, affective technology acceptance and task technology fit. I have secured government grants, Sunway grants, Lancaster University grant as well as industry grant from multiple sources such as MDEC RISE and Sunway Group project fund.

### **Honours/ Research Awards:**

Editorial Board Member - Journal of IT in Industry, La Trobe University, Australia

Reviewer Board - VINE The Journal of Information and Knowledge Management Systems

Reviewer Board - Elsevier Journal of Information and Management

Social Networking and Knowledge Management track chairman for ITNG

Session Chair for International Conference on Management

Scholarship for PhD in Computing, Sunway University, 2011

Scholarship for Postgraduate Certificate in Academic Practice, Lancaster University, 2009

Scholarship for Master in E-commerce, Coventry University, 2003

Sas User Group Malaysia - EXCO Member 2016, 2017

Sas User Group Malaysia - Secretary 2013, 2014

International Invention and Innovation Expo (ITEX) 2015 - Silver medal

International Invention and Innovation Expo (ITEX) 2014 - Silver medal  
 Malaysia Technology Expo (MTE) 2012 - Silver medal

**Grants and projects:**

Title of grant/project	Collaborators
<b>Lancaster Sunway Grant</b> <b>Project Title:</b> Blended learning at Sunway University and Lancaster University: An overview for teaching and learning enhancement in undergraduate programmes. (2016-2017)	Prof. Glenda Crosling(SunwayU) Prof. Dr Don Passey(LU)
<b>Lancaster Sunway Grant</b> <b>Project Title:</b> Sustaining lifelong learning and transitions through digital change and adaptability. (2016-2017)	Prof. Dr Don Passey (LU) Prof. Dr Lim Tong Ming(SunwayU)
<b>Lancaster Sunway Grant</b> <b>Project Title:</b> Predicting the emotion of a user based on walking patterns. (2016-2017)	Dr. Juan Carlos(SunwayU) Dr. Yong Min Hooi(SunwayU) Prof Kwang In Kim (LU)
<b>Industrial Grant - Sunway Group</b> <b>Project Title:</b> Social Enterprise Knowledge. (2014-2016)	Evelyn Liu (SunwayU)
<b>RISE Grant – SAS and MDEC (Sunway Medical, BonusLink and eMas) (2016)</b> <b>Project Title:</b> Using Text Mining and sentiment analysis on health care services on expenses based on customer feedback. <b>Project Title:</b> Opinion Mining and sentiment analysis for healthcare: A study on quality of food and waiting time. <b>Project Title:</b> A study of customer churn in a loyalty card company. <b>Project Title:</b> A study on the Expenditure of Diagnosis with respect to cost saving and choice of hospital. <b>Project Title:</b> A study on customer spending behavior for loyalty cards companies. <b>Project Title:</b> A study on the frequency of diagnosis with respect to work productivity.	Dr. Mark Chia (SAS) Dr. William Eng (SunwayU) Mr. Dharmindran(SunwayU) Mr. Muthukumaran(SunwayU) Ms. Leong Ken Yien(SunwayU)
<b>Sunway Grant</b> <b>Project Title:</b> Affective Technology Acceptance Model on the Big Data Analytics Applications acceptance among MSC organizations in Malaysia. (2016)	Assoc Prof Thi Lip Sam (UUM)
<b>Sunway University Grant</b> <b>Project Title:</b> A Study on the Adoption of Social Enterprise Knowledge Systems using A Conceptual “Task Categorization - Knowledge Sharing Tools Fit” (TCKST) Model as Lead researcher. (2014-2016)	Prof.Dr. Lim Tong Ming (SunwayU) Assoc Prof Thi Lip Sam (UUM)
<b>Sunway University Grant</b> <b>Project Title:</b> A Study of the Role of Affect on the Acceptance of Web 2.0 for Organizational Knowledge Sharing. (2012- 2014)	Prof Rasimah Aripin (UiTM) Prof. Dr. Lim Tong Ming (SunwayU)
<b>Sunway University Grant</b> <b>Project Title:</b> An in depth analysis on successful KMS implementation strategies that promote knowledge sharing and information reuse among employees using web2.0 and their impact on job performance. (2013-2014)	Prof. Dr. Lim Tong Ming (SunwayU)
<b>Sunway University Grant</b>	Assoc Prof. Leow Soo Kar (SunwayU)

<b>Project Title:</b> A study of Technological factors that motivates knowledge and creation via weblogs or customized knowledge. (2011-2012)	Prof Rasimah Aripin (UiTM) Prof. Dr. Lim Tong Ming(SunwayU)
<b>eScience Grant</b> <b>Project Title:</b> The 6-hop Hybrid Bee Peer to Peer System as Co-researcher. (2013-2014)	Prof. Dr. Lim Tong Ming(SunwayU) Dr. Chin Teck Min (SunwayU)

### Selected Publications:

1. **Lee Angela S. H.**, & Lim T. M. (2016). Behavioral Intention to use Knowledge Sharing Tools: Positive and Negative Affect on Affective Technology Acceptance Model. *Knowledge Management 8th International Conference*. ChiangMai, Thailand
2. **Lee Angela S. H.**, & Lim T. M. (2016). Mining Opinions from University Students' Feedback using Text Analytics. *The Journal of IT in Industry*, 4(1), 26-33
3. Lim, T. M., **Lee Angela S. H.**, & Yap, M. K. (2016). User Acceptance of SaaS ERP Considering Perceived Risk, System Performance and Cost. In *Information Science and Applications (ICISA)*, pp. 53-63. Springer Singapore
4. **Lee Angela S. H.**, & Lim T. M. (2015). A Study on the Perception of POKM as the Organizational Knowledge Sharing Enabler. *VINE The Journal of Information and Knowledge Management Systems*, 45(2), 292-318
5. **Lee Angela S. H.**, Lim, T. M., & Thi, L. S. (2015). An Analysis on the Factors Related to the Adoption of KS Tools. In *The 12th International Conference on Information Technology-New Generations (ITNG)*, pp. 49-54. IEEE. Las Vegas, Nevada
6. Chuee Leng N., **Lee Angela S.H.**, Lim T.M. (2015). Affect TPB: A model to predict knowledge sharing behaviour by considering affect, social communication behavior, and social collaboration. *Journal of Engineering and Applied Sciences*.
7. **Lee Angela S.H.**, & Lim T.M (2014). An Exploratory Study on the Use of Knowledge Management System and the Employees' Perception on Organizational Knowledge Sharing and Reuse. In Don Passey and Arthur Tatnall (Eds.) *Key Competencies in ICT and Informatics*. (pp.205-217). London, Springer.
8. Lim T.M., & **Lee Angela S.H** (2014). Using Yam for enterprise knowledge sharing among knowledge workers from the perspective of a task categorisation-knowledge sharing systems fit. In Don Passey and Arthur Tatnall (Eds.) *Key Competencies in ICT and Informatics*. (pp.190-204). London, Springer
9. **Lee Angela S. H.**, & Lim T. M. (2014). Positive and Negative Affect on the Adoption of Knowledge Sharing Tools in Enterprises. *International Conference on Progress in Informatics and Computing*. Shanghai, China
10. **Lee Angela S. H.**, & Lim T.M. (2013). A study on the Role of Affect, Technological, People and organizational factors in organizational knowledge sharing. *International Journal of Engineering Science and Innovative Technology (IJESIT)*, 2(5), 29-49

11. **Lee Angela S. H.**, Aripin R., & Lim T. M. (2012). Web2-Task Fit-TAM Model: An Empirical Study on Organizational Knowledge Sharing Based on Conversational Intelligence Analysis. Global Information and Management Symposium, Shanghai
12. **Lee Angela S. H.**, Lim T. M., Leow S. K., & Lim Justin R.A. (2012). A Study on the Use of “Yams” for Enterprise Knowledge Sharing. DICTAP, Thailand