

Assoc. Prof. Dr. Wong Siew Fan

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**Siew Fan Wong** is an associate professor in the Department of Computing and Information Systems at Sunway University, Malaysia. She received her PhD degree in MIS from the University of Houston, Texas. Her research interests involve organizational IT strategy, digital inclusion and user behavior. Her publications have appeared in journals such as *Telematics & Informatics*, *Journal of Global Information Management*, *Industrial Management & Data Systems*, and *Information Development*.

**Education:**

Ph.D. in Management Information Systems, University of Houston, TX, USA

BBA, University of Oklahoma, Norman, OK, USA.

**Teaching:**

Information Systems Concepts

Research Methodology

**Recent Selected Publications:**

1. Kim, MK, **Wong, SF**, Chang, YH, and Park, MC. (2016). "Analysis of the Dynamic Broadband Technology Competition: Implications for National Information Infrastructure Development," *Industrial Management & Data Systems*, (in press). – *ISI indexed*
2. Kim, MK, **Wong, SF**, Chang, YH, and Park, JH. (2016). "Determinants of Customer Loyalty in the Korean Smartphone Market: Moderating Effects of Usage Characteristics," *Telematics & Informatics*, 33(4), pp. 936-949. – *ISI indexed*
3. Oghuma, AP, Libaque-Saenz, C., **Wong, SF**, Chang, YH. (2016). "An Expectation-Confirmation Model of Continuance Intention to Use Mobile Instant Messaging," *Telematics & Informatics*, 33(1), pp. 31-47. – *ISI indexed*
4. Libaque-Sáenz, CF, **Wong, SF**, Chang, YH, Young, WH, and Park, MC. (2016). "Understanding antecedents to perceived information risks: An empirical study of the Korean telecommunications market", *Information Development*, 32(1), 91-106. – *ISI indexed*
5. Chang, YH, Kim, HR, **Wong, SF**, and Park, MC. (2015). "A Comparison of the Digital Divide across Three Countries with Different Development Indices," *Journal of Global Information Management*, 23(4), pp. 55-76. – *ISI indexed*
6. Chang, YH, **Wong, SF**, Sugumar, P., and Maruthappa, M. (2015). "Determinants of Consumer Intention to Continue Using Table-Top Tablet Ordering Systems in Restaurant Businesses", *International Journal of u- and e- Service, Science and Technology*, 8(8), pp. 119-128. – *SCOPUS indexed*

7. Chang, YH, **Wong, SF**, Lee, HS. (2015). "Cloud Absorptive Capacity and Competitive Advantage of Company: An Organizational Ambidexterity Theory Approach", *Journal of the Korea Management Engineer Society*, 20(2). – *KCI indexed*
8. Yeon, KN, Chang, YH, **Wong, SF**, and Park, MC. (2015). "Knowledge Sharing Behavior among Community Members in Professional Research Information Centers," *Information Development*, published online before print on January, 8, 2015, doi: 10.1177/0266666914566512. – *ISI indexed*
9. Kim, MK, Chang, YH, **Wong, SF**, and Park, MC. (2015). "The effect of perceived risks and switching barriers on the intention to use smartphones among non-adopters in Korea," *Information Development*, 31(3), pp. 258-269. – *ISI indexed*
10. Kim, YE, Chang, YH, **Wong, SF**, and Park, MC. (2015). "Service Failure in Social Commerce: An Application of the Attribution-Affect-Behavior Model," *International Journal of Electronic Consumer Relationship Management*, 8(1/2/3), pp. 136-158. – *SCOPUS indexed*
11. Chang, YH, **Wong, SF**, and Park, MC. (2014). "A 3-Tier ICT Access Model for Intention to Participate Online: A Comparison of Developed and Developing Countries," *Information Development*, published online before print on April 10, 2014, doi: 10.1177/0266666914529294. – *ISI indexed*
12. Ke, GN, **Wong, SF**, Kang, MS, and Ng, SM. (2014). "How Risky Is Social Networking Site Addiction? It's Impacts on Psychological Well-being of University Students in Malaysia," *European Journal of Social Sciences*, 42(3), 321-327. – *SCOPUS indexed*
13. **Wong, SF**, Ke, GN, Ng, SM, and Kang, MS. (2014). "The Impact of Excessive SNS Usage on Social Ties among University Students," *European Journal of Social Sciences*, 42(3), 328-333. – *SCOPUS indexed*