

 <p>Dr. Yi-Sheng Wang</p>	Education	Ph.D. for Marketing & Strategy, National Kaohsiung First University of Science and Technology
	Job Title	Associate Professor
	Expertise	Marketing management, Consumer behavior, Strategy management
	Research Direction	Marketing management, Consumer behavior, Strategy management
	On-Campus Phone	02-77388000 ext. 5223
	E-Mail	winsome5@ms39.hinet.net

Academic Journal Papers	<p><b>* Within Five Years:</b></p> <ol style="list-style-type: none"> <li>1. <u>Yi-Sheng Wang</u> (2019). Virtual cohabitation in online dating site. <i>Online Information Review</i> (<b>In publication, SCI, 2017 IF: 1.675</b>) Information System Ranking (79/148), (Single Author)</li> <li>2. <u>Yi-Sheng Wang</u> (2019). User experiences in live video streaming. <i>Internet Research</i> (<b>In publication, SSCI/SCI, 2017 IF: 3.838</b>) Business Ranking (26/140), (Single Author)</li> <li>3. <u>Yi-Sheng Wang</u> (2018). Addiction for violent online game in adolescent: Virtual ethnography analysis. <i>International Journal of Research Methodology</i>, 1(1), 1-4. (<b>2017 IF: 4.783</b>), (Single Author)</li> <li>4. <u>Yi-Sheng Wang</u> and Tsuen-Ho Hsu (2018 May). Dynamic capabilities of biologics firms in emerging business market: Perspective of dynamic capabilities evident, <i>Industrial Marketing Management</i>, 71, 5-18. (<b>SSCI, 2017 IF: 3.678</b>), Management Ranking (37/210), (First Author)</li> <li>5. <u>Yi-Sheng Wang</u> (2018). Using virtual ethnography for psychological and social problems in children: Online game addiction. <i>International Journal of Medical Science and Health Research</i>, 2(6), 29-39. (Single Author)</li> <li>6. <u>Yi-Sheng Wang</u> (2018 Apr). Buyer-seller relationships of the dental devices industry in Taiwan: Perspective of relationship. <i>Journal of Business-to-Business Marketing</i>, 25(3), 169-186. (<b>SSCI, 2017 IF: 1.312</b>) Business Ranking (87/140), (Single Author)</li> <li>7. <u>Yi-Sheng Wang</u> (2018). Customer Value of Adolescents in LINE Services: Application of Grounded Hermeneutics. <i>Archives of Psychiatry and Behavioral Sciences</i>, 1(1), 32-39. (Single Author)</li> <li>8. <u>Yi-Sheng Wang</u> (2018). Dynamic strategy on biotechnology: A case study for Merck Biopharma. <i>International Journal of Research Studies in Medical and Health Sciences</i>. 3(10), 1-8. (Single Author)</li> </ol>
-------------------------	--

Academic  
Journal  
Papers

9. Yi-Sheng Wang (2018). Game addiction is included in mental illness and medical care is a challenge: Textual and discourse analysis. *Fortune Journal of Health Sciences*, 1(2), 26-30. (Single Author)
10. Yi-Sheng Wang (2018 Apr). Addiction by design: Using netnography for user experiences in female online gambling game. *International Journal of Human-Computer Interaction*, 34(8), 774-785. (**SSCI/SCI, 2017 IF: 1.259**), (Single Author)
11. Yi-Sheng Wang (2018). Social addiction: Using grounded theory for social behavior of adolescents in facebook messenger service. *The Psychiatrist: Clinical and Therapeutic Journal*, 1(1), 1-4. (Single Author)
12. Yi-Sheng Wang (2018 Jul). Dynamic strategic specific assets in medical healthcare: A strategic view. *International Journal of Medical Science and Health Research*, 2(4), 7-20. (**2017 IF: 4.783**), (Single Author)
13. Yi-Sheng Wang (2018). Smartphone social network services for female user in Taiwan: Grounded theory analysis. *CPQ Women and Child Health*, 1(3), 1-7. (Single Author)
14. Yi-Sheng Wang (2018). Saturated model in dynamic theory on chain channel of Taiwan 3C electric appliances: Perspective of dynamic competition. *Journal of Business Management and Economics*, 6(6), 23-29. (Single Author)
15. Yi-Sheng Wang (2018). Social Behavior in WhatsApp Messenger Services: Application of grounded theory. *International Journal of Research Methodology*, 2(1), 97-103. (Single Author)
16. Yi-Sheng Wang, Wei-Long Lee and Tsuen-Ho Hsu (2017 Apr). Using netnography for the study of role-playing in female online games: Interpretation of situational context model. *Internet Research*. 27(4), 905-923. (**SSCI/SCI, 2016 IF: 3.017**) Business Ranking (26/140), (First Author)
17. Yi-Sheng Wang (2016 May). Dynamic capabilities in fashion apparel industry: Emergent conceptual framework. *Baltic Journal of Management*. 11(3), 286-309. (Guest Editors: David J. Teece) (**SSCI, 2016 IF:1.149**) Management Ranking (166/210), (Single Author)
18. Yi-Sheng Wang (2016 May). Customer value of LINE mobile services: The study of adolescents in three East Asian cities. *Journal of Child & Adolescent Behavior*, 4(3), 294-304. (**SSCI, 2016 IF:0.69**), (Single Author)
19. Yi-Sheng Wang and Tsuen-Ho Hsu (2014 Sep). The Customer Relationship Benefits and the Relationship Bonding Tactics: The Case of Orthopedic and Dental Medical Devices Industry. *Industry Management Forum*, 16(3), 4-23. (**TSSCI**), (First Author)
20. Yi-Sheng Wang and Tsuen-Ho Hsu (2014 Sep). Interactive Conceptual Framework of Dynamic Elements and Capabilities in Pharmaceutical Industries:

	The Application of Constructing Grounded Theory. <i>Management Review</i> , 32(1), 63-83. (TSSCI), (First Author)
International Conference Papers	<p><b>* Within Five Years:</b></p> <ol style="list-style-type: none"> <li>1. <u>Yi-Sheng Wang</u> and Yu-Zhan Lu (2018 Jul). Interactions and experiences of online fans in a blog context: A netnography analysis. International Conference on Innovation and Management (IAM2018 Summer), Chiang Mai, Thailand. (First Author)</li> <li>2. <u>Yi-Sheng Wang</u> (2017 Jul). Consumption values on netgeneration: A grounded theory of LINE services. International Conference on Innovation and Management (IAM2017 Summer), Osaka, Japan. (Single Author)</li> <li>3. <u>Yi-Sheng Wang</u> and Lin, H.W. (2016 Jul). APP LINE Pokopang games: A study of Oriental institute of technology and Chihlee university of technology. 2016 International Conference of Mobile Commerce and Services Innovation, Taipei, ROC. (<b>Best Paper Award</b>) (First Author)</li> <li>4. <u>Yi-Sheng Wang</u> and Wang, Y.C. (2015 Jul). The 3G mobile service theoretical saturation framework: Three-value paths. 2015 American Marketing Association (AMA) Marketing Educators' Conference, Austin, USA. (First Author)</li> <li>5. <u>Yi-Sheng Wang</u> (2014 Jul). iPod service behavior of grounded theory. 2014 Global Marketing Conference (GMC), Seoul, Korea. (Single Author)</li> </ol>
Academic Book	<ol style="list-style-type: none"> <li>1. <u>Yi-Sheng Wang</u> (2012), Consumer Behavior (second edition). ISBN: 978-957-784-385-2, New Taipei City, Huali Publishing. (Single Author)</li> </ol>
Government Plans & Industrial Projects	<p><b>* Within Five Years:</b></p> <ol style="list-style-type: none"> <li>1. <u>Yi-Sheng Wang</u> (2019), 108 Yadong Hospital Project. Analysis of health medical management of three high diseases of silver-haired patients with data mining big data. (108/2/1-108/11/30), (Project Host)</li> <li>2. <u>Yi-Sheng Wang</u> (2018), 107 Industry Research Project. Singapore Children and Education Market Survey - Care Management. (107/10/1-108/7/31), (Project Host)</li> <li>3. <u>Yi-Sheng Wang</u> (2018) , 107 Yadong Hospital Project. Buying and Selling Both-Customer Relationship Marketing Strategy: Study on the Radiology and Medical Equipment Manufacturers of Yadong Hospital. (107/2/1-107/11/30), (Project Host)</li> <li>4. <u>Yi-Sheng Wang</u> (2017), 106 Industry Research Project. Research on the counseling process of enterprise nursery establishment. (106/10/1-107/7/31),</li> </ol>

	<p>(Project Host)</p> <ol style="list-style-type: none"> <li>5. <u>Yi-Sheng Wang</u> (2016), Industry Research Project. Deep learning intelligent security system market research. (105/7/1-106/8/31), (Project Host)</li> <li>6. <u>Yi-Sheng Wang</u> (2015), 104 Ministry of Labor Plan. Service brand marketing and customer service employment program. Ministry of Labor, Labour Department. (104/7/1-104/8/31), (Project Host)</li> </ol>
<p>International Honors &amp; Awards</p>	<p><b>* Within Five Years:</b></p> <ol style="list-style-type: none"> <li>1. 2019/01, “EDITORIAL BOARD”: <i>Progress in Human Computer Interaction</i> (PHCI), ISSN: 2630-4627, Whioce Publishing Pte. Singapore. <a href="http://ojs.whioce.com/index.php/phci/about/editorialTeam">http://ojs.whioce.com/index.php/phci/about/editorialTeam</a></li> <li>2. 2018/07, “EDITOR”: <i>Open Access Journal of Addiction and Psychology</i> (OAJAP), Iris Publishers. Denver, Colorado, United States. <a href="https://irispublishers.com/oajap/editorialboard.php">https://irispublishers.com/oajap/editorialboard.php</a></li> <li>3. 2018/05, “EDITORIAL BOARD”: <i>CPQ Women and Child Health</i> (CPQWC), Cient Periodique Publishers. Toronto, Canada. <a href="https://www.cientperiodique.com/journal/editorboard/CPQWC">https://www.cientperiodique.com/journal/editorboard/CPQWC</a></li> <li>4. 2018/05, “EDITORIAL BOARD”: <i>Probe - Business Management</i>, Universe Scientific Publishing. Singapore. <a href="http://probe.usp-pl.com/index.php/BM/about/editorialTeam">http://probe.usp-pl.com/index.php/BM/about/editorialTeam</a></li> <li>5. 2018/03, “EDITOR”: <i>Global Journal of Pediatrics &amp; Neonatal Care</i> (GJPNC), Iris Publishers. Denver, Colorado, United States. <a href="https://irispublishers.com/gjpnc/editorialboard.php">https://irispublishers.com/gjpnc/editorialboard.php</a></li> <li>6. 2018, “BEST PAPER AWARD”: 2018 Conference of Business and Management (CMB2018), National Taipei University of Technology.</li> <li>7. 2018, “Mayor Award”: Issued by the New Taipei City Government.</li> <li>8. 2017/12, “ASSOCIATE EDITOR”: <i>Psychology &amp; Psychological Research International Journal</i> (PPRIJ), (ISSN: 2576-0319) Medwin Publishers. Troy, Michigan, United States. <a href="https://medwinpublishers.com/PPRIJ/editorial-board.php">https://medwinpublishers.com/PPRIJ/editorial-board.php</a></li> <li>9. 2016, “BEST PAPER AWARD”: 2016 Conference of Mobile Commerce and Services Innovation (CMCSI2016).</li> <li>10. 2015, “BEST PAPER AWARD”: 2015 Conference on Commerce and Management (CCAM2015).</li> </ol>

Academic  
Service

**\* Within Five Years:**

1. 2019/01, Editorial Board: *Progress in Human Computer Interaction* (PHCI), ISSN: 2630-4627, Whioce Publishing Pte. Singapore.
2. 2018/07, Editor: *Open Access Journal of Addiction and Psychology* (OAJAP), Iris Publishers. Denver, Colorado, USA.
3. 2018/07, Editorial Board: *CPQ Women and Child Health* (CPQWC), Cient Periodique Publishers. Toronto, Canada.
4. 2018/07, Reviewer: *Internet Research*, Manuscript ID IntR-07-2018-032X (**SSCI**)
5. 2018/05, Editorial Board: *Probe - Business Management*, Universe Scientific Publishing. Singapore.
6. 2018/05, Editor: *Global Journal of Pediatrics & Neonatal Care* (GJPNC), Iris Publishers. Denver, Colorado, USA.
7. 2018/07, Reviewer: *Journal of Consumer Behaviour*, Manuscript ID JCB-18-2X (**SSCI**)
8. 2018/04, Reviewer: *International Journal of Contemporary Hospitality Management*, Manuscript ID: IJCHM-03-2018-026X (**SSCI**)
9. 2018/02, Editorial Board: *International Journal of Business and Industrial Marketing* (IJBIM), (ISSN: 2381-117X; ISSN Online: 2381-1188). The American Association for Science and Technology (AASCIT), USA.
10. 2018/02, Reviewer: *Journal of Consumer Behaviour*, Manuscript ID: JCB-17-2XX (**SSCI**)
11. 2018/02, Reviewer: *Psychological Reports*, Manuscript ID: PRX-18-00XX (**SSCI**)
12. 2017/12, Associate Editors: *Psychology & Psychological Research International Journal* (PPRIJ), ISSN: 2576-0319. Medwin Publishers. Troy, Michigan, USA.
13. 2017/11, Reviewer: *International Journal of Contemporary Hospitality Management*, Manuscript ID: IJCHM-11-2017-07XX (**SSCI**)
14. 2017/09, Reviewer: *Journal of Business-to-Business Marketing*, Manuscript ID: MS # 011017XX (**SSCI**)
15. 2017/01, Reviewer: *Baltic Journal of Management*, Manuscript ID: BJM-02-2016-00XX (**SSCI**)
16. 2016/11, Reviewer: *Journal of Organizational Change Management*, Manuscript ID: JOCM-11-2016-02XX (**SSCI**)
17. 2015/11, Reviewer: *Science and Technology Management Journal*, Manuscript

ID: TM1510-0X (TSSCI)

18. 2014/09, Reviewer: *Industry and Management Forum*, Manuscript ID: No. 14-IMF-0XX (TSSCI)

19. 2014/08, Reviewer: *Sun Yat-Sen Management Review*, Manuscript ID: 270XX (TSSCI)

20. 2014/07, Reviewer: *Management Decision*, Manuscript ID: MD-07-2014 -04XX (SSCI)