



CELESTE SP NG

EDUCATION, RESEARCH AND PRACTICE | WEBSITE:
HTTP://CELESTENG.MIS.YZU.EDU.TW/ OR
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LinkedIn: [Profile](#)
Website: [Link](#)

OBJECTIVE

My life objective is to challenge the unknown and explore new areas in my career and life!

SKILLS

1. Spoken Languages: English and Chinese
2. Specializing in:
(1) planning and evaluating digital transformation & digital marketing strategic plans
(2) Social media marketing
(3) ERP post-

EXPERIENCE

ASSOCIATE PROFESSOR • DEPT. OF INFORMATION MANAGEMENT, YUAN ZE UNIVERSITY • FEB 2014 – CURRENT

Having more than 15 years of experience in doing research and teaching at a university. Teaching in courses like MIS, Project Management, & Digital Marketing. I had obtained nine research grants from the government. I have written 59 publications, most of which are single-author or first-author.

DIGITAL TRANSFORMATION EDUCATION TRAINER & CONSULTANT, AT FAR-EASTERN NEW CENTURY (FENC) • NOVEMBER 2020 – DECEMBER 2023

Conducted more than 10 training sessions for both offline and online classrooms. Trained more than 500 top and middle-level managers on digital transformation business strategies. Provided various consulting services on digital transformation planning and business process innovation. ([YouTube Video](#))

DEPUTY CIO & CHIEF OF SECTION, SYSTEM DEVELOPMENT • YUAN ZE UNIVERSITY • AUG 2019 – MAY 2020

Managing various IS systems' re-evaluation, project management, IT resources reorganization, YZU APP 2.0 stickiness analysis, IS



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implementation
management

3. Admin work (IT
service
department):
overseeing
functional-unit work
and employee-
relationship
management.

system procurement evaluations, YZU APP 2.0 new function project
monitoring & performance evaluation. ([YouTube Video](#))





CHIEF OF SECTION, NETWORK AND MEDIA• YUAN ZE UNIVERSITY • JAN 2019 – JUL 2019

Managing and directing the operations of the Section; teamworking
in YZU bilingual APP 2.0 (Chinese-English translation)
development and participating in the email system MS Exchange
2016 upgrade project; and improving the team's working
atmosphere and collaboration.

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Website: [Link](#)

EDUCATION

-  PH.D. • FEB 2003 • QUEENSLAND UNIVERSITY OF TECHNOLOGY
(QUT), AUSTRALIA (under scholarships) • THESIS Title: ERP
MAINTENANCE AND UPGRADE
-  GOOGLE CLOUD DATA ANALYTICS [CERT](#) • AUGUST 2024
•GOOGLE
-  GOOGLE CLOUD DIGITAL LEADER [CERT](#) • JULY 2023 •GOOGLE
-  DIGITAL BUSINESS STRATEGY [CERT](#) • 2020 • MIT SLOAN SCHOOL
OF MANAGEMENT
-  AI IN MARKETING [CERT](#). •2021 • COURSERA
-  PSYCHOLOGY [CERT](#). •2021 • COURSERA
- 



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AWARDS

- ✚ EMI MASSIVE OPEN ONLINE COURSES (MOOCS) AWARD, COLLEGE OF INFORMATICS, YUAN ZE UNIVERSITY, JULY 2024, 2025.
- ✚ EMI INNOVATIVE TEACHING AWARD, COLLEGE OF INFORMATICS, YUAN ZE UNIVERSITY, JULY 2024, 2025.
- ✚ HIGHER EDUCATION ENHANCEMENT PROJECT EXECUTION AWARD (高教深耕執行計畫獎勵), YUAN ZE UNIVERSITY, NOVEMBER 2024.
- ✚ IMPACTFUL RESEARCH PAPER AWARD, YUAN ZE UNIVERSITY, (110 學年度教師研究績效—2017-2021 年五年內有三年連續入榜論文), JULY 2022.
- ✚ BEST REVIEWER AWARD, AUSTRALASIAN CONFERENCE ON INFORMATION SYSTEMS (ACIS), 2014.
- ✚ ENCOURAGEMENT AWARD IN RESEARCH, 2012.
- ✚ 2012 INNOVATIVE TEACHING AWARD, YUAN ZE UNIVERSITY, (教學卓越計畫~創新教學優良獎), DECEMBER 2012.
- ✚ COUNSELING AND SERVICE EXCELLENCE, DEPARTMENT OF INFORMATION SYSTEMS AWARD, (輔導暨服務特優), 2011, 2012, 2013, 2015.
- ✚ PAPER: "A MAINTENANCE-DATA-MODEL OF ENTERPRISE RESOURCE PLANNING," – NOMINATED FOR BEST PAPER AWARD, AUSTRALASIAN CONFERENCE ON INFORMATION SYSTEMS (ACIS), 2001.
- ✚ JOINT-SCHOLARSHIP FOR PH.D. DEGREE (1999-2002).
- ✚ JOINT-SCHOLARSHIP FOR MASTER DEGREE (1997-1998).



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RESEARCH GRANTS (FOR DETAILS: VISIT MY [WEBSITE](#))

Government Sponsored Research Projects: [\[Top\]](#)

♥ [Social Media Marketing Projects](#)

"The Nature of Online Social Media Brand Consumer Loyalty: A Functional Theory of Attitude Perspective," MOST 105-2410-H-155-025, 1/8/2015 --- 31/7/2017

"Effective Social Media Content Management for Consumer Satisfaction," MOST 104-2410-H-155-026, 1/8/2015 --- 31/7/2016

"The Impact of Social Media Management on Brand Equity," MOST 103-2410-H-155-023, 1/8/2014 --- 31/7/2015

"Investigation of the Impact of Social Networking Services on Business Performance," NSC 102-2410-H-155-038, 1/8/2013 --- 31/7/2014

"Impact of Culture on Intention to Purchase in Social Commerce in a Cross-country Context," NSC 101-2410-H-155-005, 1/8/2012 --- 31/7/2013

"Examining the Contextual Factors Influencing Social Network Sites Adoption," NSC 99-2410-H-155-031, 1/8/2010 --- 31/7/2011

♥ [Enterprise Resource Planning \(ERP\) Maintenance and Upgrade Projects](#)

"Enterprise Resource Planning (ERP) Upgrade Decision: Toward a Unified View," NSC 100-2410-H-155-012, 1/8/2011 --- 31/7/2012

"Examining Multilevel Perspective on Enterprise System Success," NSC 97-2410-H-155-033, 1/8/2008 --- 31/7/2009

"An Investigation into the Suitability and Adoption Issues of Software Engineering Standards for Maintenance Process Management: An Enterprise Resource Planning Context," NSC 93-2416-H-155-008, 1/8/2004 --- 31/7/2005



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RESEARCH PUBLICATIONS (FOR DETAILS: VISIT MY WEBSITE)

Research Areas:

(1) Digital Marketing

(2) Enterprise Resource Planning (ERP) Maintenance and Upgrade

(1) Digital Marketing (2010-now) [Top](#)

Refereed Journal Publications (https://www.researchgate.net/profile/Celeste_Ng/; <https://orcid.org/0000-0001-5153-5900>):

1. Ng, C. S.-P., & Wang, E. T. G., 2019. "Impact of Social Media Management Styles on Willingness to be a Fan: A Transaction Cost Economics Perspective." Pacific Asia Journal of Information Systems (PAJAIS), (ESCI), 11(2), 6-38.
2. Ng, C. S.-P., & Lee-Post, A., 2019. "An Examination of Factors that Influence Social Networking Community Participation Among Millennial." International Journal of Technology Diffusion (IJTD), 10(2), 34-68.
3. Ng, C. S.-P., 2013. "Intention to Purchase on Social Commerce Websites across Cultures: A Cross-regional Study." Information & Management, 50(8), 609-620. (SSCI/SCI, Impact factor: 1.627). (<http://dx.doi.org/10.1016/j.im.2013.08.002>)

Refereed Book Chapters:

1. Ng, C.S.-P., 2014, "An Exploratory Study of Metrics Used to Measure the Impacts of Social Media Utilization on Business Performance," in: *Encyclopedia of Information Science and Technology*, M. Khosrow-Pour (Editor), Idea Group, Inc.: Hershey, PA, Third Edition, (URL: <https://www.igi-global.com/chapter/an-exploratory-study-of-metrics-used-to-measure-the-impacts-of-social-media-utilization-on-business-performance/112701>), pp. 2816-2826, 2014.

Refereed Conference Publications:

1. Ng, C.S.-P., 2017. "The Obstacles in Social Media Engagement: The Need for an Overarching Management Process," The 21st Pacific Asia Conference on Information Systems (PACIS), Langkawi, Malaysia, July 16-20, 2017, pp.1-14 (<http://aisel.laisnet.org/pacis2017/216>).
2. Ng, C. S.-P. and Wang, W. Y.-C., 2013. "Best Practices in Managing Social Media for Business," International Conference on Information Systems (ICIS), Milan, Italy, December 15-18, 2013, pp. 1-10 (<http://aisel.laisnet.org/icis2013/proceedings/ResearchInProgress/39/>).
3. Ng, C.S.-P., 2013. "Factors Affecting the Business Performance of Firms Utilizing Social Media," The 17th Pacific Asia Conference on Information Systems (PACIS), Jeju Island, South Korea, pp. 1-11 (<http://www.pacis-net.org/file/2013/PACIS2013-237.pdf>).
4. Ng, C.S.-P., 2013. "An Exploratory Study Of Metrics Used In Measuring The Impacts Of Utilizing Social Networking Services On Business Performance," The 9th International Conference on Knowledge Community, Taipei, Taiwan.
5. Ng, C.S.-P., 2012. "Examining the Cultural Difference in the Intention to Purchase in Social Commerce," Paper presented at the The 16th Pacific A Conference on Information Systems (PACIS), Hi Chi Minh City, Vietnam, pp. (online publication: http://www.pacis2012.org/files/papers/pacis2012_T23_Ng_2.pdf)
6. Ng, C.S.-P., 2011. "Moderating Effect of Collegiate Major Selection on Social Network Site Continuing Use in Students," The 11th International Conference of Decision Sciences Institute (IDSI), Taipei, pp. 711-712.

Refereed Conference Publications (with students):

1. Chen, C.-I., and Ng, C. S.-P., 2025. "The Impact of Augmented Reality in Digital Marketing" (擴增實境在數位行銷中的影響) International Symposia on Striving for Excellence in Higher Education: Theories and Applications of Information Technology and Management (2025) 追求高教卓越國際學術研討會, Ming Chuan University, Taoyuan, Taiwan, 14th March 2025, pp. 58-68.
2. Huang, C. Y., Ku, F. Y., and Ng, C. S.-P., 2025. "Factors Effecting the Security of Cryptocurrency Exchange Platforms: User Vs. Expert Perspectiv (影響加密貨幣交易平台之安全性因素:用戶與專家觀點) International Symposia on Striving for Excellence in Higher Education: Theories and Applications of Information Technology and Management (2025) 追求高教卓越國際學術研討會, Ming Chuan University, Taoyuan, Taiwan, 14th March 2025, pp. 279-288.
3. Tseng, Y.-H., and Ng, C. S.-P., 2024. "The Impact of Organizational Culture in Digital Transformation: Case Studies from the Retailing Industry" (組織文化對數位轉型的影響: 零售業案例研究). The 18th International Conference on Innovation, Management and Knowledge Community



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(2) Enterprise Resource Planning (ERP) Maintenance and Upgrade (1999-2018) [Top](#)

Refereed Journal Publications (https://www.researchgate.net/profile/Celeste_Ng; <https://orcid.org/0000-0001-5153-5900>):

1. Ng, C.S.-P., 2013. "A Case Study on the Impact of Customization, Fitness, and Operational Characteristics on Enterprise-wide System Success, User Satisfaction and System Use." *Journal of Global Information Management*, 21(2), 19-41, 2013. (SSCI, Impact factor: 1.222). (<http://www.igi-global.com/article/case-study-impact-customization-fitness/73787>)
2. Ng, C.S.-P., 2013. "Exploring Relationships in Tailoring Option, Task Category, and Effort in ERP Software Maintenance." *International Journal of Enterprise Information System*, 9(2), 83-105, 2013. (EI compendex) (URL: <http://www.igi-global.com/article/exploring-relationships-tailoring-option-task/77852>)
3. Ng, C.S.-P., 2012. "A Case on ERP Custom Add-on in Taiwan: Implications to System Fit, Acceptance and Maintenance Costs." *International Journal of Enterprise Information System*, 8(4), 44-62, 2012. (EI compendex) (URL: <http://resources.igi-global.com/production/proofs/IEIS/IEIS.pdf>)
4. Ng, C.S.-P., and G.G. Gable, 2010. "Maintaining ERP Packaged Software – A Revelatory Case Study." *Journal of Information Technology*, 25(1), 65-90, 2010. (SSCI, Impact factor: 2.907) (URL: [doi:10.1057/jit.2009.8](https://doi.org/10.1057/jit.2009.8))
5. Chang, S.-I., D.C. Yen, C.S.-P. Ng, and W.-T. Chang, 2012. "An Analysis of IT/IS Outsourcing Provider Selection for Small- and Medium-sized Enterprises in Taiwan." *Information & Management*, 49(5), 199-209, 2012. (SSCI/SCI, Impact factor: 2.627)
6. Chang, S.-I., D.C. Yen, C.S.-P. Ng, I.-C. Chang, and S.-Y. Yu., 2011. "An ERP System Performance Assessment Model Development Based on the Balanced Scorecard Approach." *Information Systems Frontiers*, 13(3), pp. 429-450, 2011. (SCI, Impact Factor: 1.596) (URL: <http://www.springerlink.com/content/2124355217w403pt/>)
7. Chang, S.-I., C.S.-P. Ng, Y.-N. Shih, and G.-Y. Hung, 2009. "A Drug Safety Risk Management and Assessment Mechanism for Community Pharmacy in Taiwan." *Journal of the Chinese Institute of Industrial Engineers (JCIE)*, 26(5), p. 344-354, 2009. (EI compendex, and TSSCI)
8. Chang, P.-C., C.-H. Liu, J.-L. Lin, C.-Y. Fan, and C.S.-P. Ng, 2009. "A Neural Network with a Case Based Dynamic Window for Stock Trading Prediction." *Expert Systems with Application* 36, p. 6889-6898, 2009. (SCI, Impact factor: 2.908).
9. Ng, C.S.-P., G.G. Gable, and T. Chan, 2002. "An ERP-client Benefits-oriented Maintenance Taxonomy." *Journal of Systems and Software*, 64(2), pp. 87-109, 15 November 2002. (SCI, Impact factor: 1.277)
10. Ng, C.S.-P., 2001. "A Decision Framework for Enterprise Resource Planning Maintenance and Upgrade: A Client Perspective." *Journal of Software Maintenance and Evolution: Research and Practice*, 13(6), pp. 431-468, 2001. (SCI, Impact factor: 0.971)

Refereed Book Chapters:

1. Ng, C.S.-P., 2018. "Emergent Theory for Enterprise Resource Planning Upgrade Decision : A Multiple Case Study," in *Global Information Diffusion and Management in Contemporary Society*, J. Zhang (Editor), IGI Global, Hershey, Pennsylvania, (URL: <https://www.igi-global.com/chapter/emergent-theory-for-enterprise-resource-planning-upgrade-decision/208068>), pp. 98-124.
2. Ng, C.S.-P., 2008. "Enterprise Resource Planning (ERP) Maintenance Metrics for Management," in: *Encyclopedia of Information Science and Technology*, M. Khosrow-Pour (Editor), Idea Group, Inc.: Hershey, PA, Second Edition, pp. 1392-1397.
3. Ng, C.S.-P., 2005. "Enterprise Resource Planning Maintenance Concepts," in: *Encyclopedia of Information Science and Technology*, M. Khosrow-Pour (Editor), Idea Group, Inc.: Hershey, PA, First Edition, pp. 1095-1101.
4. Ng, C.S.-P., 2004. "A Case on Enterprise Resource Planning (ERP) Maintenance and Upgrade Management and Challenges," in: *Managing Strategic Enterprise Systems and e-Government Initiatives in Asia: A Casebook*, S.L. Pan (Editor), World Scientific, River Edge, NJ, pp. 45-60.

Refereed Conference Publications:

1. Ng, C.S.-P. and Wang, E.T.G., 2014. "An Exploratory Study of an Emergent Theory for Enterprise Resource Planning Upgrade Decision," Australasian Conference on Information Systems (ACIS), Auckland, New Zealand, December 8-10, 2014, pp. 1-10.
2. Ng, C.S.-P., 2011. "Enterprise Resource Planning (ERP) Upgrade Decision: Toward A Unified View," The 15th Pacific Asia Conference on Information Systems (PACIS), Brisbane, Australia, pp. (online publication: <http://aisel.aisnet.org/pacis2011/>).
3. Ng, C.S.-P., 2009. "Examining Multilevel Perspective on Enterprise Resource Planning System Success", The 12th International Business Information Management Association (IBIMA), pp. 1485-1490.

VOLUNTEER EXPERIENCE AND SERVICES

Digital marketing consulting or education training with: Oriental Securities Corporation (Jul, 2018), FEIB (Nov, 2016), FE Department Store (Nov, 2016), and Sogo (Dec, 2016). • Academic service: external Ph.D. thesis examiner for universities from Australia & New Zealand, reviewer for journals such as I&M and JSIS, track chair for PACIS conferences, session chair for TWIM workshop, etc.



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