



CELESTE SP NG

EDUCATION, RESEARCH AND PRACTICE | WEBSITE:
[HTTP://CELESTENG.MIS.YZU.EDU.TW/](http://celesteng.mis.yzu.edu.tw/)

OBJECTIVE

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

SKILLS

I can speak and understand both English and Chinese well.

I am good at planning, and writing digital transformation & digital marketing proposals and research papers.

I am doing well in overseeing functional-unit work and employee-relationship management.

EXPERIENCE

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

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

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

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

Managing various IS systems re-evaluation, project management, IT resources re-organization, YZU APP 2.0 stickiness analysis, IS system procurement evaluations, YZU APP 2.0 new function project monitoring & performance evaluation.

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

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

EDUCATION

PH.D. • FEB 2003 • QUEENSLAND UNIVERSITY OF TECHNOLOGY (QUT), AUSTRALIA (under scholarships)

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 journal of I&M and JSIS, track chair for PACIS conferences, session chair for TWIM workshop, etc.



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