



Full Name

Professor Dr. Ooi Keng Boon

Current Position

Dean, Faculty of Business and Information Science

Academic Qualifications

PhD (University of Malaya)

DEng (University of Technology Malaysia)

PgA (University of Warwick, UK)

MBA (University of Southern Queensland, Australia)

B. IT (Distinction), (University of Southern Queensland, Australia)

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<http://www.qs-asia.com/main/files/QS-WOW-NEWS.pdf> (p.41)

Capsule Biography

Dr Ooi Keng-Boon is a Professor of *Industrial Management & Information Systems* and currently the Dean of the Faculty of Business & Information Science at UCSI University, Malaysia. Prior to his academic career, he was a senior IT engineer in a multinational semiconductor factory for 8 years. He was also employed as the Dean of the Faculty of Business and Finance at University Tunku Abdul Rahman (UTAR), one of the largest faculties in the country with approximately 5200 students.

In recognition of his outstanding academic leadership achievements, Dr Ooi was listed as the Top 30 finalists for The Outstanding Young Malaysian (TOYM) Award 2010, organised by the Junior Chamber of Commerce International Malaysia with the endorsement of the Malaysian Ministry of Youth and Sport as well as the Ministry of Information. He received the **Highly Commended Award** in the **Research/Academic** category from the University of Southern Queensland (USQ), Australia for his exceptional achievement in areas of research and academia at the Alumnus of the Year Awards 2016 (<https://www.usq.edu.au/alumni/enewsletter/2016-sep-keng-boon-ooi>). He was honoured with the **National Outstanding Researcher Award** (University Category) for *Industrial Management & Information Systems* discipline in the annual Private Education Excellence Award 2017 Event organized by Private Education Co-operative of Malaysia (Educoop). He has been honored as one of the **finalists**

for the prestigious **Distinguished Alumni Award 2017** organized by the Malaysian Australian Council (MAAC) and supported by the Australian High Commission in Malaysia.

He has authored and co-authored over 100 papers in international refereed journals, of which more than 70 journal papers were published in journals indexed to Thomson Reuters ISI-Web of Science. His current **Harzing's publish or perish H-index is 47 (Scopus H-index = 32)**, with over **5900** citations received from diverse authors and journals across the fields of information technology and industrial management. This includes papers in top-ranked journals such as Decision Support Systems (DSS), Tourism Management (JTMA), Technological Forecasting & Social Change (TFSC), *International Journal of Production and Economics (IJPE)*, Journal of Computer Information Systems (JCIS), Asia Pacific Journal of Management (APJM), Internet Research (IR), Journal of Knowledge Management (JKM), Journal of Service Management (JOSM), International Journal of Manpower (IJM) and Personnel Review (*PR*) (all ranked *tier-1* journals by the Australian Business Deans Council (ABDC) in 2016 Journal Quality List).

His research works have also been identified in 2015 as the **Most Critical 50 Highly Cited Paper** in Technology Acceptance Research, in an article titled "Citations-based analysis of literature: A case study of technology acceptance research" under the *Scientometrics* (Springer; ISI; SCIE). The ranking was based on the citation network constructed from a total of 1555 journal articles published from 1989-2014 using Web of Science (ISI; WOS) database. These papers have been ranked alongside with Davis (1989)'s paper (the creator of Technology Acceptance Model (TAM)), and Venkatesh et al., (2003)'s paper (the creator of Unified Theory of Acceptance and Use of Technology (UTAUT)). In addition, his works were acknowledged as the **Most Critical 20 Routes of Technology Acceptance Model (TAM)** research based on an article published by *The Asian Conference on Literature, Librarianship & Archival Science 2016*, which drew results from a total of 1038 journal articles published between 1989 and 2014 using Web of Science (ISI; WOS) database.

Throughout the years, Dr Ooi has been conferred awards not only in research but also in review, which further testifies to his research prowess and capabilities. Among the notable mentions include **Best Paper Award (2010)**, **Best Research Award (2013)**, and **Honorable Mention Award (2014)** at the *Technology Innovation & Industrial Management (TIIM) Conference; Most Downloaded Telematics and Informatics Articles* (2014; 2015; 2016) by Elsevier (USA); *Most Downloaded Expert Systems with Applications Articles* (2014; 2016) by Elsevier (USA); **Emerald Literati Club Award for Excellence** in recognition of being the **Outstanding Reviewer** for *Industrial Management & Data Systems* in 2011 & 2016 (Emerald, ISI; SCI), and *Online Information Review* in 2014 (Emerald, ISI; SCI). He was named the recipient of the **Best Reviewer Award** by *Total Quality Management & Business Excellence* from 2010 to 2014 (Taylor & Francis, ISI; SSCI). His articles were also recognised as the **Top 25 Most-Hottest Articles** at **Science Direct** by *Expert Systems with Applications* in 2014 (Elsevier, ISI; SCIE), *Telematics & Informatics* (Elsevier, ISI; SSCI) from 2013 to 2017 and *Decision Support Systems* (Elsevier, ISI; SCI) in 2012 and 2015. Other awards that have been bestowed upon him include **Top Cited Article** by *Asian Journal of Technology Innovation* in 2008-2012 (Taylor & Francis, ISI; SSCI), **Most Cited Article** by *Industrial Management & Data Systems* in 2014 (Emerald, ISI; SCIE), **Highly Commended Award** by *Journal of Service Management* in 2015 (Emerald, ISI; SSCI), **Most Cited Article** by *Telematics & Informatics* (Elsevier, ISI; SSCI) in 2015, **Highly Cited Article** by *Decision Support Systems* based on Scopus data (2011-2016) (Elsevier, ISI; SCI) in 2016, **Top Cited Article (2012-2017)** by *Decision Support Systems* based on Scopus data (Elsevier, ISI; SCI) in 2017, **Most Cited Paper** by *Emerald Emerging Markets Case Studies* in 2017 (Emerald, UK), **Highly Cited Articles** by *Telematics & Informatics* based on Scopus data (2012-2017) (Elsevier, ISI; S Cl) in 2017, as well as **Top Cited Author (2014-2017)** by *Telematics and Informatics*, Elsevier.



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He is also the founding editor-in-chief for *International Journal of Modelling in Operations Management* (Inderscience), and a member of the editorial advisory board in numerous Thomson ISI-Ranked journals, which include *Industrial Management & Data Systems* (Emerald, SCI), *Expert Systems with Applications* (Elsevier, ISI; SSCI), *Telematics & Informatics* (Elsevier, ISI; SSCI), *Online Information Review* (Emerald, ISI; SSCI), *International Journal of Mobile Communications* (Inderscience, ISI; SSCI) and *Total Quality Management & Business Excellence* (Taylor & Francis, ISI; SSCI). Additionally, he serves as a member on the editorial review board for the *Journal of Computer Information Systems* (IACIS, ISI; SSCI) and *Employee Relations* (Emerald, ISI; SSCI). He also serves as a reviewer for several leading journals, such as *International Journal of Production and Economics* (Elsevier, ISI; SCI), *Information & Management* (Elsevier, ISI; SSCI), *International Journal of Operations and Production Management* (Emerald, ISI; SSCI) and *International Journal of Production Research* (Taylor & Francis, ISI; SCI).

He was invited as an Editorial panel member to give talks at Academic Conferences in Kasetsart University, Thailand; University of Timisoara, Bari, Italy; Seoul National University of Science and Technology, Korea; University of Oulu, Finland; and Mahidol University, Thailand. He was also an invited *International Advisory Committee member* for the Supply Chain Management and Information Systems (SCMIS 2010) conference organised by Hong Kong Polytechnic University.

Adding to his outstanding list of accolades and achievements, Dr Ooi serves as a *Board member* of the *Private Education Co-operative of Malaysia* as well as the *Chairman of the Academic Bureau Committee* of the Co-operative. He was a *Visiting Professor* to the Department of Industrial Engineering at Kasetsart University, Bangkok, Thailand. He was also the *Singapore Internet Research Centre (SiRC) Associate* with Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore. He was the *Chief External Assessor* for High Impact Research Grant (HIR) in the category of Social Sciences by University Malaya in 2015, the *External Assessor* for NUBS China Research Grant Proposals at the Nottingham University Business School, China in 2013-2014, and the *External Reviewer* for Tenure and Promotion at the Asian Institute of Technology, Thailand in 2016.

Dr Ooi has received various national and international grants, such as the Fundamental Research Grant Scheme (FRGS) from the Malaysian Ministry of Higher Education; The Chartered Institute of Management Accountants (CIMA)'s Centre of Excellence Southeast Asia Research Grant for Malaysian SMEs; and The Sumitomo Foundation Grant for Japan-Related Research Project in 2009 and 2012. He was the project advisor for the government project signed between Kasetsart University, Thailand and State Railway of Thailand in conjunction with the Ministry of Transport, Thailand. This project supports the Royal Thai Government's investment initiatives on the State Railway of Thailand.

Dr Ooi received his Engineering Doctorate (DEng) in Engineering Business Management from the University of Technology Malaysia (UTM) and Doctor of Philosophy (PhD) in Applied Statistics from the University of Malaya (UM). He is also a Fellow Member of the Royal Statistical Society, UK.



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Selected Publications

Ranked by Thomson ISI-Web of Science, from over 70 SCI/SSCI/SCIE Journal publications

1. **Ooi, K. B.**, Hew, J. J., and Lee, V. H., (2018), "Could the mobile and social perspectives of mobile social learning platforms motivate learners to learn continuously?", *Computers & Education*, Vol. 120, pp. 127-145 (Publisher: Elsevier, USA; Thomson Reuters (ISI); JCR-2016 IF = 3.819).
2. Hew, J. J., Leong, L. Y., Tan, G. W. H, Lee, V. H., **Ooi, K. B.**, (2018), "Mobile social tourism shopping: A dual-stage analysis of a multi-mediation model", *Tourism Management*, 65 (2018), 1-19 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE, Ranked 'A*' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016 IF = 4.707).
3. **Ooi, K. B.**, Lee, V. H., Tan, G. W. H., Hew, T. S., Hew, J. J., (2018), "Cloud computing in manufacturing: The next industrial revolution in Malaysia" *Expert Systems with Applications*, Vol. 93, 1 March 2018, pp. 376-394 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE; JCR-2016, IF = 3.928). (Most Downloaded Article, Ranked top 18th on the Top25 by Elsevier, New York, USA (Award certificate).
4. Hew, J. J., Leong, L. Y., Tan, G. W. H., **Ooi, K. B.** and Lee, V. H., (2017, Online), "The age of mobile social commerce: An Artificial Neural Network analysis on its resistance, *Technological Forecasting and Social Change* (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE, Ranked 'A' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016 IF = 2.625).
5. Leong, L. Y., Hew, T. S., **Ooi, K. B.**, Lin, B., (2017, Online), "Do Electronic Word-of-Mouth and Elaboration Likelihood Model Influence Hotel Booking", *Journal of Computer Information Systems*, (Publisher: Taylor & Francis, UK Thomson Reuters (ISI); SCIE; SSCI; A&HCI; Ranked 'A' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016, IF = 0.675).
6. **Ooi, K.B.**, and Tan, G. W. H., (2016), "Mobile technology acceptance model: An investigation using mobile users to explore smartphone credit card", *Expert Systems with Applications*, Vol. 59, pp. 33-36 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE; JCR-2016, IF = 3.928). (Most Downloaded Article 2016 by Elsevier, New York, USA; This article has been featured in the *Telematics & Informatics, Elsevier, Top25 Hottest Articles, Ranked top 2nd on the Top25* (Award certificate).
7. Wong, C.H., Tan, G.W.H., Tan, B.I. and **Ooi, K.B.** (2015), "Mobile Advertising: The Changing Landscape of the Advertising Industry", *Telematics and Informatics*, Vol. 32, No. 4, pp. 720-734 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SSCI; JCR-2016, IF = 3.398). (Most Downloaded Article (April-June 2015) – by Elsevier, New York, USA (Award certificate). This article has been featured in the *Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 7th on the Top25 for Decision Sciences – April to June, 2015*) (Award certificate).



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8. Leong, L.Y., Hew, T.S., Lee, V.H. and **Ooi, K.B.** (2015), "An SEM-Artificial-Neural-Network Analysis of the Relationships between SERVPERF, Customer Satisfaction and Loyalty among Low-Cost and Full-Service Airline", *Expert Systems with Applications*, Vol. 42, No. 19, pp. 6620-6634 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE; JCR-2016, IF = 3.928). (Most Downloaded Article (May - July 2015) by Elsevier, New York, USA (Award certificate). This article has been featured in the Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 3rd on the Top25 for Decision Sciences by Science Direct, July to September, 2015) (Award certificate).
9. Chong, A.Y.L., Liu, M.J., Luo, J. and **Ooi, K.B.** (2015), "Predicting RFID Adoption in Healthcare Supply Chain from the Perspectives of Users", *International Journal of Production Economics*, Vol. 159, pp. 66-75 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE, Ranked 'A*' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016 IF = 3.493).
10. Lee, V.H., **Ooi, K.B.**, Chong, A.Y.L. and Seow, C. (2014), "Creating Technological Innovation via Green Supply Chain Management: An Empirical Analysis", *Expert Systems with Applications*, Vol. 41, No. 16, pp. 6983-6994 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE; JCR-2016, IF = 3.928). (Most Downloaded Article 2014 by Elsevier, New York, USA (Award certificate). This article has been featured in the Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 21st on the Top25 for Decision Sciences – January to December, 2014) (Award certificate).
11. **Ooi, K.B.** (2014), "TQM: A Facilitator to Enhance Knowledge Management? A Structural Analysis", *Expert Systems with Applications*, Vol. 41, No. 11, pp. 5167-5179 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE; JCR-2016, IF = 3.928). (Most Downloaded Article 2014 by Elsevier, New York, USA (Award certificate). This article has been featured in the Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 24th on the Top25 for Decision Sciences – January to December, 2014) (Award certificate).
12. Tan, G.W.H., **Ooi, K.B.**, Chong, S.C. and Hew, T.S. (2014), "NFC Mobile Credit Card: The Next Frontier of Mobile Payment?" *Telematics and Informatics*, Vol. 31, No. 2, pp. 292-307 (Publisher: Elsevier, USA Thomson Reuters (ISI); SSCI; JCR-2016, IF = 3.398). (Top Cited Article based on Scopus data (2014-2018) by Telematics & Informatics, Elsevier, New York, USA (Award certificate). This article has been featured in the Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 4th on the Top25 for Computer Science – January to December, 2014) (Award certificate).
13. Lee, V.H., Leong, L.Y., Hew, T.S. and **Ooi, K.B.** (2013), "Knowledge Management: A Key Determinant in Advancing Technological Innovation?", *Journal of Knowledge Management*, Vol. 17, No. 6, pp. 848-872 (Publisher: Emerald, UK; Thomson Reuters (ISI); SSCI; Ranked Tier 'A' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016, IF = 2.053).



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14. Chong, A.Y.L., Chan, F.T.S. and **Ooi, K.B.** (2012), "Predicting Consumer Decisions to Adopt m-Commerce: Cross Country Empirical Examination between China and Malaysia", *Decision Support Systems*, Vol. 53, No. 1, pp. 34-43 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCI; Ranked 'A*' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016. The said journal is also ranked 'A*' by Australian Council of Professor and Heads of Information Systems; JCR-2016, IF = 3.222) (*Top Cited Article (2012-2017) based on Scopus data by Decision Support Systems, Elsevier, New York, USA (Award certificate)*). This article has been featured in the *Elsevier-ScienceDirect Top25 Hottest Articles, Ranked top 18th on the Top25 for Computer Science – April to June, 2012) (Award certificate)*.
15. Chong, A.Y.L., **Ooi, K.B.** and Sohal, A. (2009), "The Relationship between Supply Chain Factors and Adoption of e-Collaboration Tools: An Empirical Examination", *International Journal of Production Economics*, Vol. 122, No. 2, pp. 150-160 (Publisher: Elsevier, USA; Thomson Reuters (ISI); SCIE, Ranked 'A*' journal by the Australian Business Deans Council (ABDC) Journal Quality List 2016; JCR-2016, IF = 3.493).

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