YI-YU CHEN

Curriculum Vista

Management Department – School of Business
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PROFESSIONAL POSITIONS

Assistant Professor, New Jersey City University (2009 – Present)

Courses taught include: Business Policy, Organizational Theory and Practice, Human Resource Management, Principles of Management, Capsim Foundation Simulation, Capsim Capstone Simulation, and Introduction to Business.

Proposed Program and Course Proposals:

Program Proposal:

1. Revision of new Bachelor of Science in Management Program
2. Program Proposal for our new Supply Chain, Logistics, and Maritime Port Management Program

Course Proposals:

1. Introduction to Supply Chain, Logistics and Port Management (300-level)
2. Logistics and Transportation Management (300-level)
3. Procurement and Supplier Relationship Management (300-level)
4. Decision Intelligence in Supply Chains (300-level)
5. Seminar: Supply Chain, Logistics, and Maritime Port Management (500-level)
6. Graduate Field Experience

Board Member, Confucius Institute at New Jersey City University (2015 – Present)

Faculty Adviser of the Zeta Gamma Chapter at New Jersey City University, *Delta Mu Delta International Honor Society in Business* (2011 – Present)

Duties include (1) working with faculty and school administration to run the chapter successfully; (2) recommending qualified business students for annual

induction ceremony; (3) attesting to the eligibility of membership ordered from National; (4) monitoring the chapter for compliance to their bylaws; and (5) serving as the conduit of communications with Delta Mu Delta Central Office.

Mentor for International Chinese Students (2009 – 2015)

Duties include (1) monitoring students' academic progress to promote active learning; (2) collaborating with Office of International Students at NJCU to facilitate issues related to students' learning at NJCU (e.g., visa, social security card); (3) coordinating with different departments (e.g., library) and agencies (e.g., International Academic Alliance) involved to facilitate the learning experiences of international students; and (4) easing the difficulty of being an international student by offering and organizing various support groups inside and outside the school.

Editor of Management of Innovation Track, *IEEE International Technology Management Conference 2012*

Duties include (1) selecting TPC members; 2) providing a list of keywords for sorting of submissions into the Innovation Track; 3) assigning submissions to TPC members for obtaining reviews; 4) monitoring the review process to collect reviews from TPC members in a timely fashion; 5) making recommendations for acceptance on papers within the Innovation Track; and (6) attending a program committee meeting for the creation of a final program.

Visiting Professor, Philadelphia University (2008 – 2009)

Courses taught include: Business Policy and Strategy, Entrepreneurship Seminar, Principles of Management, International Management, and Industrial Relations.

Editorial Assistant, *IEEE Transactions on Engineering Management* (2002–2011)

Duties include (1) managing the day-to-day manuscript review process, (2) interacting with the Editor-in-Chief, department editors, authors, reviewers etc., to resolve issues during the process, and (3) managing the production of the final copies of the journal for publication. The journal adopts double-blinded peer review system. It publishes about 56 papers per year and receives about 450 submissions annually.

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RESEARCH and TEACHING FOCUSES

My doctoral training was in management and global business with a specialty in strategic management and management of technology and innovation. I motivate myself to conduct research that will contribute to the academic literature as well as exercise empirical impacts upon the business world. I believe that studies should be motivated by issues relevant to practicing managers and should be able to draw useful conclusions and lessons from them. Research topics with empirical value not only benefit the business world but also help transfer the knowledge with increased citation counts.

Influenced by my mentors, I also believe that effective teaching skills are essential and required for professors in business schools. Teaching is not only a way to pass knowledge and experiences, but it also motivates desires for active research agendas that address issues generated from class interactions. I also enjoy experimenting the utilization of advanced information technology to enrich effective teaching methods in classrooms.

TEACHING AND RESEARCH INTERESTS

Strategic Management, Management of Technology and Innovation, Sustainability Management, Supply Chain & Logistics, Entrepreneurship, Organizational Theory and Behavior, Principles of Management, Strategic Alliances, Global Management, Managing Technical Professionals, Business Simulation.

EDUCATION

Rutgers, the State University of New Jersey – 2007
Ph. D. in Management and Global Business
Dissertation: “Effects of Technology Cycles on Strategic Alliances”
Committee Chair: Dr. George F. Farris

Rutgers, the State University of New Jersey
Master of Business Administration (M.B.A.).
Specialization: Management of Technology and Innovation

Chung Yuan University, Chung LI, Taiwan – 1993
Bachelor of Business Administration in International Business

HONORS and AWARDS

Delta Mu Delta Honorary Member (International Honor Society in Business), 2012

Certificate of Appreciation for Portland International Center for Management of Engineering and Technology (PICMET) 2011 Annual Conference

Certificate of Appreciation for Editorial Leadership of IEEE Transactions on Engineering Management, Board of Governors of the IEEE Technology Management Council, 2010

Beta Gamma Sigma Member (National Honor Society), 2004

Dissertation Research Award, Technology Management Research Center, Rutgers, the State University of New Jersey, 2002 – 2003

University Fellowship, Rutgers, the State university of New Jersey, 2002 – 2003

TIM Doctoral Consortium, AOM, Washington D. C., 2001

Summer Research Grant for a research project, Rutgers, the State University of New Jersey, Summer 2000

Distinguished Graduate Award, Chung Yuan University, 1992

RESEARCH ACTIVITIES

PUBLICATIONS & REFFREED PROCEEDINGS

Chen, Y. Y., 2013, “Information Literacy Skills: Wikipedia Knows It All?,” Proceedings of the 2013 Tri-State Best Practices Conference: The Community College as a Place of Transition, Lyndhurst, New Jersey, U.S.A.

Chen, Y. Y., G. F. Farris, and Y. H. Chen, “Effects of Technology Cycles on Strategic Alliances,” *International Journal of Technology Management,* 2011, 53:2/3/4, pp. 121-148.

G. F. Farris and Y. Y. Chen, “Human Resources in R&D,” in C. Cooper, C. Argyris, and W. Starbuck (Eds.) Blackwell Encyclopedia of Management, Volume 13, V. K. Narayanan and G. O’Connor (Eds.) Encyclopedia of Technology and Innovation Management, 2010, Chapter 23, pp. 149-155.

Chen, Y. Y., 2011, “New Innovation Patterns? Lessons Learned from Digital Technology Industries,” Proceedings of the 2011 Annual Conference of Portland International Center for Management of Engineering and Technology (PICMET), Portland, Oregon, U. S. A.

Chen, Y. Y. and G. F. Farris, 2007, “Effects of Technology Cycles on Strategic Alliances,” Proceedings of the 2007 Annual Conference of Portland International Center for Management of Engineering and Technology (PICMET), Portland, Oregon, U. S. A.

Chen, Y. Y., 2001, “How Do Advanced Information Technology and the Internet Affect the Role of Entrepreneur as an Information Collector and Distributor: A Network Approach,” *Proceedings of the 2001 Annual Meeting of the Administrative Science Association of Canada*, London, Ontario, Canada

CONFERENCE PRESENTATIONS

Chen, Y. Y., 2016, “How to Teach Marketable Skills in the Classroom,” Eastern Council of Business Schools and Programs, ACBSP Region 2 25rd Annual Conference, Washington, DC., U.S.A.

Chen, Y. Y., 2014, “Co-Op Education in Higher Education Research,” Proceedings of the 2014 Tri-State Best Practices Conference: The Community College as a Place of Transition, Lyndhurst, New Jersey, U.S.A.

Chen, Y. Y., 2013, “Information Literacy Skills: Wikipedia Knows It All?,” Proceedings of the 2013 Tri-State Best Practices Conference: The Community College as a Place of Transition, Lyndhurst, New Jersey, U.S.A.

Chen, Y. Y., 2011, “New Innovation Patterns? Lessons Learned from Digital Technology Industries,” presented at the 2011 Annual Conference of Portland International Center for Management of Engineering and Technology (PICMET)

Chen, Y. Y. and G. F. Farris, 2007, “Effects of Technology Cycles on Strategic Alliances,” presented at the 2007 Annual Conference of Portland International Center for Management of Engineering and Technology (PICMET)

Chen, Y. Y., 2005, “A Multi-Level Analysis for the Motivations of Forming International Alliances: The Case of Taiwanese Semiconductor Industry,” presented at the 2005 Annual Conference of Portland International Center for Management of Engineering and Technology (PICMET)

Chen, Y. Y., 2001, “How Do Advanced Information Technology and the Internet Affect the Role of Entrepreneur as an Information Collector and Distributor: A

Network Approach," presented at the 2001 Annual Meeting of the Administrative Science Association of Canada, London, Ontario.

RESEARCH IN PROGRESS

Technology Cycles and Supply Chain Management

Supplier Selection Process at Different Stages of Production Life Cycle

Green and Greener Supply Chains: Is Sustainability A Necessity?

Information Literacy Skills at College Level

New Innovation Patterns? Lessons Learned from Digital Technology Industries

Who Benefits from Strategic Alliances: A Perspective from Competence-Enhancing and Competence-Destroying Discontinuity

Battle Field of Industry Standards: The Power of Industry Players At Technology Level

Choices of Location In International Settings: A Value-Chain Analysis

Butterfly Effect of Entrepreneurial Activities on Local Communities

Outsourcing and Offshoring: Lost or Gain for Technical Professionals

Effects of Technology Cycles on the Governance Structure of Alliances

Motivations for Strategic Linkages across Organizational, Industrial, and National Boundaries: The Multifaceted Role of Technology

Role of Entrepreneur as Information Collector and Distributor: A Network Approach

TEACHING EXPERIENCE

Courses Taught at New Jersey City University (2009 – present)

Business Policy
Principles of Management
Organizational Theory and Practice
Introduction to Business
Human Resource Management
Capsim Foundation Simulation
Capsim Capstone Simulation

Courses Taught at Philadelphia University (2008 – 2009)

Business Policy and Strategy
Industrial Relations
Principles of Management
International Management
Entrepreneurship Seminar

Courses Taught at Rutgers, the State University of New Jersey (2002 – 2007)

Business Policy & Strategy
Strategic Management: Competitiveness and Globalization
Business Policy & Strategy
Strategic Management
Contemporary Strategy Analysis

Teaching Assistant, Rutgers, the State University of New Jersey

Managing Technical Professionals, Fall 2000 – Spring 2001
Principles of Management, Spring 1999

Teaching Assistant, Chung Yuan University, Department of International Business

Statistics, Fall 1993 – Fall 1994

ACADEMIC SERVICE

Reviewer National Academy of Management, TIM Division
Reviewer Administrative Science Association of Canada, E&FB Division
Reviewer Strategic Management Society
Reviewer IEEE Transaction on Engineering Management

PROFESSIONAL AFFILIATIONS

Academy of Management- TIM, BPS
Strategic Management Society
APICS Supply Chain Council
IEEE Transactions on Engineering Management