

Hsing Kenneth Cheng

Biography

Interests:

Electronic Commerce, Economics of Information Systems, Supply Chain Management

Education:

Ph.D., University of Rochester, 1992; M.B.A. & B.S., National Chiao-Tung University (Taiwan, R.O.C.), 1983 and 1981

Professor Cheng currently teaches information technology strategy, electronic commerce and supply chain management, object oriented analysis and design. His research interests involve electronic commerce, economics of information systems, and supply chain management. He served on the faculty at The College of William and Mary from 1992 to 1998.

Author:

"Customer-Centric Marketing with Internet Coupons," with Kutsal Dogan, Decision Support Systems, 2008; "The Risk and Information Sharing of the Application Services Supply Chain", with Haluk Demirkan, European Journal of Operational Research, 2008; "Task-Technology Fit of Mobile Commerce in Insurance Industry - An Empirical Study", with Ching-Chang Lee and Hui-Hsin Cheng, Decision Support Systems, 2007; "Optimal Strategies for the Monopoly Intermediary in a Supply Chain of Complementary Web Services," with Qian Candy Tang, Journal of Management Information Systems, 2006-7; "Web Services Technology and Service-Oriented Application Provisioning: An Analytical Study of Application Service Strategies," with Qian Candy Tang, and J. Leon Zhao, IEEE Transactions on Engineering Management, 2006 "Liquid Pricing for Digital Infrastructure Services," with Shubho Bandyopadhyay, International Journal of Electronic Commerce, 2006 "Pricing and Capacity Decisions for Non-Profit Internet Service Providers", with Kutsal Dogan and Richard Elnicki, Information Technology and Management, 2006; "Web Services and Process Management: A Union of Convenience or a New Area of Research?", with J. Leon Zhao, Decision Support Systems, 2005; "Optimal Location and Pricing of Web Services Intermediary," with Q. Candy Tang, Decision Support Systems, 2005; "Web Services Enabled E-Market Access Control Model," with Harry Wang and J. Leon Zhao, International Journal of Web Services Research, 2004; "Performance Models of a Firm's Proxy Cache Server: the Impact of Multimedia Traffic," with Indranil Bose, European Journal of Operational Research, 2004; "Price and Capacity Competition of Application Services Duopoly," with Haluk Demirkan and Gary J. Koehler, Journal of Information Systems and e-Business Management, 2003; "Optimal Pricing Policies of Web-Enabled Application Services," with Gary J. Koehler, Decision Support Systems, 2003; "Graph Indexing of Spatial Data Bases," with J. Leon Zhao, Computers and Operations Research, 2001; "Performance Models of a Firm's Proxy Cache Server," with Indranil Bose, Decision Support Systems, 2000; "Pricing and Capacity Decisions of Clustered

Twin-Computer Systems Subject to Breakdowns," *Decision Support Systems*, 1999; "Optimal Repair of Degrading Computers Under Asymmetric Information and Incentive Incompatibility," with Marshall Freimer, William Richmond, and Ushio Sumita, *Computers and Operations Research*, 1998; "Optimal Internal Pricing and Backup Capacity of Computer Systems Subject to Breakdowns," *Decision Support Systems*, 1997; "A Simulation Model for the Analysis and Management of an Emergency Service System," with Ahmed Zaki and Barnett Parker, *Socio-Economic Planning Sciences*, 1997; "To Purchase or Pirate Software: An Empirical Study," with Ron R. Sims and Hildy Teegen, *Journal of Management Information Systems*, 1997; "Optimal Allocation and Backup of Computer Resources Under Asymmetric Information and Incentive Incompatibility," with Marshall Freimer, William Richmond, and Ushio Sumita, *European Journal of Operational Research*, 1996; "Toward a Profile of Student Pirates," with Ron R. Sims and Hildy Teegen, *Journal of Business Ethics*, 1996; "Optimal Capacity of a Firm's Computer Backup Center," *Computers and Operations Research*, 1995; "Analysis of Economics of Computer Backup Service," with Marshall Freimer and Ushio Sumita, *IEICE Trans. Commun.*, 1992. He also contributed book chapters on "Hacking, Computer Viruses, and Software Piracy: The Implications of Modern Computer Fraud for Corporations" and "The Critical Role of Information Technology for Employee Success in the Coming Decade"

Guest Editor:

Decision Support Systems, *International Journal of e-Business*, *Journal of Information Systems and e-Business Management*, *Production and Operations Management*

Editorial Boards:

International Journal of Mobile Communications (IJMC), *International Journal of Business Process Integration and Management (IJBPIIM)*

Program Chairs and Co-Chairs:

Special Session on Web Services and Process Management, The First International Conference on Web Services (ICWS03), 2003; The Second Workshop on e-Business (WeB 2003), 2003.

Program Committees:

Workshop on e-Business (WeB), 2002-2008; Workshop on Information Technology and Systems (WITS), 2003-2008; IEEE International Conference on Service Computing, 2007-2008; Eighth INFORMS Conference on Information Systems and Technology (CIST), 2003; 2003, Seattle, December 13-14, 2003

Honors and Grants:

The College of William & Mary Summer Research Grants; Warrington College of Business Administration Summer Research Grants; Warrington College of Business Administration Teacher of the Year (2000-2001).