

Chen-Huei Chou

College of Charleston
66 George Street
Charleston, 29424, SC
Phone: (843) 953-2278

Department of Supply Chain
and Information Management
School of Business
E-mail: chouc@cofc.edu

EDUCATION

Ph.D. in Management Science, Aug. 2004 - Aug. 2008

University of Wisconsin-Milwaukee - Sheldon B. Lubar School of Business

Major: **Management Information Systems**

Minor: Marketing

Master of Business Administration, Aug. 2002 - May 2004

University of Illinois at Chicago - Liautaud Graduate School of Business

Major: Management Information Systems

Master of Science in Computer Science and Information Engineering, Sept. 1996 - June 1998

National Cheng Kung University, Taiwan

Bachelor of Science in Information and Computer Engineering, Sept. 1992 - June 1996

Chung Yuan Christian University, Taiwan

CERTIFICATE

Certification in SAP ERPSim Level 1, January 2016

WORK EXPERIENCE

Associate Professor (Tenured), College of Charleston, SC, Aug. 2014 – Present

Assistant Professor, College of Charleston, SC, Aug. 2008 – May 2014

Instructor, Sichuan University, Chengdu, Sichuan, China – University Immersion Program, July 2013, July 2015, July 2016 (summer courses)

Instructor, University of Wisconsin-Milwaukee, WI, Aug. 2007 – Dec. 2007

Senior System Engineer, Acer Incorporated, Taipei, Taiwan, June 2000 – June 2002

Information Systems Specialist, R.O.C. Army General Headquarters, Taiwan, Aug. 1998 – May 2000

AWARDS & HONORS

- The Distinguished Research Award, School of Business, College of Charleston, May 2015.
- Article report entitled “Data Mining: Professor Analyzes Digital Information to Improve Business Practices” for my research achievements, The College Today, College of Charleston, September 16, 2014.
- The Distinguished Teaching Award, School of Business, College of Charleston, May 2014.
- Nomination to Distinguished Teaching Award, School of Business, College of Charleston,

March 2013.

- Nomination to Distinguished Research Award, School of Business, March 2012.
- Global Scholar, College of Charleston, September 2009 – Present.
- Sheldon B. Lubar Scholarship, UWM, May 2008.
- UWM Graduate School Travel Award, May 2008.
- National Science Foundation Student Award for DESRIST 2008, Mar. 2008.
- ICIS 2007 Doctoral Consortium Participant, Dec. 2007.
- Sheldon B. Lubar School of Business Research Support, UWM, Aug. 2007 – Aug. 2008.
- AMCIS 2007 Doctoral Consortium Participant, Aug. 2007.
- Eric Schenker Summer Doctoral Dissertation Scholarship, May 2007.
- Big 10 Information Systems Research Symposium Participant, May 2007.
- First Place, Global Leaders of Tomorrow, Management Game Competition, Carnegie Mellon University, Pittsburgh, PA, July 2002.
- Award for Outstanding Officer, R.O.C. Army, Apr. 2000.
- Award of the Ministry of National Defense, R.O.C., Dec. 1999.
- Ministry of Education Scholarship for Graduate Students, Taiwan, Sept. 1996 – June 1998.

RESEARCH

Research Interests: data mining, text mining, Internet abuse detection, knowledge management, ontology development and learning, e-commerce, and social networking.

Journal Publications

- Liao, H.-L., **Chou, C.-H.**, Li, K.-C., and Lin, Y.-C. (August 2016) Development of Personalized Flexible Report for Manufacturing Execution System Based on Data Warehouse Technology, *International Journal of Computer and Electrical Engineering*, 8(4), 286-295.
- Liu, S. H., **Chou, C.-H.**, and Liao, H.-L. (2015) An Exploratory Study of Product Placement in Social Media, *Internet Research*, 25(2), 300-316.
- **Chou, C.-H.** and Pi, S.-M. (July 2015) The Effectiveness of Facebook Groups for E-Learning, *International Journal of Information and Education Technology*, 5(7), 477-482.
- **Chou, C.-H.**, Zahedi, F. M., and Zhao, H. (December 2014) Ontology-based Design and Evaluation of Natural Disaster Management Websites: Tools and Applications, *MIS Quarterly*, 38(4), 997-1016.
- Liao, H.-L., **Chou, C.-H.**, and Chao, W.-C. (December 2014) Functional Validation and Test Automation for Android Apps, *International Journal of Machine Learning and Computing*, 4(6), 553-558.
- Liao, H.-L., **Chou, C.-H.**, and Chen, B.-H., (October 2014) The Examination of Effects on Perceptions of Innovation Characteristics and Purchase Intention of Electronic Books, *Issues in Information Systems*, 15(2), 1-7.

- Pi, S.-M., **Chou, C.-H.**, and Liao, H.-L. (September 2013) A Study of Facebook Groups Members' Knowledge Sharing. *Computers in Human Behavior*, 29(5), 1971-1979.
- **Chou, C.-H.** (August 2013) Using Tic-Tac-Toe for Learning Data Mining Classifications and Evaluations. *International Journal of Information and Education Technology*, 3(4), 437-441.
- **Chou, C.-H.** and Liu, H.-C. (July 2013) The Effectiveness of Web-Based Foreign Exchange Trading Simulation in an International Finance Course, *Journal of Teaching in International Business*, 24(1), 1-17.
- **Chou, C.-H.** (February 2013) Metrics in Evaluating Software Defects. *International Journal of Computer Applications*, 63(3), 23-29.
- **Chou, C.-H.** and Zahedi, F. M. (2013) When Natural Disasters Strike: Managing Individual and Organisational Needs with Web-Based Systems. *International Journal of Business Continuity and Risk Management*, 4(1), 75-91.
- **Chou, C.-H.** (January 2013) Design and Implementation of jAHP: A Java-based Analytic Hierarchy Process Application. *International Journal of Computer Applications*, 62(15), 35-41.
- **Chou, C.-H.** (October 2012) An Analysis of Top MBA in Information Systems Programs. *Issues in Information Systems*, 13(2), 123-130.
- **Chou, C.-H.** (May 2012) Empirical Evaluations of Automatic Forum Selector. *International Journal of Computer and Communication Engineering*, 1(1), 55-58.
- **Chou, C.-H.**, Zahedi, F. M., & Zhao, H. (January 2011). Ontology for Developing Websites for Natural Disaster Management: Methodology and Implementation. *IEEE Transactions on Systems, Man, and Cybernetics: Part A*, 41(1), 50-62.
- **Chou, C.-H.**, Sinha, A. P., & Zhao, H. (September 2010). A Hybrid Attribute Selection Approach for Text Classification. *Journal of the Association for Information Systems*, 11(9), 491-518.
- **Chou, C.-H.**, Sinha, A. P., & Zhao, H. (March 2010) Commercial Internet Filters: Perils and Opportunities. *Decision Support Systems*, 48(4), 521-530.
- **Chou, C.-H.**, Sinha, A. P., and Zhao, H. (September 2008) A Text Mining Approach to Internet Abuse Detection. *Journal of Information Systems and e-Business Management*, 6(4), 419-439.

Conference Proceedings

- Liao, H.-L., **Chou, C.-H.**, and Liu, S.-H. (2016) "The Effect of Physical Attractiveness and App Types on Use Intentions," *26th International Conference on the Pacific Rim*

Management (ICPRM 2016), Taoyuan, Taiwan, June 2016.

- **Chou, C.-H.** (2015) “Machine Learning Rule Extraction: A Study Using Tic-Tac-Toe Games” *International Conference on Information Management (ICIM 2015)*, Taipei, Taiwan, May 2015.
- Yang, F.-S. and **Chou, C.-H.** (2014) “Prediction of Team Performance and Members’ Interaction: A Study Using Neural Network,” *International Conference on Industrial, Engineering & Other Applications of Applied Intelligent Systems (IEA-AIE-2014)*, Kaohsiung, Taiwan, June 2014.
- **Chou, C.-H.** and Yang, F.-S. (2014) “Examination of Team Performance Predictors: A Data Mining Approach” *International Conference on Information Management (ICIM 2014)*, Taichung, Taiwan, May 2014.
- **Chou, C.-H.** (2013) “Can Machine Learner be a Good Judge? A Study using Tic-Tac-Toe Games,” *International Conference on Information Management (ICIM 2013)*, Tamsui, Taiwan.
- **Chou, C.-H.** (2013) “An Effective Internet Abuse Detection in the Workplace,” *International Conference on Information Management (ICIM 2013)*, Tamsui, Taiwan.
- **Chou, C.-H.**, Sinha, A. P., & Zhao, H. (2008) “Designing Web Page Classifiers as Alternatives to Commercial Internet Filters” In *Proceedings of the third International Conference on Design Science Research in Information Systems and Technology (DESRIST 2008)*, Atlanta, Georgia.
- **Chou, C.-H.** and Zahedi, F. M. (2007) “Ontology Structure of Elements for Web-based Natural Disaster Preparedness Systems” In *Proceedings of the 13th Americas Conference on Information Systems (AMCIS 2007)*, Keystone, CO.
- **Chou, C.-H.**, Sinha, A. P., & Zhao, H. (2006) “Detecting Internet Abuse in the Workplace: A Text Mining Approach” In *Proceedings of the Fifth Workshop on e-Business (WeB 2006)*, Milwaukee, WI.

Book Series

- Yang, F.-S. and **Chou, C.-H.** (2014) “Prediction of Team Performance and Members’ Interaction: A Study Using Neural Network,” *Modern Advances in Applied Intelligence, in Lecture Notes in Computer Science Series*, Vol. 8481, pp. 290-300. [ISBN: 978-3-319-07455-9]

Presentations

- “Effective and Efficient Internet Abuse Detector” *International Conference on Information Systems Engineering (ICISE 2017)*, Charleston, SC, USA, April 2017. [Forthcoming Invited Keynote Speech]

- “Effective and Efficient Internet Abuse Detector” *International Conference on Information System and Data Mining (ICISDM 2017)*, Charleston, SC, USA, April 2017. [Forthcoming Invited Keynote Speech]
- “Effective Internet Abuse Detector” *International Conference on Information and Knowledge Management (ICIKM 2016)*, Beijing, China, July 2016. [Invited Keynote Speech]
- “The Effect of Physical Attractiveness and App Types on Use Intentions,” *26th International Conference on the Pacific Rim Management (ICPRM 2016)*, Taoyuan, Taiwan, June 2016.
- “Modern Internet Abuse Detection” *International Conference on Information and Knowledge Management (ICIKM 2015)*, Shanghai, China, July 2015. [Invited Keynote Speech]
- “Functional Validation and Test Automation for Android Apps” *International Conference on Computational Intelligence and Applications (ICCIA 2014)*, Chengdu, China, August 2014.
- “Using Data Mining for Detecting Internet Abuse in the Workplace” *International Conference on Information and Knowledge Management (ICIKM 2014)*, Bangkok, Thailand, July 2014. [Invited Keynote Speech]
- “The Effectiveness of Facebook Groups for E-Learning” *International Conference on Information and Knowledge Management (ICIKM 2014)*, Bangkok, Thailand, July 2014.
- With Yang, F.-S. “Prediction of Team Performance and Members’ Interaction: A Study Using Neural Network,” *International Conference on Industrial, Engineering & Other Applications of Applied Intelligent Systems (IEA-AIE-2014)*, Kaohsiung, Taiwan, June 2014.
- “Examination of Team Performance Predictors: A Data Mining Approach” *International Conference on Information Management (ICIM 2014)*, Taichung, Taiwan, May 2014.
- “How to Detect Internet Abuse in the Workplace?” *International Conference on Information and Knowledge Management (ICIKM 2013)*, Chengdu, China, July 2013. [Invited Keynote Speech]
- “Using Tic-Tac-Toe for Learning Data Mining Classifications and Evaluations,” *International Conference on Information and Knowledge Management (ICIKM 2013)*, Chengdu, China, July 2013.
- “Can Machine Learner be a Good Judge? A Study using Tic-Tac-Toe Games,” *International Conference on Information Management (ICIM 2013)*, Tamsui, Taiwan, May 2013.

- “An Effective Internet Abuse Detection in the Workplace,” *International Conference on Information Management (ICIM 2013)*, Tamsui, Taiwan, May 2013.
- “An Analysis of Top MBA in Information Systems Programs,” *the International Association for Computer Information Systems 2012 Conference (IACIS 2012)*, Myrtle Beach, SC, Oct. 2012.
- “Empirical Evaluations of Automatic Forum Selector,” *the 2012 International Conference on Database and Data Mining (ICDDM 2012)*, Chengdu, Sichuan, China, May 2012.
- “The Effectiveness of Web-based Foreign Exchange Trading Simulation in International Finance Course,” *the 39th annual meeting of the Academy of Economics and Finance (AEF 2012)*, Charleston, SC, Feb. 2012.
- “A Text Mining Approach to Internet Abuse Detection”, Guest Lecture, Sheldon B. Lubar School of Business, University of Wisconsin-Milwaukee, Aug. 2008.
- “Ontology Structure of Elements for Web-based Natural Disaster Management Systems”, *Doctoral Consortium in International Conference on Information Systems (ICIS 2007)*, Montréal, Québec, Canada, Dec. 2007.
- “Ontology Structure of Elements for Web-based Natural Disaster Management Systems”, *Doctoral Consortium in the 13th Americas Conference on Information Systems (AMCIS 2007)*, Keystone, CO, Aug. 2007.
- “Ontology Structure of Elements for Web-based Natural Disaster Preparedness Systems”, *the 13th Americas Conference on Information Systems (AMCIS 2007)*, Keystone, CO, Aug. 2007.
- “Detecting Internet Abuse in the Workplace: A Text Mining Approach”, *the Fifth Workshop on e-Business (WeB 2006)*, Milwaukee, WI, Dec. 2006.

TEACHING

Teaching Interests: Statistics, business intelligence and data mining, business analytics, business data management, computer based decision modeling, cloud computing, E-commerce, web development, and other MIS courses.

Associate Professor (Tenured), College of Charleston, SC, Aug. 2014 – Present

- DSCI 232 - Business Statistics: Fall 2014, Spring 2015 (2 sections), Summer I 2015, Spring 2016, Summer 2016 (3 sections), Fall 2016 (2 sections).
- DSCI 320 - Management Information Systems: Fall 2014 (2 sections), Summer I 2015, Spring 2016 (2 sections).
- DSCI 323 – Computer Based Decision Modeling: Fall 2016.
- HONS 214 - Honors Business Statistics: Spring 2015.

Assistant Professor, College of Charleston, SC, Aug. 2008 – May 2014

- DSCI 232 - Business Statistics: Fall 2008, Spring 2009, Summer Evening 2009, Fall 2009, Spring 2010, Summer I 2010, Fall 2010, Spring 2011, Summer I 2011, Fall 2011, Spring 2012 (2 sections), Fall 2012, Spring 2013 (2 sections), May Evening 2013, Spring 2014 (2 sections), May Evening 2014, Summer II 2014.
- DSCI 300 - Management Information Systems: Fall 2008 – Fall 2010 (2 sections each)
- DSCI 320 - Management Information Systems: Spring 2011, Fall 2011, Fall 2012 (2 sections each), Spring 2013, Fall 2013 (3 sections).
- DSCI 360 – Business Intelligence and Data Mining: May Evening 2014.
- DSCI 420 - Data Mining: Spring 2010 (Independent Study).
- DSCI 420 - E-Commerce: Spring 2013 (Independent Study).
- HONS 214 - Honors Business Statistics: Spring 2012, Spring 2014.

Instructor, UWM: BUS ADM 530 - Introduction to e-Business, Fall 2007

- Conducted lectures for junior and senior undergraduate students.
- Developed lecture materials, assignments, and exams.

Teaching Assistant, UWM: BUS ADM 230 - Introduction to Management Information Systems, Fall 2005-Spring 2007

- Instructed computer labs for undergraduate students.

Supplementary Instructor, UWM:

BUS ADM 532 - Web Development for Open Business Systems, Spring 2008

- Tutored Web-based Java programming for MIS undergraduate students.

BUS ADM 746 - Programming and Web Development with Java, Fall 2006

- Tutored Web-based Java programming for MIS graduate students.
- Assisted in the configuration of MySQL Server and Apache Jakarta Tomcat Web server.

Project Evaluator, UWM:

BUS ADM 335 - Visual System Development, Fall 2004

- Graded Visual Basic projects, assignments, and exams for MIS undergraduate students.

BUS ADM 740 - Management Information Systems Concepts and Languages, Fall 2004

- Graded Visual Basic projects, assignments, and exams for MIS graduate students.

SERVICES

- **Editor-in-chief:** *International Journal of Knowledge Engineering* (July 2014 – Present)
- **Ad-hoc Journal Reviewer:** *Information Processing Letters* (2006), *Knowledge-Based Systems* (2009—2016), *MIS Quarterly* (2011, 2015), *Expert Systems with Applications* (2013), *Journal of Teaching in International Business* (2013), *Internet Research* (2014, 2016), *Informatics* (2016), *Journal of Advances in Management Sciences and Information Systems* (2016).
- **Conference Chair:** ICIKM 2014, 2015, and 2016 (International Conference on Information and Knowledge Management), ICFET 2015 (International Conference on Frontiers of Educational Technologies), ICINS 2015 (International Conference on Information and Network Security), ICSEM 2016 (International Conference on System Engineering

Management), forthcoming ICISE 2017 (International Conference on Information Systems Engineering), forthcoming ICISDM 2017 (International Conference on Information System and Data Mining).

- **Conference Program Co-Chair:** ICCIA 2014 (International Conference on Computational Intelligence and Applications).
- **Conference Reviewer:** GITM 2006, AMCIS 2006, AMCIS 2007, DESRIST 2008, SCC 2008, ICWS 2008, ICIS 2008, AMCIS 2009, ECIS 2009, ICIS 2009, WITS 2009, AMCIS 2010, DESRIST 2011, ICISTM 2012, DESRIST 2012, MWAIS 2012, ICIKM 2013, AMCIS 2013, ICIS 2013, ICCIA 2014, ICIKM 2014, ACIIDS 2015, ICIKM 2015, ACIIDS 2016, CSWIM2016, ICIKM 2016.
- **Conference Program Committee:** WITS 2009 (Workshop on Information Technologies and Systems), MIC 2011, DESRIST 2011 (Design Science Research in Information Systems and Technologies), ICISTM 2012 (International Conference on Information Systems and Technology Management), DESRIST 2012, MWAIS 2012 (Midwest Association for Information Systems), ICIKM 2013, ACIIDS 2014 (Asian Conference on Intelligent Information and Database Systems), ACIIDS 2015, CSWIM 2015 (China Summer Workshop on Information Management), ACIIDS 2016, CSWIM 2016.
- **Book Reviewer:**
 - *Business Statistics 2nd edition* by Donnelly. Pearson. (Dec. 2012)
 - *MyStatLab* (an online learning tool). Pearson (October 2011)
 - *Business Statistics* by Donnelly. Pearson. (Feb. 2011)
 - *Business Statistics: A First Course* by Sharpe, Veaux, and Velleman. Pearson. (April 2010)
 - *Statistics for Business: Decision Making and Analysis* by Stine and Foster. Pearson. (April 2010)
 - *Information Systems: A Practical Introduction* by Belanger and Van Slyke. Wiley. (Aug. 2010)
- **Services at College of Charleston**
 - Chair, Assurance of Learning/Continuous Improvement Committee, School of Business, College of Charleston, Sept. 2016 – Present.
 - Course Coordinator of DSCI 320 Management Information Systems, School of Business, College of Charleston, Aug. 2014 – Present.
 - School of Business Representation, 2014 Accepted Students Weekend, College of Charleston, March 22, 2014.
 - Assurance of Learning Committee, School of Business, College of Charleston, Aug. 2013 – Aug. 2016.
 - School of Business Representation, 2013 Accepted Students Weekend, College of Charleston, March 22, 2013.
 - Faculty Research and Development Committee, College of Charleston, August 2012 – May 2014.
 - Organizer and Presenter, Workshop of Turnitin Introduction, College of Charleston, April 2012.
 - School of Business Representation, 2012 Accepted Students Weekend, College of Charleston, March 23, 2012.

- Technology Coordinator, Department of Marketing and Supply Chain Management, School of Business, College of Charleston, Dec. 2011– May 2014.
- Faculty Senator, College of Charleston, Sept. 2011 – May 2013.
- Ad hoc Committee of "Centers of Excellence", Department of Marketing and Supply Chain Management, School of Business, College of Charleston, Oct. 2010.
- Committee on Program Excellence, School of Business, College of Charleston, Aug. 2010 – Sept. 2012.
- Judge of Chinese Speech Contest and Performance, School of Languages, Cultures and World Affairs, College of Charleston, Feb. 20th, 2010.
- Academic Department Information Technology Representative, College of Charleston, Oct. 2009 – Present.
- Technology Committee, School of Business, College of Charleston, Aug. 2008 – Aug. 2010.
- **Local Community Service**
 - Board Member, Chinese Association in Greater Charleston, Charleston, SC, Sept. 2011– Present.
 - Vice President, Chinese Association in Greater Charleston, Charleston, SC, Sept. 2011– Jan. 2013.

GRANTS

- \$4000, Summer Research Grant, School of Business, College of Charleston, May 2013.
- \$5000, Summer Research Grant, School of Business, College of Charleston, May 2012.
- \$4000, Summer Research Grant, School of Business, College of Charleston, May 2011.
- \$5000, Summer Research Grant, School of Business and Economics, College of Charleston, May 2009.