

## BENJAMIN YEO

Email: benjkyeo@gmail.com

### EDUCATION

---

- **Ph.D. in Information Sciences and Technology**, Pennsylvania State University, 2007.
- **Master in Communication Studies**, Nanyang Technological University, 2003.
- **Bachelor in Communications Studies**, Nanyang Technological University, 2000.
- **Diploma in Business Administration**, Wigan and Leigh College, 1995.

### ACADEMIC AND PROFESSIONAL EXPERIENCE

---

- **Assistant Professor (Tenure Track).**  
Seattle University, Albers School of Business and Economics, 2019 – present.  
Courses:
  - Introduction to Information Systems
  - Data Mining and Big Data Analytics
  - Financial Modeling for Business Decisions
- **Assistant Professor (Tenure Track); Associate Director, Professional Studies Majors; Faculty Mentor.**  
DePaul University, School for New Learning, 2015 – 2019.  
Courses:
  - Applied Information Management Systems
  - Data Analytics
  - Qualitative Analytics
  - Foundations of Adult Learning
  - Summit Seminar
  - Career Assessment and Planning
  - MIS Career Management Preparedness
- **Assistant Professor.**  
Chapman University, Argyros School of Business and Economics, 2011 – 2014.  
Courses:
  - Principles of Macroeconomics
  - Mathematical Analysis for Business
  - Introduction to Information Systems
  - Intermediate Macroeconomic Theory
  - Introduction to Business Analytics

- **Lecturer (Adjunct).**  
North Central College, School of Business and Entrepreneurship, 2018 – 2019  
Courses:
  - Quality Management (MBA)
  - Management Information Systems
- **Lecturer (Adjunct).**  
Loyola Marymount University, College of Business Administration, 2011 – 2014  
Courses:
  - Introduction to Information Systems
  - Enterprise Management (MBA)
- **Lecturer (Adjunct).**  
University of Redlands, School of Business, 2012 – 2014  
Courses:
  - Economics for Business
- **Lecturer (Adjunct).**  
Fashion Institute of Design and Merchandising, 2010 – 2011  
Courses:
  - Business Information Technology
- **Senior Research Analyst.**  
Milken Institute, 2005 – 2011
  - Regional Economics
  - Business Development
- **Teaching Assistant.**  
Pennsylvania State University, 2002 – 2005
  - Advanced Enterprise Integration
  - Enterprise Integration

## PUBLICATIONS

---

### Academic Journals

- Grant, Delvin and **Yeo, Benjamin**. (2019). Are ICTs really that important in driving industry performance? Accepted for publication in the Journal of Global Information Management (JGIM), Vol. 27, No. 3, pp. 101 – 119.
- **Yeo, Benjamin** and Grant, Delvin. (2019). Exploring the factors affecting global manufacturing performance. In Information Technology for Development (ITD), Vol. 25, No. 1, pp. 92 – 121.

- **Yeo, Benjamin** and Grant, Delvin. (2019). Exploring the effects of ICTs, workforce, and gender on capacity utilization. In *Information Technology for Development (ITD)*, Vol. 25, No. 1, pp. 122 – 150.
- **Yeo, Benjamin**. (2019). What drives university technological innovation outcomes? A revitalised investigation. In the *Journal of Information and Knowledge Management (JIKM)*, vol. 18, No. 3, pp. DOI: [10.1142/S0219649219500357](https://doi.org/10.1142/S0219649219500357).
- Grant, Delvin and **Yeo, Benjamin**. (2018). An exploratory perspective on how crime and informality affect BRICS industry performance. In the *Journal of Global Information Technology Management (JGITM)*, Vol. 21, Issue 4, pp. 242-261.
- Grant, Delvin and **Yeo, Benjamin**. (2018). A global perspective on tech investment, financing, and ICT on manufacturing and service industry performance. In the *International Journal of Information Management (IJIM)*, Vol. 43, December 2018, pp. 130 - 145.
- **Yeo, Benjamin**. (2018) Societal impact of university innovation. In *Management Research Review (MRR)*, Vol. 41, Issue 11, pp. 1309-1335.
- **Yeo, Benjamin** and Grant, Delvin. (2018). Predicting service industry performance using decision trees. In the *International Journal of Information Management (IJIM)*, Vol. 38, Issue 1, pp. 288-300.
- Lin, Hui-Fei, **Yeo, Benjamin**, and Chen, Yen-Shen. (2013) Mobilizing location-based advertising: A study of effectiveness on persuasion. In *Australian Journal of Business and Management Research (AJBMR)*. Vol. 3, No. 6, Sep. 2013, pp. 15-29.
- Chen, Pin-Chun, Lin, Hui-Fei, and **Yeo, Benjamin**. (2013) Strategies for effective product placements in Taiwanese idol dramas. In *American Journal of Business and Management (AJBM)*. Vol. 2, No. 4, 2013, pp. 357-369.
- **Yeo, Benjamin**. (2010). Driving the knowledge economy: The impact of regional innovation capacity. *International Journal of Contemporary Management Research*, Vol. 6(1), 73-88.
- Trauth, Eileen, Quesenberry, Jeria and **Yeo, Benjamin**. (2008). The interaction between gender and environmental context: Influences on women in the IT workforce. *The Data Base for Advances in Information Systems*, Vol. 39(1), 8-32.

## Book Chapters

- **Yeo, Benjamin**. (2014). Knowledge-based economic growth from the social context of information technology. In T. Tsiakis, T. Kargidis, and P. Katsaros (eds.), *Approaches and Processes for Managing the Economics of Information Systems*. Hershey, PA: IGI Global, 309-323.
- **Yeo, Benjamin**. (2011). From information technology to social technology: opportunities and challenges in the knowledge economy. In P. Papadopoulou, P. Kanellis, and D. Martakos (eds.), *Handbook of Research on Social Computing Theory and Practice: Interdisciplinary Approaches*. Hershey, PA: IGI Global, 1-18.
- **Yeo, Benjamin** and Trauth, Eileen. (2009). The call for transformational governance in the knowledge economy. In V. Weerakkody, M. Janssen, and Y. Dwivedi (eds.), *Handbook of*

Research on ICT-Enabled Transformational Government: A Global Perspective. Hershey, PA: IGI Global, 271-290.

- Trauth, Eileen, Huang, Haiyan, Morgan, Allison, Quesenberry, Jeria, and **Yeo, Benjamin**. (2006). Investigating diversity in the global it workforce: An analytical framework. In R. Grifeth, F. Neiderman and T. Ferratt (eds.), *IT Workers: Human Capital Issues in a Knowledge-Based Environment (Research in Human Resource Management)*. Hershey, PA: Information Age Publishing, 331-260.
- Banerjee, Indrajit and **Yeo, Benjamin**. Internet and democracy in Singapore: A critical appraisal. (2003). In I. Bannerjee, (ed.), *Rhetoric and Reality: The Internet Challenge for Democracy in Asia*. Singapore: Times Media Pte. Ltd.

### Book Reviews


- **Yeo, Benjamin**. (2013). Book Review: E-Strategies for Technological Diffusion and Adoption: National ICT Approaches for Socioeconomic Development. *International Journal of Sociotechnology and Knowledge Development*. Vol. 5(4), 59-61.
- **Yeo, Benjamin**. (2012). Book Review: Sustainable Economic Development and the Influence of Information Technologies: Dynamics of Knowledge Society Transformation *International Journal of Sociotechnology and Knowledge Development*, Vol. 4(3), 54-55.
- **Yeo, Benjamin**. (2012). Book Review: Knowledge-Based Development for Cities and Societies: Integrated Multi-Level Approaches. *International Journal of Sociotechnology and Knowledge Development*, Vol. 4(3), 52-53.
- Van Gorp, Annemijn and **Yeo, Benjamin**. (2003). Book Review: Open Networks Closed Regimes – The Impact of the Internet on Authoritarian Rule. In the *Journal of Communication*, Vol. 56(1), 218-219.

### Published Theses and Dissertation

- **Yeo, Benjamin**. (2009). *Political Impact of the Internet: An Analysis of Singapore*. Germany: VDM Verlag.
- **Yeo, Benjamin**. (2009). *Developing a Sustainable Knowledge Economy: The Influence of Contextual Factors*. Germany: VDM Verlag.
- Kuo, Eddie, Choi, Alfred, Lui, Chee Meng, and **Yeo, Benjamin**. (2000). *Parenting Teenagers in the Internet Age: A Manual for Family Life Educators*. Inter-Ministry Committee on Youth Crime, Singapore. Singapore: National Youth Council.

### Conferences/Proceedings

- Lin, Cheng-Hsuan, Lin, Hui-Fei, and **Yeo, Benjamin**. The influence of social TV multitasking behavior on the effectiveness of cross media advertising. Accepted for presentation at the International Communication Association (ICA) Conference 2019, Washington DC.

- **Yeo, Benjamin**, Serenko, Alexander, Palvia, Prashant, Sato, Osam, Sasaki, Jiroschi, Yu, Jie, and Guo, Yue (2018). What drives IT job satisfaction in Taiwan, Japan, and China? Presented at the 24<sup>th</sup> Americas Conference on Information Systems (AMCIS) 2018 from Aug 16 – 18, 2018, in New Orleans, LA.
- **Yeo, Benjamin**. Exploring the continued economic importance of high tech industries: Trends and implications (2018). Accepted for presentation at the 24<sup>th</sup> Americas Conference on Information Systems (AMCIS) 2018 from Aug 16 – 18, 2018, in New Orleans, LA.
- Lu, Wenling and **Yeo, Benjamin**. (2017). Corporate social responsibility and risk taking. Presented at the 47th International Business Research Conference from December 13 – 14, 2017, in Osaka, Japan.
- **Yeo, Benjamin**. (2017). What drives university technological innovation and commercialisation? Accepted for presentation at the 23<sup>rd</sup> Americas Conference on Information Systems (AMCIS) 2017 from Aug 10 – 12, 2017, in Boston, MA.
- **Yeo, Benjamin** and Grant, Delvin. (2016). ICT impact on productivity: Exploring implications of females in the workforce. Presented at the pre-European Conference on Information Systems (ECIS) 2016 Workshop on Global Development, Jun 12 – 15, Istanbul, Turkey.
- **Yeo, Benjamin** and Grant, Delvin. (2016). On manufacturing sector performance: Do information and communication technologies matter? Presented at the pre-European Conference on Information Systems (ECIS) 2016 Workshop on Global Development, Jun 12 – 15, Istanbul, Turkey.
- **Yeo, Benjamin**. (2015). The economic impact of human capital in information systems. Presented at the Americas Conference on Information Systems (AMCIS) Conference 2015, Aug 13 – 15, San Juan, Puerto Rico.
- **Yeo, Benjamin**. (2015). Modelling the Economic impact of innovation capacity: A study of US regions. Presented at the Global Information Technology Management Association (GITMA) Conference 2015, Jun 21 – 23, St. Louis, Missouri.
- Lin, Hui-Fei and **Yeo, Benjamin**. (2013). Mobilizing location based advertising: A study of effectiveness on persuasion. Research Workshop. *Pacific Telecommunications Council 2013*, Jan 20 – 23, Honolulu, Hawaii
- **Yeo, Benjamin**. (2011). Analysing knowledge-based growth: Going beyond innovation. Accepted for presentation at the Americas Conference on Information Systems (AMCIS) 2011, Aug 5 – 7, Detroit, MI.
- Hung, Chen-Ling, Lu, Ching-Chih, and **Yeo, Benjamin**. (2010). Telecommunications reform and network expansion – Lessons from APEC countries. Presented at the International Communications Association Conference 2010, Jun 22 – 26, Singapore.
- Lu, Wen Ling and **Yeo, Benjamin**. (2009). China in the financial downturn: Lessons from the US mortgage market meltdown. Presented at the All China Economics International Conference (ACE) 2009, Dec 11 – 13, Hong Kong.
- **Yeo, Benjamin**. (2008). Driving the knowledge economy: The impact of regional innovation capacity. Presented at the Business and Information Conference 2008 in Seoul, Korea. July 6 – 9, 2008. 

- **Yeo, Benjamin.** (2006). Economic growth from technological innovation: Key drivers in the new economy. Presented at the All China Economics International Conference (ACE) 2006, Dec 18 – 20, Hong Kong.
- **Yeo, Benjamin.** (2006). Sustainable development from information and communication technologies – The case of university versus corporate investments. Presented at the 16th Biennial Conference of the International Telecommunications Society (ITS2006) in Beijing, June 12 – 17, 2006. [L T L]  
[SEP SEP]
- Trauth, Eileen., Quesenberry, Jeria., & **Yeo, Benjamin.** (2005). The influence of environmental context on women in the IT workforce. Presented at the ACM SIG MIS Conference in Atlanta, Georgia. April 14 – 16, 2005.
- Trauth, Eileen, Wong, Perry, and **Yeo, Benjamin.** (2004). Developing a knowledge-based economy: an investigation of cultural influences. Presented at the International Conference on Knowledge Management (ICKM) in Singapore. Dec 13 – 15, 2004.
- Huang, Haiyan., **Yeo, Benjamin,** and Trauth, Eileen. (2004). Exploring the situated context of knowledge management in e-government development. Presented at the International Conference on Knowledge Management in Asia Pacific (KMAP) Conference, Taipei, Taiwan. Dec 7 – 8, 2004. [L T L]  
[SEP SEP]
- **Yeo, Benjamin** and Trauth, Eileen. (2004). E-business potential in California's san Joaquin Valley: An investigation of societal influences. Presented at the International Federation for Information processing (IFIP) 8.4 Conference, Salzburg, Austria. June 18 – 19, 2004.
- **Yeo, Benjamin** and Banerjee, Indrajit. (2003). The Internet and its impact on political participation: A case study of Singapore. Presented at the International Communication Association Conference 2003 in San Diego, California, USA May 25 – 31, 2003. [L T L]  
[SEP SEP]
- **Yeo, Benjamin** and Qian, Jian. (2003). Digital television initiatives: Experiences from the United Kingdom and the United States of America. Presented at the International Communication Association Conference 2003 in San Diego, California, USA, May 25 – 31, 2003. [L T L]  
[SEP SEP]
- Banerjee, Indrajit and **Yeo, Benjamin.** (2002). Re-Assessing the Internet-determinism perspective in democratization: A Critical analysis of Singapore. Presented at the International Communication Association Conference 2002 in Seoul, Korea. July 15 – 19, 2002. [L T L]  
[SEP SEP]
- Choi, Alfred and **Yeo, Benjamin.** (2002). Regulating the media: The Role of the state in reconciling conflicting interests. Presented at the International Communication Association Conference 2002 in Seoul, Korea. July 15 – 19, 2002.

## GRANTS AND AWARDS

---

### Teaching Fellowship

- Collaborative Instruction Fellowship.  
“Applied Data Analytics Courses in Business and Social Science”.  
DePaul University, 2017-18.  
Stipend: \$4,000.

### Research Fellowship

- Provost Collaborative Research Fellowship.  
Principal Investigator.  
“The Role of Information and Communication Technologies in Industry Performance”.  
DePaul University. 2016 – 2017.  
Award: \$19,985.  
Stipend: \$2,000.

### Research Grants

- Competitive Course Release Grant.  
Principal Investigator.  
“The Economic Impact of High Tech Industries: Trends and Implications”.  
DePaul University, 2017-18.  
Award: Course release.
- Competitive Research Grant.  
Principal Investigator.  
“The Context of Information Technology Work in Taiwan: A Global Comparison”.  
DePaul University. 2016 – 2017.  
Award: \$3,500.

## PROFESSIONAL ACTIVITIES

---

### Consulting/ Research/Writing

- Researcher on the analysis of Genesys Works’ economic impact in Texas. 2016 – Present.
- Advisor in analytics and social media business intelligence. Batavia Research. 2013 – 2016.
- Surveillance case documentation and publication. Hikvision Digital Technology Co., Ltd. 2012 – 2014.

## Editorial/Review Board

- Ad-Hoc Reviewer, Journal of Global Information Technology Management (JGITM), Taylor & Francis. 2019 – Present.
- Editorial Board. International Journal of Sociotechnology and Knowledge Development (IJSKD), IGI Global. 2015 – Present.
- Reviewer. The 28<sup>th</sup> Australasian Conference on Information Systems (ACIS). Dec 04 – 06, 2017. Tasmania, Australia.
- Review Board. Special track on Management, Engineering, and Informatics, 19th Multi-Conference on Systemics, Cybernetics and Informatics (WMSCI 2015). Jul 12 – 15, 2015. Orlando, FL.

## Conference Committee

- 4th International Conference on Marketing Studies. Jun 18 – 20, 2014. Taipei, Taiwan. Academy of Taiwan Information Systems Research.

## Internship Advising

- Chapman University, Orange, CA.
- Multiple industries: Ernst & Young, SendGrid, AEG, Turnip Rose Elite Catering, CASA of Orange County.

## Speaking Engagements

- The Implications of Digital Presence: A Content Marketing Index of U.S. Businesses. Pacific Telecommunications Council Conference, Honolulu, January 19, 2014.
- Economic Overview of California and Research Methods. Undergraduate class on American Politics and Public Policy. Occidental College, Los Angeles, October 08, 2009.
- Offering Compelling Multimedia Services. Business Opportunities for Next-Generation Mobile Messaging and Value-Added Services (VAS). CariCam 2008, 7th Annual International Meeting. November 17 – 19, 2008. Cancun, Mexico.

## Funded Industry Research

- Yeo, B. (2017). The Economic Impact of Genesys Works in Texas. Genesys Works, Texas. [http://www.genesysworks.org/media/1993/genesys\\_econ\\_impact\\_final.pdf](http://www.genesysworks.org/media/1993/genesys_econ_impact_final.pdf).
- The Global Biomedical Industry: Preserving US Leadership. Milken Institute, Santa Monica, California, USA, 2011
- California's Position in Technology and Science 2010. Milken Institute, Santa Monica, California, USA, 2011.



- 2010 State Technology and Science Index: Enduring Lessons for the Intangible Economy. Milken Institute, Santa Monica, California, USA, 2011
- Jobs for America: Investments and Policies for Economic Growth and Competitiveness. Milken Institute, Santa Monica, California, USA, 2010
- North America's High-Tech Economy. The Geography of Knowledge-Based Industries. Milken Institute, Santa Monica, California, USA, 2009
- The Greater Philadelphia Life Sciences Cluster 2009: An Economic and Comparative Assessment. Milken Institute, Santa Monica, California, USA, 2009.
- Energizing California: Mapping Chevron's Economic Impacts on the Golden State. Milken Institute, Santa Monica, California, USA, 2009.
- Value of U.S. Life Sciences. A White Paper. Milken Institute, Santa Monica, California, USA, 2007
- Initial Examination on Reforming the California Lottery. Milken Institute, Santa Monica, California, USA, 2007.
- Florida Life Sciences Roadmap. Milken Institute, Santa Monica, California, USA, 2007.
- Nemours Children's Hospital: Advancing Orlando's Life Science and Economic Development. Milken Institute, Santa Monica, California, USA, 2007.
- Pittsburgh Technology Strategy. SWOT Analysis. Milken Institute, Santa Monica, California, USA, 2006.
- Mind-to-Market: A Global Analysis of University Biotechnology Transfer and Commercialization. Milken Institute, Santa Monica, California, USA, 2006.
- Pennsylvania Information and Communications Services Industry Cluster Keystone Innovation, 2004.

## **PROFESSIONAL AFFILIATIONS & CERTIFICATIONS**

---

- ESRI ArcGIS certification
- Association for Information Systems (AIS)
- National Association for Business and Economics (NABE)
- International Telecommunications Society (ITS)

## **SERVICE**

---

- Associate Director of Professional Studies Programs 2017 – 2019
  - College level; School for New Learning, DePaul University
- Teaching, Learning and Assessment Committee 2015 – 2019
  - College level; School for New Learning, DePaul University

- Awards Committee 2017 – 2019
  - College level; School for New Learning, DePaul University
- Director’s Council 2018 – 2019
  - College level; School for New Learning, DePaul University
- Grade Challenge Review Board (Alternate) 2017 – 2019
  - College level; School for New Learning, DePaul University
- Teaching, Learning and Technology Committee 2015 – 2018
  - University level; DePaul University
- Curriculum Committee 2015 – 2017
  - College level; School for New Learning, DePaul University
- Director of Bachelor of Decision Analytics Program 2015 – 2017
  - College level; School for New Learning, DePaul University
- Faculty Council (Alternate) 2015 – 2016
  - University level; DePaul University