

## **Benjamin Yeo**

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### **Education**

#### **The Pennsylvania State University, U.S.A. College of Information Sciences and Technology**

##### **Ph.D. 2002 – 2007 (Conferred in August 2007)**

*Ph.D. Dissertation: An Investigation of Contextual Factors Influencing the Development of a Sustainable Knowledge Economy*

#### **Nanyang Technology University, Singapore School of Communication and Information**

##### **Master's 2000 – 2002 (Conferred in August 2003)**

*Master's Thesis: Internet, Participation & Protest Potentials*  
(Funded by the National Youth Council, Singapore)

##### **Bachelor's (Hons.) 1996 – 2000 (Conferred in August 2000)**

*Honor's Thesis: Cyberporn & Censorship*  
*Classification: 2nd Class Upper*  
(Funded by the National Youth Council, Singapore)

#### **Wigan/Leigh College, U.K.**

##### **Dip. BA 1994 – 1995**

*Certificates: Business Communication, Business Law, Finance, Management, Marketing*

### **Research Publications**

#### **Journal Articles**

Yeo, B. (2010). "Driving the Knowledge Economy: The Impact of Regional Innovation Capacity." In *International Journal of Contemporary Management Research (CMR)*, Vol. 6, No. 1, March 2010, pp. 73-88.

Trauth, E.M., Quesenberry, J.L. and Yeo, B. (2008). "The Interaction Between Gender and Environmental Context: Influences on Women in the IT Workforce." In *Data Base for Advances in Information Systems*, Vol. 39, No. 1, February 2008, pp. 8-32.

Huang, H., Yeo, B., & Trauth, E., (2006). "Exploring the Situated Context of Knowledge Management in E-Government Development." In the *International Journal of Advanced Media and Communications (IJAMC)*, Vol. 1, No. 2. pp. 148-160

Van Gorp, A., & Yeo, B. (2003). "Book Review: Open Networks Closed Regimes – The Impact of the Internet on Authoritarian Rule." In the *Journal of Communication*, Vol. 56, No. 1. pp. 218-219

Hoag, A. *et. al.* (2004). "A Literature Review of Computers and Pedagogy for Journalism and Mass Communication Education." In *Journalism & Mass Communication Educator*, Winter 2003, 57/4.

## Books

Yeo, B. (2009). *Political Impact of the Internet. An Analysis of Singapore*. Germany: VDM Verlag.

Yeo, B. (2009). *Developing a Sustainable Knowledge Economy: The Influence of Contextual Factors*. Germany: VDM Verlag.

Kuo, E., Choi, A., Lui, C.M., Yeo, B., (2000). *Parenting Teenagers in the Internet Age: A Manual for Family Life Educators*. Inter-Ministry Committee on Youth Crime, Singapore. Singapore: National Youth Council.

## Book Chapters

Yeo, B. "From Information Technology to Social Technology: Opportunities and Challenges in the Knowledge Economy." In Papadopoulou, P., Kanellis, P., and Martakos, D. (eds.) *Handbook of Research on Social Computing Theory And Practice: Interdisciplinary Approaches*. IGI: Global. *Forthcoming*.

Yeo, B., & Trauth, E. (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*. Information Science Publishing.

Trauth, E., Huang, H., Morgan, A., Quesenberry, J. and Yeo, B. (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. pp. 331-260.

Banerjee, I. & Yeo, B., (2004). "Internet and Democracy in Singapore: A Critical Apraisal." In Banerjee, I. (ed.), *Rhetoric and Reality: The Internet Challenge for Democracy in Asia*. Singapore: Times Media Pte. Ltd.

## Conferences and Proceedings

Yeo, B. (2010). "Analysing Knowledge-Based Economic Growth: Going Beyond Innovation." Accepted at the *International Conference on Information Society* in London, UK, Jun 28 – 30, 2010.

Yeo, B. (2009). "An Exploratory Assessment of Knowledge-Building Capacity." Accepted at the *IADIS International Conference on Information Systems 2010* in Porto, Portugal, Mar 18 – 20, 2010.

Hung, C.L., Lu, C.C., and Yeo, B. (2009). "Telecommunications Reform and Network Expansion – Lessons from APEC Countries." Presented at the *International Communications Association Conference 2010*, Jun 22 – 26, Singapore.

Yeo, B. (2009). "The Influence of Knowledge-Building Capacities on Growth in the Knowledge Economy: A Study of Metropolitan Regions." Accepted at the *International Conference on Technology, Knowledge, and Society 2010*, Jan 15 – 17, Berlin, Germany.

Lu, W and Yeo, B. (2009). "China in the Financial Downturn: Lessons from the U.S. Mortgage Market Meltdown." Presented at the *All China Economics International Conference (ACE) 2009*, Dec 11 – 13, Hong Kong.

Yeo, B. (2009). "From Human Capital to Knowledge Assets: How Can Regions Create Competitiveness in the Knowledge Economy?" Accepted for presentation at *AGM SIGMIS 2009*, Galway, Ireland.

Yeo, B. (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, B. (2008). "A Contextual Approach to Disruptive Innovation: Theoretical Perspectives for Management." Accepted at the annual *International Federation of Scholarly Associations of Management (IFSAM) Conference 2008* in Shanghai, China. July 26 – 28, 2008.

Yeo, B., (2007). "Defining the Knowledge Economy for Research and Policymaking: A Theoretical Foundation." Accepted at the *All China Economics International Conference (ACE) 2007*, Dec 12 – 14, Hong Kong

Yeo, B., (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, B., (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.

Trauth, E., Quesenberry, J., & Yeo, B., (2004). "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, E., Wong, P., & Yeo, B., (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, H., Yeo, B., & Trauth, E., (2004). "Exploring the Situated Context of Knowledge Management in E-Government Development." *International Conference on Knowledge Management in Asia Pacific (KMAP) Conference Proceedings*. Presented at the *KMAP Conference*, Taipei, Taiwan. Dec 7 – 8, 2004.

Yeo, B., & Trauth, E., (2004). "Infrastructural Challenges in Developing an Information Economy in Humboldt County, California." Presented at the *American Conference on Information Systems (AMCIS)*, New York, U.S.A. August 5 – 8, 2004.

Yeo, B., & Trauth, E., (2004). "E-Business Potential In California's San Joaquin Valley: An Investigation Of Societal Influences." *International Federation for Information processing (IFIP) 8.4 Conference Proceedings*. Presented at the *IFIP Conference*, Salzburg, Austria. June 18 – 19, 2004.

Yeo, B. & Banerjee, I., (2003). "The Internet and its Impact on Political Participation: A Case Study of Singapore." Presented at the *International Communication Association Conference* at San Diego, California, U.S.A. May 25 – 31, 2003.

Yeo, B., & Qian, J., (2003). "Digital Television Initiatives: Experiences from the United Kingdom and the United States of America." Presented at the *International Communication Association Conference* at San Diego, California, U.S.A. May 25 – 31, 2003.

Qian, J., & Yeo, B., (2003). "Cultural Factors in the Digital Transition: Digital Television." Presented at the *Intercultural Communication Conference* at Miami, Florida, U.S.A. Feb 15 – 17, 2003.

Banerjee, I., & Yeo, B., (2002). "Re-Assessing the Internet-Determinism Perspective in Democratization: A Critical Analysis of Singapore." Presented at the *International Communication Association Conference* at Seoul, Korea. July 15 – 19, 2002.

Choi, A., & Yeo, B., (2002). "Regulating the Media: The Role of the State in Reconciling Conflicting Interests." Presented at the *International Communication Association Conference* at Seoul, Korea. July 15 – 19, 2002.

## **Funded Industry Research**

*Jobs for America: Investments and Policies for Economic Growth and Competitiveness*, 2010. Milken Institute, Santa Monica, California, U.S.A.

*North America's High-Tech Economy. The Geography of Knowledge-Based Industries*, 2009. Milken Institute, Santa Monica, California, U.S.A.

*The Greater Philadelphia Life Sciences Cluster 2009: An Economic and Comparative Assessment*, 2009. Milken Institute, Santa Monica, California, U.S.A.

*Energizing California: Mapping Chevron's Economic Impacts on the Golden State*. 2009. Milken Institute, Santa Monica, California, U.S.A.

*Value of U.S. Life Sciences. A White Paper*. 2007. Milken Institute, Santa Monica, California, U.S.A.

*Initial Examination on Reforming the California Lottery*. 2007. Milken Institute, Santa Monica, California, U.S.A.

*Florida Life Sciences Roadmap*. 2007. Milken Institute, Santa Monica, California, U.S.A.

*Nemours Children's Hospital: Advancing Orlando's Life Science and Economic Development*. 2007. Milken Institute, Santa Monica, California, U.S.A.

*Pittsburgh Technology Strategy. SWOT Analysis*. 2006. Milken Institute, Santa Monica, California, U.S.A.

*Mind-to-Market: A Global Analysis of University Biotechnology Transfer and Commercialization*. 2006. Milken Institute, Santa Monica, California, U.S.A.

*Pennsylvania Information and Communications Services Industry Cluster*. 2004.

## **Speaking Engagements**

Guest Speaker. "Economic Overview of California and Research Methods." Class on American Politics and Public Policy. *Occidental College*, Los Angeles, October 08, 2009.

Speaker/Panelist, "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.

## **Academic Editing**

Phumiwasana, T. (2009). *Financial Structure, Economic Growth and Stability: Policy Challenges of the 21st Century*. Benjamin Yeo (Editor). Germany: VDM-Verlag.

## **Article/Research Reviews**

*2010 Academy of Management Annual Meeting. Dare to Care: Passion & Compassion in Management Practice and Research*. Montreal, Canada. August 6 – 10, 2010.

*The 5th International Symposium on Management, Engineering and Informatics: MEI 2009*. Orlando, Florida, USA. July 10 – 13, 2009.

*ACM-SIGMIS 2009 New Concepts and Practices in Preparing, Recruiting, and Retaining IS Professionals in the Global Context.* Limerick, Ireland. May 28 – 30, 2009.

*International Journal of Contemporary Management Research* (2008).

Weerakkody, V. and Janssen, M. (eds.). (2008). *Handbook of Research on ICT-Enabled Transformational Government: A Global Perspective.*

Niederman, F. and Ferratt, T. (eds.). (2005). *Human Resource Management of IT Professionals.* Hershey, PA: Information Age Publishing.

## **Research/Teaching Experience**

### **Research (Economics, policy studies, business development)**

**Milken Institute** **2005 – Present**  
*Senior Research Analyst*

Primary and secondary research, quantitative and qualitative research, proposal development and funding procurement, project management, management and supervision.

### **Teaching**

**Loyola Marymount University** **2010 – Present**  
*Lecturer*

AIMS 3998 Management Information Systems

**TUI University** **2010 – Present**  
*Core Faculty*

BUS 305 Competitive Analysis and Business Cycles  
MAT 201 Basic Statistics

**The Fashion Institute of Design and Merchandising** **2010 – Present**  
*Adjunct Faculty*

BUMT 3450 Business Information Technology

**Pennsylvania State University** **2002 – 2005**  
*Teaching Assistant*

IST 421 Advanced Enterprise Integration  
IST 321 Information and Organization  
IST 321 Systems Integration

Mathematics & Science (GCE 'O' Level)

## ***Certifications and Skills***

### **Geographic Information Systems (GIS)**

ESRI Certification. ArcGIS Desktop I and II.

### **Teaching Certification**

CBEST (California Basic Education Skills Test)

### **Statistics**

SPSS, Excel

### **Research Methods**

Surveys (face-to-face, CATI, online), interviews, case studies, ethnography, experiments, content analysis, focus groups.

### **Computer Languages**

Basic XML, UML, HTML, Javascript, ASP, PHP and others

### **Office Applications**

Excel, Power Point, Project, Visio, Access, Word

### **Languages**

English (1st Language), Mandarin (1st Language), Cantonese and various Chinese dialects.