

國立清華大學第 15 屆新進人員研究獎得獎人簡介



服科所 雷松亞 助理教授

SOUMYA RAY

Academic Degrees (University of Wisconsin-Madison)

Ph.D. Operations and Information Management (focus on Information Systems)

M.S. Industrial Engineering (focus on Manufacturing Production Systems)

B.S. Computer Science

Academic Experience:

Assistant Professor: Institute of Service Science (2010–)
College of Technology Management
National Tsing Hua University

Areas of Interest:

My research looks at the rise of the Internet as the future medium of service delivery and the next stage of our social evolution. As a new researcher in the emerging discipline of service science, I believe that Internet users are not just consumers of transactional services, but are instead holistic participants who desire to exercise their creative, technical, and social skills. In the coming years, I wish to see Taiwan in the forefront of creating novel Internet services that allow people to fully realize their inherently innovative and helpful nature. Through my research, I am exploring ways in which Internet services can tap into the powerful emotions and motivations that drive people to collaborate and co-create value. Through my courses, I am working with students to embrace and extend the latest tools and techniques that allow us to understand the world and serve its people.

Recently Published Papers

Ray, S., Kim, S. S., and Morris, J. G. 2012. “Online Users' Switching Costs: Their Nature and Formation,” *Information Systems Research* (23:1), pp. 197–213.

Ray, S., Ow, T., and Kim, S. S. 2011. "Security Assurance: How Online Service Providers Can Influence Security Control Perceptions and Gain Trust," *Decision Sciences* (42:2), pp. 391–412.

A Word of Gratitude:

I would like to thank National Tsing Hua University for encouraging the efforts and energy of its new faculty. My first two years at NTHU, and in Taiwan, have been an exciting time of new learning and new accomplishments. NTHU continues to offer us the opportunity and resources with which to research and teach to the best of our abilities. I hope to give back by expanding my research outputs, by mentoring new students, and by reaching out to the industries and communities around us. I would also like to thank the faculty, staff, and students of the Institute of Service Science and the College of Technology Management – they have gone the extra mile to welcome me and support me. I am fortunate to have found an academic home where I am both encouraged and challenged to push my research horizons, to embrace cutting-edge technologies, and to learn alongside our outstanding students. I look forward to my future years at NTHU being as productive and enlightening as my first two years.