Trident University Professor’s Research to Be Presented at Information Technology Conference

Dr. Wendy Wang, Information Technology Department Chair at Trident, published a conference proceeding on the formation of IT identity, which will be presented at the Americas Conference on Information Systems 2019 in August.

CYPRESS, Calif. (PRWEB) May 12, 2019 -- With each passing year, information technology plays an increasingly larger role with our daily lives. How much an individual depends on technology – and how much they view IT as being integral to their sense of self – can greatly vary from person to person. The term IT identity is coined to capture the integration of individuals and technologies they use in their daily life.

Dr. Wendy Wang, Department Chair in Trident University International’s (Trident) Glenn R. Jones College of Business, investigated this phenomenon in a recent paper. “Exploring the Formation of IT Identity: A Technology-Value Fit Model,” published with co-authors Dr. Qin Weng and Dr. Jignya Patel, interviewed people of diverse backgrounds to understand how this identity can be shaped.

“Despite their differences, each person we interviewed showed numerous similarities in technology dependence,” states Dr. Wang. “Our model suggests that IT identity forms due to a fit between technology characteristics and a person’s value system.”

This paper will be presented at the Americas Conference on Information Systems (AMCIS) 2019, set for August 15th-17th in Cancun, Mexico.

Dr. Wang is the Chair of Information Management Technology and Computer Science department at Trident. She has a Ph.D. in Management Information System from the University of Mississippi with a minor in computer science.

She has published in the proceedings of conferences and journals such as AMCIS, DSI, Journal of the American Society for Information Science and Technology, and International Journal of Enterprise Information Systems. Her research areas include social media, health care information systems, IT adoption, text abstraction and extraction, ERP implementation, telecommunication, and virtual organizations.

About Trident University

Founded in 1998, Trident University International (Trident) is a leading online postsecondary university serving adult learners. Trident uses the EdActive™ learning approach, which employs case-based learning in an online setting to teach real-world relevant critical thinking skills to enhance the lives and careers of students. Trident offers high-quality associate’s, bachelor’s, master’s, and doctoral degree programs and certificates, led by a qualified faculty team, over 80% of whom have doctoral degrees. Trident is regionally accredited by the WASC Senior College and University Commission (WSCUC) and has over 27,000 alumni, including more than 22,000 with a military affiliation. The University has received multiple acknowledgements from Military Times and Military Advanced Education & Transition for their dedication to military-affiliated students. Visit http://www.trident.edu, Trident’s Facebook page, or call at (855) 290-0290 to learn more about Trident’s wide range of educational options.
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