

# CURRICULUM VITAE

## ALBERT FEI LIU

Assistant Professor

### PERSONAL INFORMATION

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### EMPLOYMENT

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2021 – Now

**Assistant Professor**  
Department of Management and Marketing  
Faculty of Business  
The Hong Kong Polytechnic University

### EDUCATION

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2018 – 2023

**Doctor of Philosophy in Management Information System**  
Department of Information, Technology and Innovation  
Antai College of Economics and Management, Shanghai Jiao Tong University  
Supervisors: Dr. Chee-Wee TAN (Chair), Dr. Eric T.K. LIM, and Dr. Pengzhu ZHANG

2016 – 2021

**Doctor of Philosophy in Digitalization**  
Department of Digitalization, Copenhagen Business School  
Supervisors: Dr. Chee-Wee TAN (Chair), Dr. Eric T.K. LIM, and Dr. Pengzhu ZHANG

2011 – 2016

**Doctor of Philosophy in Computer Science**  
Department of Computer Science, Hong Kong Baptist University  
Supervisors: Dr. Sophia Bo XIAO and Dr. Byron K.K. CHOI

2007 – 2011

## **Bachelor of Computer Science**

Department of Computer Science, Hong Kong Baptist University

## **RESEARCH INTERESTS<sup>1</sup>**

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### **Business Analytics**

- Service Marketing
- Influencer Marketing
- Process Modeling
- Predictive Analytics

### **Digital Behavior**

- Emergent Behavior
- Information Foraging
- Human-Computer Interaction
- Infodemics
- Augmented Intelligence

### **Platform Economy**

- Crowdfunding
- Creator Economy
- Micro-Transaction

## **TEACHING INTERESTS**

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### **Data Science**

- Econometrics (R, Python)
- Probabilistic Modeling (R, Python)
- Business Analytics (R, Python)

### **Behavioral Science**

- Behavioral Research Methodology
- Socio-Technical Perspective
- Digital Innovation

### **Computer Science**

- Programming Fundamentals (Java, Python)
- Hybrid App Development (HTML5, JavaScript, CSS)
- Machine Learning (Natural Language Processing, Random Forest, Deep Learning)
- Decentralized Autonomous Organizations (Solidity)
- Quantum Computing (Qiskit)

## **HONORS AND AWARDS**

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<sup>1</sup> Research interests pertinent to my thesis are underscored.

## Research

- 2018 Emerald Literati Award for Excellence 2018 for Highly Commended Paper in Internet Research
- 2018 Participant at the 25<sup>th</sup> European Conference of Information Systems (ECIS 2018) Doctoral Consortium
- 2017 Winner of Pitch Your PhD 2017 at Copenhagen Business School
- 2017 Best Doctoral Consortium Paper Award at the 21<sup>st</sup> Pacific Asia Conference on Information Systems (PACIS 2017)
- 2017 Participant at the 21<sup>st</sup> Pacific Asia Conference on Information Systems (PACIS 2017) Doctoral Consortium
- 2014 Best Interdisciplinary Design Award in Kyoto University – Hong Kong Baptist University Joint Workshop on Design for Sustainability (D4S): Mobility and Healthcare, June 12 – 15, 2014

## Teaching

- 2014 Excellent Teaching Assistant Performance Award at Department of Computer Science, Hong Kong Baptist University
- 2012 Excellent Teaching Assistant Performance Award at Department of Computer Science, Hong Kong Baptist University

## Service

- 2024 PolyU Business School Faculty's Team Awards for Outstanding Achievement in the Services Category 2024
- 2019 AIS Doctoral Student Service Award at the 40<sup>th</sup> International Conference on Information Systems (ICIS 2019)
- 2018 Best Reviewer Award for SIGHCI 2018 at the 39<sup>th</sup> International Conference on Information Systems (ICIS 2018)
- 2017 Outstanding Reviewer Track: Social Media and Digital Collaboration at the 38<sup>th</sup> International Conference on Information Systems (ICIS 2017)
- 2016 Best Reviewer Award at the 37<sup>th</sup> International Conference on Information Systems (ICIS 2016)

## PUBLICATIONS

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### ***Publications in Peer-Review Journals***

1. Li, Y., Liu, F., Lim, E.T.K., Tan, C.W., Liu, Y. 2024 "Epidemic of Confidence: Exploring How Contagion Effect Drives Overfunding in Equity Crowdfunding". *MIS Quarterly*. Volume 48 Issue 3, pp. 1193-1222.
2. Huang, T., Su, Q., Yu, C., Zhang, Z., and Liu, F. 2024 "Strategic team design for sustainable effectiveness: A data-driven analytical perspective and its implications". *Decision Support System*. Volume 181, pp. 114-227.
3. Li, Y., Liu, F., Fan, W., Lim, E.T.K., and Liu, Y. 2022 "Exploring the impact of initial herd on overfunding in equity crowdfunding". *Information & Management*. Volume 59 Issue 3, pp. 1-10.
4. Liu, F., Lim, E.T.K., Li, H., Tan, C.W., and Cyr, D. 2019 "Disentangling Utilitarian and Hedonic Consumption Behavior in Online Shopping: An Expectation Disconfirmation Perspective". *Information & Management*. Volume 57 Issue 3, pp. 1-34.

5. Liu, F., Xiao, B., Lim, E.T.K., and Tan, C.W. 2017. "The Art of Appeal in Electronic Commerce: Understanding the Impact of Product and Website Quality on Online Purchases". *Internet Research*. Volume 27 Issue 4, pp. 752-771. **[Emerald Literati Award for Excellence 2018 for Highly Commended Paper in Internet Research]**
6. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W. 2017. "Investigating the Impact of Gender Differences on Alleviating Distrust via Electronic Word-of-Mouth". *Industrial Management & Data Systems*. Volume 117 Issue 3, pp. 620-642.

***Publications in Peer-Review Conference Proceedings***

7. Li, Y., Liu, F., and Lim, K. 2024 "Capitalizing on Viewer Attention: Unraveling the Impact of Attention-Grabbing Stimuli in Visual Social Media Content". In *Proceedings of the 30<sup>th</sup> America's Conference on Information Systems (AMCIS 2024)*, Utah, United States, August 15 – 17. **[Nominated for a Best Paper Award at AMCIS 2024]**
8. Su, Q., Liu, F., and Chen, W. 2024 "The Scope of Inter-Team Collaboration: The Impact of Within-Team, Inter-Team, and TMT Faultlines" In *Proceedings of the 84<sup>th</sup> Annual Meeting of the Academy of Management (AOM 2024)*, Chicago, United States, August 9 – 13.
9. Zhu, J., Cai, Z., Liu, F., Li, Y., Lim, E.T.K., Tan, C.W., and Liu, H. 2021 "Unraveling the Effects of Experience-Based Faultlines in E-Sports Teams: An Empirical Analysis". In *Proceedings of the 81<sup>st</sup> Annual Meeting of the Academy of Management (AOM 2021)*, OCIS Division, Virtual, July 29 – August 4. **[Best Paper for Organizational Communication and Information Systems Division]**
10. Zhao, H., Liu, F., Li, Y., Lim, E.T.K., and Tan, C.W. 2020 "A Configurational View of the Role of Affordances in Enhancing Members' Attachment to Social Networking Sites". In *Proceedings of the 41<sup>st</sup> International Conference on Information Systems (ICIS 2020)*, Virtual, December 13 – 16.
11. Liu, X., Liu, F., Li, Y., Lim, E.T.K., and Tan, C.W. 2020 "Modulating Your Voice: The Role of Paralinguistic Cues in Improving Podcasters' Competitiveness". In *Proceedings of the 24<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
12. Zhao, H., Liu, F., Li, Y., Lim, E.T.K., and Tan, C.W. 2020 "Deciphering the Role of Social Networking Affordances in Enhancing Members' Attachment from a Configurational Perspective: A Preliminary Content Analysis". In *Proceedings of the 24<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
13. Zhu, J., Liu, F., Li, Y., Lim, E.T.K., and Tan, C.W. 2020 "Disentangling the Effect of Experience-Based Faultlines on Team Performance in E-Sports". In *Proceedings of the 24<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
14. Liu, X., Li, Y., Liu, F., Lim, E.T.K., and Tan, C.W. 2020 "Image Analytics: A Consolidation of Visual Feature Extraction Methods". In *Proceedings of the 80<sup>th</sup> Annual Meeting of the Academy of Management (AOM 2020)*, OCIS Division, Vancouver, British Columbia, Canada, August 7 – 11.
15. Fu, S., Jiang, Y., Cai, Z., Liu, F., Lim, E.T.K., and Tan, C.W. (2020) Tell Me What You Want: Exploring the Impact of Offering Option Repertoires on Service Performance in Gig Economy. In *Proceedings of the 53<sup>rd</sup> Hawaii International Conference on System Sciences (HICSS 2020)*, Maui, Hawaii, USA, January 7 – 10.

16. Liu, X., Li, Y., Liu, F., Cai, Z., and Lim, E.T.K. 2019 "Reinventing the Wheel: Explaining Question Duplication in Question Answering Communities". In *Proceedings of the 40<sup>th</sup> International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 15 – 18.
17. Yu, M., Li, Y., Cai, Z., Liu, F., and Tan, C.W. 2019 "From Copy to Practice: Follower's Learning Behavior in Forex Social Trading." In *Proceedings of the 40<sup>th</sup> International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 15 – 18.
18. Fu, S., Liu, F., Cai, Z., Lim, E.T.K., Tan, C.W., Xu, D., and Cui, T. 2019 "Promoting Health-Related Abilities and Behaviors via Health Apps: A Self-Regulation Perspective". In *Proceedings of the 23<sup>rd</sup> Pacific Asia Conference on Information Systems (PACIS 2019)*, Xi'an, China, July 8 – 12.
19. Cai, Z., Liu, F., Lim, E.T.K., Tan, C.W., and Zheng Z.Q. 2018. "Unraveling the Effects of Google Search on Volatility of Cryptocurrencies". In *Proceedings of the 39<sup>th</sup> International Conference on Information Systems (ICIS 2018)*, San Francisco, California, December 13 – 16.
20. Li, Y., Fan, W., Liu, F., Lim, E.T.K., Liu Y., and Tan, C.W. 2018. "Exploring the Nudging and Counter-Nudging Effects of Campaign Updates in Crowdfunding". In *Proceedings of the 22<sup>nd</sup> Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, June 26 – 30.
21. Li, Y., Liu, F., Fan, W., Lim, E.T.K., and Liu Y. 2018. "Early Winner Takes All: Exploring the Impact of Initial Herd on Overfunding in Crowdfunding Context". In *Proceedings of the 22<sup>nd</sup> Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, June 26 – 30.
22. Liu, F., Lim, E.T.K., Tan, C.W., and Wang W.Q. 2017. "Uncovering the Boundary-Spanning Role of Information Systems Research in Trans-Disciplinary Knowledge Advancement". In *Proceedings of the 38<sup>th</sup> International Conference on Information Systems (ICIS 2017)*, Seoul, Korea, December 10 – 13.
23. Liu, F., Lim, E.T.K., Tan, C.W., and Xiao, B. 2017. "Passing down the Experience: Exploring the Effects of Online Customer Reviews on Service Diagnosticity". In *Proceedings of the 38<sup>th</sup> International Conference on Information Systems (ICIS 2017)*, Seoul, Korea, December 10 – 13.
24. Liu, F. 2017. "Designing Judgement Styles: Exploring the Effect of Review Curation Influences Consumer Decision Making". In *Proceedings of the 21<sup>st</sup> Pacific Asia Conference on Information Systems (PACIS 2017)*, Langkawi, Malaysia, July 16 – July 20. **[Best Doctoral Consortium Paper]**
25. Liu, F. 2017. "Numbers Speak where Words Fail: Exploring the Effect of Online Consumer Reviews on Consumer Decision Making". In *Proceedings of the 19<sup>th</sup> International Conference on Human-Computer Interaction (HCI 2017)*, Vancouver, Canada, July 9 – 14.
26. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W. 2016. "Learning by Doing: Understanding the Role of Affordance Informativity in Information Search Performance". In *Proceedings of the 37<sup>th</sup> International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, December 11 – 14. **[Nominated for Best Theory Development Paper]**
27. Liu, F., Tan, C.W. and Lim E.T.K. 2016. "An Algorithmic Historiography of Extant Literature on Internet of Things (IoT)". In *Proceedings of the 37<sup>th</sup> International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, December 11 – 14.
28. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W. 2016. "Is My Effort Worth It? Investigating the Dual Effects of Search Cost on Search Utility". In *Proceedings of the 20<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2016)*, Chiayi, Taiwan, June 27 – July 1.

29. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W. 2016. "Searching for What I Want: Understanding the Impact of Anticipatory Search Control on Search Efficiency". In *Proceedings of the 24<sup>th</sup> European Conference on Information Systems (ECIS 2016)*, Istanbul, Turkey, June 12 – 15.
30. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W., 2016. "Do Others' Opinion Matter? Investigating the Impact of Gender Differences on Trustworthiness of e-WOM". In *Proceedings of the 49<sup>th</sup> Hawaii International Conference on System Sciences (HICSS 2016)*, Grand Hyatt, Kauai, January 5-8.
31. Liu, F., Xiao, B. and Cheung, C.M.K. 2015 "Realizing Your Wishes: Alleviating Online Shopping Hesitation via Peer Consumer Review in Social Shopping Context". In *Proceedings of the 36<sup>th</sup> International Conference on Information Systems (ICIS 2015)*, Fort Worth, Texas, December 13 – 16.
32. Liu, F., Xiao, B., Lim, E.T.K. and Tan, C.W. 2015 "Deciphering Individuals' Preference for User Generated Content: Effects of Personality on Users' Processing of Online Review Information". In *Proceedings of the 36<sup>th</sup> International Conference on Information Systems (ICIS 2015)*, Fort Worth, Texas, December 13 – 16.
33. Liu, F. 2015. "Foraging Online: Understanding How Search Features Influence the Development of Information Search Tactics and Strategies," In *Proceedings of the 19<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore, July 5 – 9.
34. Liu, F. and Xiao, B. 2014. "Do I Switch? Understanding Users' Intention to Switch between Social Network Sites," In *Proceedings of 47<sup>th</sup> Hawaii International Conference on System Sciences (HICSS 2014)*, pp. 551-560.
35. Liu, F. and Xiao, B. 2013. "A Theoretical Model and Empirical Investigation of Social Networking Site Users' Switching Intention". In *Proceedings of the 17<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2013)*, Jeju Island, Korea, June 18 – 22: <http://aisel.aisnet.org/pacis2013/75>.
36. Deng, J, Liu, F., Peng, Y., Choi, B., and Xu, J. 2011. "Predicting the Optimal Ad-Hoc Index for Reachability Queries on Graph Databases". In *Proceedings of the 20<sup>th</sup> ACM International Conference on Information and Knowledge Management (CIKM 2011)*, pp. 2357-1360.

#### ***Manuscripts under Review***

1. Liu, F., Chen, Y., Li, Y., Lim, E.T.K., and Tan, C.W., "Exploring the Effects of Information Scents on Online Information Search Performance: An Experimental Study". Under 3<sup>rd</sup> Round Revision at *Information Systems Research*.
2. Liu F., Li, Y., and Choi, B.C.F., "Responding before Fact-Checking: Understanding Organic Rebuttals against Dubious Content". Under 1<sup>st</sup> Round Review at *Information Systems Research*.
3. Li, Y., Liu, F., Lim, E.T.K., and Tan, C.W., "Digital Replica: Leveraging Artificial Intelligence in Theorizing Visual-Based Human-Computer Interaction". Under 1<sup>st</sup> Round Revision at *MIS Quarterly*.

#### ***Manuscripts in Preparation***

1. Liu, F., Tang P., Li, Y., Wang, T., and Gu, F., "Navigating the Customer Decision Journey: A Multi-State Modeling Framework for Optimizing Lead Management" in preparation for submission to *Journal of Marketing Research: Special Issue on New Methods for the Future of Marketing*.

2. Liu, F., Lim, E.T.K., Tan, C.W., Rai, A., and Wang, W., "Investigating Emergent Information Search Strategy: A Multi-State Modeling Approach" in preparation for submission to *Information Systems Research*.
3. Su, Q., Liu, F., and Ou, A. "The Impact of Faultlines and Star Performers on Team Collaboration" in preparation for submission to *Organization Science*.
4. Li, Y., Li, Q. Wang, T., Liu, F., and Gu, F., "Optimizing Sales with AI: Exploring the Impacts of Automation and Augmentation" in preparation for submission to *Journal of Marketing Research*.

## INVITED PRESENTATIONS

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13 January 2024

**CBS-SJTU Joint Research Center Academic Symposium on Digital Management Theory and Practice [Title: Refuting Falsehoods or Refuting Threats? Understanding Rebuttals to Dubious News]**

Department of Information, Technology and Innovation, Antai College of Economics & Management  
Shanghai Jiao Tong University  
Shanghai, China

6 November 2021

**Alumni Homecoming Workshop on AI and Big Data [Title: Application of Deep Learning in Business Research]**

Department of Computer Science, Faculty of Science  
Hong Kong Baptist University  
Hong Kong

19 November 2019

**CBS-SJTU Joint Research Center Research Seminar [Title: Epidemic of Confidence: Exploring How Contagion Effect Drives Overfunding in Equity Crowdfunding]**

Department of Management Information Systems, Antai College of Economics & Management  
Shanghai Jiao Tong University  
Shanghai, China

30 October 2019

**Department Evaluation Site Visit Research Presentation [Title: A Set-Theoretic Approach to Topic Configurations in Online Healthcare Reviews]**

Department of Digitalization  
Copenhagen Business School  
Copenhagen, Denmark

24 August 2019

**Research Seminar [Title: Machine Learning 101]**

Department of Management Science, School of Management  
University of Science and Technology of China  
Hefei, China

04 July 2019

**Research Seminar [Title: A Set-Theoretic Approach to Topical Configurations in Online Healthcare Reviews]**

School of Management  
Xi'an Jiao Tong University  
Xi'an, China

21 June 2019

**Research Seminar [Title: Reflecting on My Experience as PhD Students]**

Department of Entrepreneurship, Marketing and Management Systems  
Nottingham University Business School China | University of Nottingham Ningbo China  
Ningbo, China

10 May 2019

**Research Seminar [Title: A Reflection on My PhD Experience]**

Business School | The University of Queensland  
Brisbane, Australia

18 April 2019

**Research Seminar [Title: Epidemic of Confidence: Exploring How Contagion Effect Drives Overfunding in Equity Crowdfunding]**

Department of Entrepreneurship, Marketing and Management Systems  
Nottingham University Business School China | University of Nottingham Ningbo China  
Ningbo, China

8 November 2018

**Educational Seminar [Title: Pitch Your PhD]**

Video Clip: <https://www.youtube.com/watch?v=Wv3QJPd-BG8>  
Doctoral Education in Law: Perspectives and Challenges 2018  
The Danish Parliament (Folketinget), Christiansborg, 1240 Copenhagen K  
Copenhagen, Denmark

5 May 2016

**Research Seminar [Title: The Art of Online Foraging: Adaptive Search in Consumer-Generated Content Environments]**

School of Information Systems, Technology and Management  
UNSW Business School | UNSW Australia  
Sydney, Australia

## TEACHING EXPERIENCE

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2<sup>nd</sup> Semester - 2024/2025

**MM5425 Business Analytics** at the Hong Kong Polytechnic University  
Instructor: Deliver the teaching for a class of 52 MBA students.



**Teaching Performance Evaluation (Top 10%):**

Well prepared for class: 4.8/5  
Encouraged students to think in a critical manner: 4.8/5  
Encouraged students to learn independently: 4.8/5  
Presented up-to-date information: 4.8/5  
Stimulated my interest in the subject: 4.7/5  
Provided me with a valuable learning experience: 4.7/5  
Overall, staff member is an effective teacher: 4.7/5

**MM3425 Business Analytics** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 56 undergraduate students.

**Teaching Performance Evaluation:**

Well prepared for class: 3.7/5  
Encouraged students to think in a critical manner: 3.8/5  
Encouraged students to learn independently: 3.8/5  
Presented up-to-date information: 3.9/5  
Stimulated my interest in the subject: 3.7/5  
Provided me with a valuable learning experience: 3.7/5  
Overall, staff member is an effective teacher: 3.6/5

1<sup>st</sup> Semester - 2024/2025

**MM1041 Introduction to Artificial Intelligence and Data Analytics In Business** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 191 undergraduate students.

**Teaching Performance Evaluation (Top 10%):**

Well prepared for class: 4.5/5  
Encouraged students to think in a critical manner: 4.4/5  
Encouraged students to learn independently: 4.4/5  
Presented up-to-date information: 4.5/5  
Stimulated my interest in the subject: 4.4/5  
Provided me with a valuable learning experience: 4.3/5  
Overall, staff member is an effective teacher: 4.4/5

2<sup>nd</sup> Semester - 2023/2024

**MM3425 Business Analytics** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 142 undergraduate students.

**Teaching Performance Evaluation (Top 10%):**

Well prepared for class: 4.5/5  
Encouraged students to think in a critical manner: 4.5/5  
Encouraged students to learn independently: 4.4/5  
Presented up-to-date information: 4.5/5  
Stimulated my interest in the subject: 4.3/5  
Provided me with a valuable learning experience: 4.4/5  
Overall, staff member is an effective teacher: 4.4/5

1<sup>st</sup> Semester - 2023/2024

**MM1041 Introduction to Artificial Intelligence and Data Analytics In Business** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 147 undergraduate students.

**Teaching Performance Evaluation:**

Well prepared for class: 4.3/5

Encouraged students to think in a critical manner: 4.2/5

Encouraged students to learn independently: 4.2/5

Presented up-to-date information: 4.3/5

Stimulated my interest in the subject: 4.0/5

Provided me with a valuable learning experience: 4.1/5

Overall, staff member is an effective teacher: 4.1/5

2<sup>nd</sup> Semester - 2022/2023

**MM3425 Business Analytics** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 155 undergraduate students.

**Teaching Performance Evaluation:**

Well prepared for class: 4.4/5

Encouraged students to think in a critical manner: 4.3/5

Encouraged students to learn independently: 4.3/5

Presented up-to-date information: 4.4/5

Stimulated my interest in the subject: 4.1/5

Provided me with a valuable learning experience: 4.3/5

Overall, staff member is an effective teacher: 4.3/5

1<sup>st</sup> Semester - 2022/2023

**MM1041 Introduction to Artificial Intelligence and Data Analytics In Business** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 160 undergraduate students.

**Teaching Performance Evaluation:**

Well prepared for class: 4.1/5

Encouraged students to think in a critical manner: 4.0/5

Encouraged students to learn independently: 3.9/5

Presented up-to-date information: 4.2/5

Stimulated my interest in the subject: 3.9/5

Provided me with a valuable learning experience: 4.0/5

Overall, staff member is an effective teacher: 4.0/5

2<sup>nd</sup> Semester - 2021/2022

**MM3425 Business Analytics** at the Hong Kong Polytechnic University

Instructor: Design and implement the subject curriculum and deliver the teaching for a class of 174 undergraduate students.

**Teaching Performance Evaluation:**

Well prepared for class: 4.4/5  
Encouraged students to think in a critical manner: 4.2/5  
Encouraged students to learn independently: 4.3/5  
Presented up-to-date information: 4.3/5  
Stimulated my interest in the subject: 3.8/5  
Provided me with a valuable learning experience: 4.2/5  
Overall, staff member is an effective teacher: 4.2/5

**MM6413 Management and Marketing in The Digital World** at the Hong Kong Polytechnic University  
Guest lecturer: "Understanding the Volatility of Cryptocurrency Markets" on Feb 26, 2022.

1<sup>st</sup> Semester - Fall 2017

**BINTO1055U Innovation and New Technology** at Copenhagen Business School

Exercise instructor: Teach the development and business model of hybrid application for undergraduate students.

**Teaching Performance Evaluation:**

Made the course relevant: 3.8/5  
Succeeded in explaining and giving an overview of the content of the course: 3.5/5  
Succeeded in engaging me in the course: 3.4/5  
Made himself/herself comprehensive in the language of instruction: 3.6/5  
Was overall a good teacher: 3.8/5

1<sup>st</sup> Semester - Fall 2016

**BINTO1055U Innovation and New Technology** at Copenhagen Business School

Exercise instructor: Teach the development and business model of hybrid application for a class of 72 undergraduate students.

**Teaching Performance Evaluation:**

Made the course relevant: 3.7/5  
Succeeded in explaining and giving an overview of the content of the course: 3.5/5  
Succeeded in engaging me in the course: 3.4/5  
Made himself/herself comprehensive in the language of instruction: 3.7/5  
Was overall a good teacher: 3.6/5

2<sup>nd</sup> Semester 2014/2015

**GDBU1035 IT and Society** at Hong Kong Baptist University

Guest lecturer: "Bitcoin – Origin of Crypto-Currency" on Mar 13, 2015 and Mar 17, 2015.

1<sup>st</sup> Semester 2014/2015

**CINTO1011U.LA Big Data Management** at Copenhagen Business School

Guest lecturer: "Developing Your Data Driven Application" on Nov 12, 2014.

2<sup>nd</sup> Semester 2013/2014

**GDBU1035 IT and Society** at Hong Kong Baptist University

Guest lecturer: Gave a guest lecture titled "Bitcoin – Origin of Crypto-Currency" on Mar 12, 2014 and Mar 13, 2014.

2<sup>nd</sup> Semester 2013/2014

**COMP7890 Dynamic Web Programming** at Hong Kong Baptist University

Teaching assistant: Conducted weekly lab tutorials for classes of 27 Master of Science students as well as marking assignments.

2<sup>nd</sup> Semester 2012/2013

**I.T.2510 Music, Photo and Movie Processing** at Hong Kong Baptist University

Teaching assistant: Prepared and conducted weekly lab tutorials for classes of 93 students.

1<sup>st</sup> Semester 2012/2013

**COMP7900 Project and Research Skills in I.T. Management** at Hong Kong Baptist University

Teaching assistant: Prepared and conducted weekly lab tutorials for classes of 58 students as well as marking assignments and final exam papers.

2<sup>nd</sup> Semester 2011/2012

**I.T.2510 Music, Photo and Movie Processing** at Hong Kong Baptist University

Teaching assistant: Prepared and conducted weekly lab tutorials for classes of 108 students as well as marking assignments.

1<sup>st</sup> semester 2011/2012

**COMP1150 Object Oriented Programming** at Hong Kong Baptist University

Teaching assistant: Prepared and conducted weekly lab tutorials for classes of 60 students.

## SERVICE TO ACADEMIC COMMUNITY

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### ***Conference Committee***

- *Track Co-Chair* for “AI-Driven Future of Work and Talent Development” Track, 30<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2026), July 4 – 8, Jakarta, Indonesia.
- *Associate Editor* for “Blockchain and DLT” Track, 46<sup>th</sup> International Conference on Information Systems (ICIS 2025), December 14 – 17, Nashville, Tennessee.
- *Associate Editor* for “Digital and Mobile Commerce” Track, 45<sup>th</sup> International Conference on Information Systems (ICIS 2024), December 15 – 18, Bangkok, Thailand.
- *Associate Editor* for “Digital Security, Privacy, Ethics, and Resilience” Track, 28<sup>th</sup> Pacific Asia Conference on Information Systems (PACIS 2024), July 1 – 5, Ho Chi Minh City, Vietnam.
- *Associate Editor* for “IoT, Smart Cities, Services, and Government” Track, 42<sup>nd</sup> International Conference on Information Systems (ICIS 2021), December 12–15, Austin, Texas.
- *Session Chair* for “Designing Innovative Digital Services” Track, 24<sup>th</sup> European Conference on Information Systems (ECIS 2016), June 12–15, Istanbul, Turkey
- *Mini-track Chair* for “Virtual Communities and Collaboration” Track, “Sharing Economy” Mini-track, 23<sup>rd</sup> American Conference on Information Systems (AMCIS 2017), August 10-12, 2017

### ***Workshop Committee***

- *Coordinator* at PolyU for the Joint University Summer Workshop on Information Systems (JUSWIS 2025) hosted at CUHK from 16<sup>th</sup> to 19<sup>th</sup> July 2025.
- *Coordinator* at PolyU for the Joint University Summer Workshop on Information Systems (JUSWIS 2024) hosted at HKU from 7<sup>th</sup> to 10<sup>th</sup> July 2024.
- *Program Co-Chair* for the inaugural Joint University Summer Workshop on Information Systems (JUSWIS 2023) hosted at PolyU Business School from 6<sup>th</sup> to 8<sup>th</sup> July 2023.

***Ad-hoc Reviewer for***

- European Conference on Information Systems (ECIS)
- Hawaii International Conference on System Sciences (HICSS)
- Information and Management (I&M)
- International Conference on Information Systems (ICIS)
- Information Processing & Management (IPM)
- Information Systems Journal (ISJ)
- Information Technology & People (ITP)
- Internet Research (IR)
- Information Systems Frontiers (ISF)
- Information Systems Research (ISR)
- Journal of Information Technology (JIT)
- Journal of Management Information Systems (JMIS)
- Journal of the Association for Information Systems (JAIS)
- MIS Quarterly (MISQ)
- Pacific-Asia Conference on Information Systems (PACIS)

## COMPETENCE AND SKILLS

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- Extensive knowledge of statistics analytical programs including R, LISREL, Smart-PLS, and SPSS)
- Extensive knowledge of Microsoft Office and LaTeX
- Skilled in web programming (i.e., HTML, CSS, PHP, MySQL, and Javascript) and mobile programming (i.e., React Native)
- Experienced in Java and Python programming
- Fluent in English, Mandarin and Cantonese

## REFEREES

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