



## *The Debate on Net Neutrality: A Policy Perspective*

### **Prof. Hsing Kenneth Cheng**

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**Prof. Hsing Kenneth Cheng** is the John B. Higdon Eminent Scholar Chair of Department of Information Systems and Operations Management, Warrington College of Business at the University of Florida. Prior to joining UF, he served on the faculty at The College of William and Mary from 1992 to 1998. He received his Ph.D. in computers and information systems from William E. Simon Graduate School of Business Administration, University of Rochester in 1992. He teaches information technology strategy, object-oriented analysis and design, managerial statistics, and the electronic commerce and supply chain management capstone course. He was awarded the Warrington College of Business Teacher of the Year for 2000-2001, Outstanding Faculty Award for service and teaching excellence to the Professional MBA Class of 2012 of Warrington College of Business, and the 2016-19 University of Florida Research Foundation Professorship.

His research interests focus on analyzing the impact of Internet technology on software development and marketing, and information systems policy issues, in particular, the national debate on network neutrality. He was ranked 20<sup>th</sup> (for the period of 2009-2011) and 16<sup>th</sup> (for the period of 2010-2012) among the world's top-100 researchers in information systems based on publications in the top three information systems journals. His "Toward a Profile of Student Pirates" article was selected by *Journal of Business Ethics* as one of the 49 distinguished articles (out of 4747 published papers in thirty years) in *JBE*'s thirty year anniversary issue. His 2011 *Information Systems Research* paper "The Debate on Net Neutrality – A Policy Perspective" was a required reading in many doctoral seminars on information systems. Using "The Debate on Net Neutrality – A Policy Perspective" with quotation marks for exact Google search generates 152,000 web sources citing this paper as of March 31, 2012. This paper was also quoted in Google's official filing to the Federal Communications Commission (WC Docket No. 07-52) on June 15, 2007. His 2012 *Decision Sciences* paper "Net Neutrality, Broadband Market Coverage, and Innovation at the Edge" was featured in B-School Research Briefs of Bloomberg *Businessweek*. His 2015 *Decision Sciences* paper "Estimating Social Influences from Social Networking Sites" won the best paper award of having the most significant contribution published in the *Decision Sciences* journal of 2015.

He has co-edited several special issues in various information systems journals, and served as an Associate Editor of *Information Systems Research* for 2011-2014. He is currently an Associate Editor of *Decision Sciences*, and Senior Editor of *Journal of the Association for Information Systems*, and *Information Systems and e-Business Management*. He has served on the program committee of many information systems conferences and workshops, and is a program co-chair for the Workshop on E-Business (2003, 2012), and Taiwan Summer Workshop on Information Management (2013, 2018).

**Abstract:** Net neutrality, defined as prohibiting broadband service providers from charging websites for preferential access to their customers, has been under fierce debate. President Trump's recent move to abolish net neutrality raises the debate and political wrestling to a new high. In this lecture, I will provide an overview of historical background and how the debate on net neutrality has evolved since 2006, and offer the key findings from a series of my research in this hot topic.

**Date : 28 August 2018 (Tue)**

**Time : 9:30 am – 10:00 am (Registration)**

**10:00 am – 11:30 am (Public Lecture)**

**Venue : M1607 for registration & M1603 for public lecture**

To register, please send your name, post, organization, & contact number to [mm.notice@polyu.edu.hk](mailto:mm.notice@polyu.edu.hk) on or before 24 August 2018 (Fri).

Registration will be accepted on a first-come-first-served basis.

