

## FENG, Yue (Katherine)

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### EMPLOYMENT

<b>The Hong Kong Polytechnic University</b> Assistant Professor, Department of Management and Marketing	2018.07 - Present
<b>Citibank N.A.</b> Manager, Big Data Analyst for Global Fraud Management	2017.01 - 2018.06
<b>The Hong Kong University of Science and Technology</b> Visiting Scholar, Department of Information Systems, Business Statistics and Operations Management	2016.09 - 2016.12

### EDUCATION

<b>Ph.D. in Information Systems</b> Hong Kong University of Science and Technology <i>Supervisor: TAM, Kar Yan</i>	2010.09 - 2016.06
<b>M.S. in Information Systems</b> Fudan University, Shanghai	2009.09 - 2010.06
<b>B.S. in Statistics</b> Fudan University, Shanghai	2005.09 - 2009.06

### RESEARCH INTERESTS

User-Generated Content, Social Media, Technology Implementation and Usage, Digital Marketing, Generative AI

### JOURNAL PUBLICATIONS

#### Top Journal Publications

Wang, Z., Yin, J., **Feng, Y.**, and Liu, Y., 2023. Modeling Behavioral Dynamics in Digital Content Consumption: An Attention-Based Neural Point Process Approach with Applications in Video Games. Forthcoming at *Marketing Science*. (UTD, A\* in FB List, 5-year Impact Factor: 6.6)

**Feng, Y.**, Claggett, J., Karahanna, E., and Tam, K.Y.<sup>†</sup>, 2022. A Randomized Field Experiment to Explore the Impact of Herding Cues as Catalysts for Adoption. *MIS Quarterly*, 46(2), 1135-1164. (UTD, A\* in FB List, 5-year impact factor: 12.803)

Tam, K.Y., **Feng, Y.** and Kwan, S., 2019. The Role of Morality in Digital Piracy: Understanding the Deterrent and Motivational Effects of Moral Reasoning in Different

Piracy Contexts. *Journal of the Association for Information Systems*, 20(5), 604-628.  
(A in MM List, Scopus Q1, 5-year Impact Factor: 7.790)

Lu, X., Ba, S., Huang, L. and **Feng, Y.**, 2013. Promotional Marketing or Word-Of-Mouth? Evidence from Online Restaurant Reviews. *Information Systems Research*, 24(3), 596-612. (UTD, A\* in FB List, 5-year Impact Factor: 7.2)

### **Other Journal Publications**

Yu, Y., **Feng, Y.**, and Li, S. 2023. Investigation of System Upgrading Success Across Two Usage Contexts: Role of Belief Confirmation and Disconfirmation. Forthcoming at *IEEE Transactions on Engineering Management*. (B in MM List, Scopus Q1, Impact Factor: 5.8)

Tam, K.Y., **Feng, Y.** and Lai, M.C., 2021. Effective Use of Policing Systems: A Two-Stage Study of the Shakedown Period of System Implementation. *IEEE Transactions on Engineering Management*, 68(6), 1839-1854. (B in MM List, Scopus Q1, Impact Factor: 5.8)

Lu, X. and **Feng, Y.**, 2009. The Value of Online Word-Of-Mouth—An Empirical Study Based on Online Restaurant Reviews. *Journal of Management World* (7) 126-132,171. (In Chinese Top List, Impact Factor: 15.148)

### **PAPERS UNDER REVIEW**

**Feng, Y.**, Lu, X., and Zhang, X. “Mutual Disclosures and Content Intimacy in User Engagement: Evidence from an Online Chat Group,” *Conditionally accepted at MIS Quarterly*. (UTD, A\* in FB List, 5-year impact factor: 12.803)

**Feng, Y.**, Yu, Y., Tam, K.Y., and Lai, M. "Effective Intervention in Technology Adaptation: A 2x2 Coping Framework Entailing Contextual and Implementation Variance," Passed the 3<sup>rd</sup> round review at *Journal of the Association for Information Systems*. (A in MM List, Scopus Q1, 5-year Impact Factor: 7.790)

### **WORK-IN-PROGRESS** (\* indicates Ph.D. student supervised)

Chen, Z. \*, **Feng, Y.**, Leung, Fine F., and Xu, X. “Propelling Trending Topics: Exploring the Impact of Affective Congruency on User Participation in Online Discussions,” To be submitted to *Information Systems Research*.

Xu, R., **Feng, Y.**, and Chen, H. “ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience,” To be submitted to *Management Science*.

### **CONFERENCE PROCEEDINGS**

Chen, Z. \* and **Feng, Y.**, 2020. How does Content and Sentiment Coherence Influence Online Discussion? *International Conference on Information Systems (ICIS)*.

- *Best Short Paper in Social Media and Digital Collaboration Track*

**Feng, Y.**, Tam, K.Y., and Wang, C., 2015. Time to Adoption of a New IT Service. *International Conference on Information Systems (ICIS)*, Fort Worth, Texas.

**Feng, Y., Wang, C., and Zhang, X., 2013.** The Impacts of Informant and Friend Relationships on Online Opinion Sharing. *International Conference on Information Systems (ICIS)*, Milan, Italy.

**Feng, Y., and Tam, K.Y., 2013.** Gain and Loss in System Switching: A Behavioral Economics View to Understand the Joint Effects of System Usage Performance on User Satisfaction. *Pacific Asia Conference on Information Systems (PACIS)*, Jeju Island, Korea.

## **WORKSHOPS AND CONFERENCE PRESENTATIONS**

Xu, R., **Feng, Y.,** and Chen, H. 2023. ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience.

- *Conference on Behavioural Science in the Age of Smart Technology, Hong Kong, Jul 2023.*
- *Business & Generative AI Workshop, Wharton San Francisco Campus, Sep 2023.*
- *Conference on Information Systems and Technology (CIST), Phoenix, Arizona, Oct 2023.*
- **Media Coverage:** PR Newswire and Tencent News Reported the Media Version of this Paper.

Chen, Z. \*, **Feng, Y.,** Xu, X., and Leung, F. 2023 Propelling Trending Topics: Exploring the Impact of Affective Congruency on User Participation in Online Discussions, *Joint University Summer Workshop on Information Systems*, Hong Kong.

Wang, Z., Yin, J., and **Feng, Y.,** 2021. Capturing Behavioral Dynamics in Video Games: A Recurrent Marked Point Process Approach, *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas.

Chen, Z. \*, **Feng, Y.,** and Xu, X., 2021. The Impact of Content and Sentiment Coherence on Information Diffusion. *Global Conference on Innovations in Management and Business (GCIMB)*, Online.

- **Best Paper Award**

**Feng, Y.,** Lu, X., and Zhang, X., 2021. Mutual Disclosures and Content Intimacy in Customer Group Engagement: Evidence from Online Chat Groups, *MISQ Author Development Workshop*, Online.

Xu, X., Luo, G., and **Feng, Y.,** 2019. An Empirical Study of User Satisfaction and Continuance Usage of Virtual Reality Applications. *International Conference on Advanced Technology Innovation (ICATI)*, Sapporo, Japan.

Wang, C., **Feng, Y.,** and Zhang, X., 2011. Unpacking Social Influence in Online Ratings. *Workshop on Information Systems and Economics (WISE)*, Shanghai, China.

## **GRANTS**

### **External Grants as PI: 2 GRF and 1 ECS**

- 2024 – **General Research Fund (GRF), PI**

Title: Display More or Less? An Investigation of Digital Product Previews (HK\$415,941; 24 Months)

- 2022 – **General Research Fund (GRF), PI**  
Title: Unveiling the Role of Mutual Disclosure and Content Consensus in Online Group Conversations (HK\$363,493; 24 Months)  
*Selected as an impactful research project in PolyU Annual Report 2021/22*
- 2020 – 2023 **Early Career Scheme (ECS), PI**  
Title: Uncovering Sequential Pattern in Online User Opinions based on Deep Learning Techniques (HK\$456,140; 36 Months)

#### External Grant as Co-I

- 2022 – **King's Flair Development Limited (Donation), Co-I**  
Title: Digital Transformation (HK\$1,500,000, 48 Months)

#### Internal Grant as PI

- 2018 – 2021 **Start-up Grant, PI**  
Title: Social Influence in Online Review Contribution Behavior (HK\$200,000, 36 Months)

### POSTGRADUATE STUDENTS SUPERVISION

Duration	Student Name	Degree Program	My Role
2024.01 –	Yao, Xinyan	Postdoctoral Fellowship	Chief-supervisor
2023.09 –	Qin, Rui	PhD	Chief-supervisor
2022.09 –	Sun, Pengyao	<b>Awardee of the Hong Kong PhD Fellowship Scheme (HKPFS)</b>	Chief-supervisor
2019.09 –	Chen, Zihan	PhD/MPhil	Chief-supervisor
2023 –	Li, Linyi	Doctor of FinTech (DFintech)	Co-supervisor
2023 –	Pao, Bill	Doctor of FinTech (DFintech)	Co-supervisor
2019 – 2020	Cao, Xinfeng	Doctor of Management (DMgt)	Co-supervisor

### TEACHING EXPERIENCE

#### Master/MBA Level

**MM5425:** Business Analytics

*New subject development, including lectures of business analytics theory and hand-on tutorials of Python programming.*

- **2022/23 Sem2:** MSc BM program (Size: 49, SFQ: 4.8, top 10-25%); MSc Mkt program (Size: 37, SFQ: 4.6)
- **2022/23 Sem1:** MSc BA program (Size: 58, SFQ: 4.4)
- **2021/22 Sem2:** MSc BA program (Size: 58, SFQ: 4.6); MSc BM program (Size:

45, SFQ: 4.8, top 10%)

- **2021/22 Sem1:** MBA Core course (Size: 47, SFQ: 4.0)
- **2020/21 Sem2:** MSc BA program (Size: 56, SFQ: 4.6, top 10-25%); MSc BM program (Size: 44, SFQ: 4.7, top 10-25%)

**MM594:** Business Analytics Dissertation

- 2022/23 Sem2 – present: supervise one MSc BA student’s dissertation
- 2021/22 Sem2 – 2022/23 Sem1: supervise two MSc BA students’ dissertation
- 2020/21 Sem2– 2021/22 Sem1: supervise one MSc BA student’s dissertation

**MM5935:** Independent Projects

- 2020 Summer: supervise one MSc BM student’s independent study

**Undergraduate Level**

**MM2422:** Managing Business Information Systems & Applications

- 2019 Spring: Undergraduate class LTL006 (Size: 43, SFQ: 4.3); LTL007 (Size: 46, SFQ: 4.7, top 10-25%)

**ISOM 3360:** Data Mining for Business Analytics (HKUST Lecture: 2016 Fall)

**ISOM2010:** Introduction to Information Systems (HKUST Tutorial: 2013-2016 Spring)

**PROFESSIONAL/COMMUNITY SERVICE**

• **Conference/Workshop Co-Chair, AE, Program Committee:**

- 2023 Hong Kong Joint University Summer Workshop on Information Systems (JUSWIS), *Co-Chair*
- 2023 Pacific Asia Conference on Information Systems (PACIS), *Co-Chair of Track: Artificial Intelligence and Business Analytics*
- 2023 International Conference on Information Systems (ICIS), *Associate Editor of Track: General IS Topics*
- 2023 Conference on Information Systems and Technology (CIST), *Program Committee*
- 2023 HKU PhD Student Theory Development Workshop on Digital Innovation and Management, *Mentor*
- 2022 International Conference on Information Systems (ICIS), *Associate Editor of Track: Human Computer / Robot Interaction*
- 2022 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: Mobile, IoT, and Ubiquitous Computing*
  - **Best Associate Editor Award**
- 2022 International Conference on Smart Finance (ICSF), *Program Committee Member and Session Chair*
- 2021 International Conference on Information Systems (ICIS), *Associate Editor of Track: Blockchain, DLT, and Fintech*
- 2021 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: AI, Machine Learning, and Big Data Analytics*
- 2021 International Conference on Smart Finance (ICSF), *Program Committee*

- 2020 International Conference on Information Systems (ICIS), *Associate Editor of Track: Blockchain, DLT, and Fintech*
- 2020 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: Human Computer Interaction*
- 2019 The 13<sup>th</sup> China Summer Workshop on Information Management (CSWIM), Shenzhen, *Discussant*

- **Journal/Conference Reviewer:**

MIS Quarterly, Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Information & Management, Information Technology and Management, Information Systems Journal, Journal of Electronic Commerce Research, International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), etc.

- **Commercial Competition Judge:**

2019/20 HSBC Life Insurance Innovation Competition, co-organized by HSBC Life and CityU

## **SERVICE FOR FACULTY/DEPARTMENT**

- 2023.04 – **Assistant Dean (External Relations), Faculty of Business**
- 2023 – Member of Faculty Management Committee (FMC)
- 2019 – Academic Advisor for Undergraduate Students (27 Students)
- 2019 – Panel Member of PhD Confirmation of Registration and Mphil Oral Examination (7 Students)
- 2019 – Panel Member of DBA/Dmgt/DFintech R2 (7 Students)
- 2021 – Panel Member of MSc in Business Analytics Dissertation
- 2022 – Mentor for IS PhD students (3 Students)
- 2022 – Examiner for PhD Comprehensive Exam (Economics of IS)
- 2022/23 Department Search Committee Member in Information Systems
- 2022/23 Admission Interview for PhD in Information Systems
- 2022/23 Admission Interview for MBA Programme
- 2022/23 Admission Interview for MSc in Business Analytics Programme
- 2022/23 Admission Interview for Non-JUPAS Undergraduates
- 2022/23 Member of Board of Examiners (BoE) of MBA (Full-time & Part-time)
- 2021/22 Member of Programme Committee of Full-time MBA
- 2020/21/22 Member of Board of Examiners (BoE) of MSc BM
- 2021/22 JUPAS Admission Interview
- 2020/21 Supervisor of UG Capstone Project