

CURRICULUM VITAE

ALBERT FEI LIU

Assistant Professor

PERSONAL INFORMATION

Formal Contact: **Department of Management and Marketing**
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Hong Kong Polytechnic University
Hung Hom, Kowloon
Hong Kong

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EDUCATION

2018 – Now [Expected graduation date: December 2021]

Doctor of Philosophy in Management Information System

Department of Management Information System
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 INTERESTS¹

Business Analytics

¹ Research interests pertinent to my thesis are underscored.

- Service Marketing
- Creator Economy
- Process Modeling
- Predictive Analytics

Digital Behavior

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

Platform Economy

- Crowdfunding
- Creator Economy
- Micro-Transaction

TEACHING INTERESTS

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

Research

- 2018 Emerald Literati Award for Excellence 2018 for Highly Commended Paper in Internet Research
- 2018 Participant at the 25th 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 21st Pacific Asia Conference on Information Systems (PACIS 2017)
- 2017 Participant at the 21st 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

- 2019 AIS Doctoral Student Service Award at the 40th International Conference on Information Systems (ICIS 2019)
- 2018 Best Reviewer Award for SIGHCI 2018 at the 39th International Conference on Information Systems (ICIS 2018)
- 2017 Outstanding Reviewer Track: Social Media and Digital Collaboration at the 38th International Conference on Information Systems (ICIS 2017)
- 2016 Best Reviewer Award at the 37th International Conference on Information Systems (ICIS 2016)

PUBLICATIONS

Papers under Revise and Resubmit

1. Li, Y., Liu, F., Lim, E.T.K., Tan, C.W., Liu, Y. (2019) "Epidemic of Confidence: Exploring How Contagion Effect Drives Overfunding in Equity Crowdfunding," *Under 1st round revise and resubmit at MIS Quarterly (Received major revision decision from the 1st round review).*

Publications in Peer-Review Journals

1. Li, Y., Liu, F., Fan, W., Lim, E.T.K., and Liu, Y. 2019 "Exploring the impact of initial herd on overfunding in equity crowdfunding". *Information & Management. Forthcoming.*
2. 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.
3. 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]**
4. 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.
5. Liu, F., Tan, C.W., Lim, E.T.K. and Choi, B. 2016. "Traversing knowledge networks: an algorithmic historiography of extant literature on the Internet of Things (IoT)". *Journal of Management Analytics*. Volume 4 Issue 1, pp. 3-34.

Publications in Peer-Review Conference Proceedings

6. 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 81st 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]**
7. 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 41st International Conference on Information Systems (ICIS 2020)*, Virtual, December 13 – 16.
8. 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 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
9. 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 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
10. 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 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, United Arab Emirates, June 20 – 24.
11. 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 80th Annual Meeting of the Academy of Management (AOM 2020)*, OCIS Division, Vancouver, British Columbia, Canada, August 7 – 11.
12. 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 53rd Hawaii International Conference on System Sciences (HICSS 2020)*, Maui, Hawaii, USA, January 7 – 10.
13. 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 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 15 – 18.
14. 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 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 15 – 18.
15. 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 23rd Pacific Asia Conference on Information Systems (PACIS 2019)*, Xi'an, China, July 8 – 12.
16. 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 39th International Conference on Information Systems (ICIS 2018)*, San Francisco, California, December 13 – 16.
17. 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 22nd Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, June 26 – 30.

18. 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 22nd Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, June 26 – 30.
19. 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 38th International Conference on Information Systems (ICIS 2017)*, Seoul, Korea, December 10 – 13.
20. 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 38th International Conference on Information Systems (ICIS 2017)*, Seoul, Korea, December 10 – 13.
21. Liu, F. 2017. "Designing Judgement Styles: Exploring the Effect of Review Curation Influences Consumer Decision Making". In *Proceedings of the 21st Pacific Asia Conference on Information Systems (PACIS 2017)*, Langkawi, Malaysia, July 16 – July 20. **[Best Doctoral Consortium Paper]**
22. Liu, F. 2017. "Numbers Speak where Words Fail: Exploring the Effect of Online Consumer Reviews on Consumer Decision Making". In *Proceedings of the 19th International Conference on Human-Computer Interaction (HCI 2017)*, Vancouver, Canada, July 9 – 14.
23. 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 37th International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, December 11 – 14. **[Nominated for Best Theory Development Paper]**
24. 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 37th International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, December 11 – 14.
25. 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 20th Pacific Asia Conference on Information Systems (PACIS 2016)*, Chiayi, Taiwan, June 27 – July 1.
26. 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 24th European Conference on Information Systems (ECIS 2016)*, Istanbul, Turkey, June 12 – 15.
27. 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 49th Hawaii International Conference on System Sciences (HICSS 2016)*, Grand Hyatt, Kauai, January 5-8.
28. 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 36th International Conference on Information Systems (ICIS 2015)*, Fort Worth, Texas, December 13 – 16.
29. 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 36th International Conference on Information Systems (ICIS 2015)*, Fort Worth, Texas, December 13 – 16.
30. Liu, F. 2015. "Foraging Online: Understanding How Search Features Influence the Development of Information Search Tactics and Strategies," In *Proceedings of the 19th Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore, July 5 – 9.

31. Liu, F. and Xiao, B. 2014. "Do I Switch? Understanding Users' Intention to Switch between Social Network Sites," In *Proceedings of 47th Hawaii International Conference on System Sciences (HICSS 2014)*, pp. 551-560.
32. Liu, F. and Xiao, B. 2013. "A Theoretical Model and Empirical Investigation of Social Networking Site Users' Switching Intention". In *Proceedings of the 17th Pacific Asia Conference on Information Systems (PACIS 2013)*, Jeju Island, Korea, June 18 – 22: <http://aisel.aisnet.org/pacis2013/75>.
33. 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 20th ACM International Conference on Information and Knowledge Management (CIKM 2011)*, pp. 2357-1360.

Work in Progress

1. Liu, F., Lim, E.T.K., Rai, A., Tan, C.W., and Wang, W. (2019) "Information Search as Emergent Process: Untangling the Interplay between Adaptive Search Strategy and Generative Search Features," Manuscript ready for submission to *Management Science* by mid-2021.
2. Fu, S., Liu, F., Yu, M. Lim, E.T.K., and Tan, C.W. (2019) "Recipe for Coopetition: Understanding Competition and Cooperation in Online Communities," Manuscript ready for submission to *MIS Quarterly* by mid-2021.
3. Li, J., Liu, F., Lim, E.T.K., and Tan, C.W. (2019) "A Set-Theoretic Approach to Topic Configurations in Online Healthcare Reviews," Manuscript under preparation for submission to *MIS Quarterly*.
4. Liu, F., Lim, E.T.K., Tan, C.W., and Wang, W. (2019) "Uncovering the Boundary-Spanning Role of Information Systems Research in Trans-Disciplinary Knowledge Advancement," Manuscript under preparation for submission to *MIS Quarterly*.
5. Fu, S., Liu, F., Lim, E.T.K., and Tan, C.W. (2019) "Learning by Doing: Understanding the Role of Affordance Informativity in Information Search Performance," Manuscript under preparation for submission to *Journal of the Association for Information Systems*.
6. Yu, M., Liu, F., Lim, E.T.K., and Tan, C.W. (2019) "Deciphering Individuals' Preference for User Generated Content: Effects of Personality on Users' Processing of Online Review Information," Manuscript under preparation for submission to *Journal of the Association for Information Systems*.
7. Liu, F., Lim, E.T.K., Tan, C.W., and Xiao, B. (2019) "Exploring the Impact of Search Space Definition on Search Performance: An Information Foraging Perspective," Manuscript under preparation for submission to *Journal of Management Information Systems*.

RESEARCH EXPERIENCE

Sep 2014 – Dec 2014

Research Assistant at Copenhagen Business School (CBS)

Supervisors: Dr. Chee-Wee Tan & Dr. Eric T. K. Lim

- Drafted a research proposal for the project on online information search behavior.
- Developed an experimental website for the project on online information search behavior.
- Gave a guest presentation titled "How Do We Forage Online? Research on Online Information Foraging Behavior" on Nov 25, 2014.

Nov 2013 – Dec 2013

Research Assistant at Copenhagen Business School

Supervisors: Dr. Chee-Wee Tan & Dr. Eric T. K. Lim

- Drafted a manuscript for European Journal of Information Systems (EJIS) based on our findings from investigating e-commerce consumers' purchase intention from a perspective of appeal.
- Tested an experimental website among post-graduate students. Feedbacks were collected and summarized for improving the website in the future.
- Gave a guest presentation titled "Information Reduction and Visualization – A Working Prototype" on Nov 12, 2013.

INVITED PRESENTATIONS

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

1st 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

1st 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

2nd Semester 2014/2015

GDBU1035 IT and Society at Hong Kong Baptist University

Guest lecturer: Gave a guest lecture titled “Bitcoin – Origin of Crypto-Currency” on Mar 13, 2015 and Mar 17, 2015.

1st Semester 2014/2015

CINTO1011U.LA Big Data Management at Copenhagen Business School

Guest lecturer: Gave a guest lecture titled “Developing Your Data Driven Application” on Nov 12, 2014.

2nd 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.

2nd 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.

2nd 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.

1st 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.

2nd 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.

1st 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

Conference Committee

- *Associate Editor* for “IoT, Smart Cities, Services, and Government” Track, 42nd International Conference on Information Systems (ICIS 2021), December 12–15, Austin, Texas.
- *Session Chair* for “Designing Innovative Digital Services” Track, 24th 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, 23rd American Conference on Information Systems (AMCIS 2017), August 10-12, 2017

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)
- Internet Research (IR)
- Information Systems Frontiers (ISF)
- Journal of Information Technology (JIT)
- Journal of Management Information Systems (JMIS)
- MIS Quarterly (MISQ)
- Pacific-Asia Conference on Information Systems (PACIS)

COMPETENCE AND SKILLS

- 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

Prof. Chee-Wee, Tan

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Copenhagen Business School
Howitzvej 60, 4.18
2000 Frederiksberg, Copenhagen, Denmark
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Relationship: Ph.D. Supervisor

Dr. Eric T. K., Lim

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High St, Kensington, NSW 2052, Australia
Phone: +61 (2) 9385-4688
Fax: +61 (2) 9662-4061
Email: e.t.lim@unsw.edu.au
Relationship: Ph.D. Co-Supervisor

Prof. Weiquan, Wang

Department of Information Systems
College of Business, City University of Hong Kong
12-204, Lau Ming Wai Academic Building
Kowloon Tang, Kowloon, Hong Kong, China
Phone: +852 34428493
Fax: +852 34420370
E-mail: weiquan@cityu.edu.hk
Relationship: Ph.D. Co-Supervisor

Prof. Pengzhu, Zhang

Department of Management Information System
Antai College of Economics and Management
Shanghai Jiao Tong University
1954 Huashan Road, Shanghai 200030, China
Phone: +86 (0)21 52301231
Email: pzzhang@sjtu.edu.cn
Relationship: Ph.D. Co-Supervisor

Prof. Arun, Rai

Center for Process Innovation & Computer Information Systems Department
J. Mack Robinson College of Business
Georgia State University
Atlanta, GA 30303
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