

**NG, Ka Chung (Boris)**  
**Assistant Professor of Management Information Systems**  
**Presidential Young Scholar**  
 Department of Management and Marketing, Faculty of Business  
 Hong Kong Polytechnic University

Tel: (852) 2766 4021    Fax: (852) 2765 0611    Email: [kc-boris.ng@polyu.edu.hk](mailto:kc-boris.ng@polyu.edu.hk)

## Academic Experience

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**Assistant Professor** Jan 2022 – Present  
 Department of Management and Marketing, Hong Kong Polytechnic University

**Research Assistant Professor** Jul 2021 – Dec 2021  
 Department of Information Systems, Business Statistics and Operations Management,  
 Hong Kong University of Science and Technology

**Visiting Appointments** Jan 2020 – Jun 2020  
 Robinson College of Business Center for Digital Innovation, Georgia State University,  
*Visiting Scholar*

## Education

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**Hong Kong University of Science and Technology**

PhD in Information Systems	2021
<ul style="list-style-type: none"> <li>• Dissertation: <a href="#">Three Essays on Computerized Textual Analysis of Fake News</a></li> </ul>	
MPhil in Information Systems	2018
<ul style="list-style-type: none"> <li>• Dissertation: <a href="#">Mining Business Value from Dynamic and Multi-View Company Networks: A Latent Space Model Approach</a></li> </ul>	
BSc in Risk Management and Business Intelligence	2016
<ul style="list-style-type: none"> <li>• Minor: Actuarial Mathematics &amp; Information Technology</li> </ul>	

## Research

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### Research Interests

Topics      Augmented AI, Business Analytics, Fake News, FinTech, Social Media

Methods     Machine Learning, Deep Learning, Natural Language Processing, Statistical Network Modeling, Field/Lab Experiment, Econometrics, Survey, Structural Equation Modeling

### Journal Publications

1. **Ng, K. C.**, Ke, P. F., So, M. K. P., and Tam, K. Y. 2023. "Augmenting Fake Content Detection in Online Platforms: A Domain Adaptive Transfer Learning via Adversarial Training Approach," *Production and Operations Management*. Forthcoming.
2. **Ng, K. C.**, Tang, J., and Lee, D. 2021. "[The Effect of Platform Intervention Policies on Fake News Dissemination and Survival: An Empirical Examination](#)," *Journal of Management Information Systems* (38:4), pp. 898–930.
  - Media Coverage: [Dong-A Business Review \(Sep 2022, Issue 1, No. 352\)](#), [Dong-A ILBO \(Sep 14, 2022\)](#)
3. **Ng, K. C.**, Zhang, X., Thong, J. Y. L., and Tam, K. Y. 2021. "[Protecting Against Threats to Information Security: An Attitudinal Ambivalence Perspective](#)," *Journal of Management Information Systems* (38:3), pp. 732–764.
4. **Ng, K. C.**, So, M. K. P., and Tam, K. Y. 2021. "[A Latent Space Modeling Approach to Interfirm Relationship Analysis](#)," *ACM Transactions on Management Information Systems* (12:2), 10.

## Research in Progress

1. Analyzing Word Sentiment Evolution in Financial Text: A Word Embedding Approach (with Zheng, J., Zheng, R., and Tam, K. Y.)
  - Under the 1<sup>st</sup> Round Review at the *Journal of Management Information Systems*
2. Market Reaction to the Perceived Fakeness of Financial News: A Deep Learning Approach (with Ke, P. F., So, M. K. P., and Tam, K. Y.)
  - Under the 1<sup>st</sup> Round Review at the *Decision Support Systems*
3. A Man with a Machine: Human-AI Augmentation for Sentiment Extraction from Firm Disclosure (with Zheng, J. and Zheng, R.)
  - Under the 1<sup>st</sup> Round Review at the *Management Science*

## Conference Papers

1. Ke, P. F., and Ng, K. C. 2022. "[Bank Error in Whose Favor? A Case Study of Decentralized Finance Misgovernance](https://aisel.aisnet.org/icis2022/blockchain/blockchain/12)," *ICIS 2022 Proceedings*. 12. <https://aisel.aisnet.org/icis2022/blockchain/blockchain/12>
2. Zhou, J., and Ng, K. C. 2020. "[Online Media Causes Biased Stock Investment: Evidence from a Regression-Discontinuity Design](https://aisel.aisnet.org/icis2020/social_media/social_media/3)," *ICIS 2020 Proceedings*. 3. [https://aisel.aisnet.org/icis2020/social\\_media/social\\_media/3](https://aisel.aisnet.org/icis2020/social_media/social_media/3)
3. Tang, J., and Ng, K. C. 2019. "[Reposts Influencing the Effectiveness of Social Reporting System: An Empirical Study from Sina Weibo](https://aisel.aisnet.org/icis2019/crowds_social/crowds_social/13)," *ICIS 2019 Proceedings*. 13. [https://aisel.aisnet.org/icis2019/crowds\\_social/crowds\\_social/13](https://aisel.aisnet.org/icis2019/crowds_social/crowds_social/13)

## Conference Presentations

1. Ng, K. C., Zheng, J., and Zheng, R. "A Hybrid Human-AI Approach to Capturing Disclosure Sentiment," *The 32<sup>nd</sup> Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark, Dec 14–16, 2022
2. Ng, K. C., Ke, P. F., So, M. K. P., and Tam, K. Y. "Applying Domain Adaptive Transfer Learning in Fake Financial News Analysis," *The 2021 NSFC-HKUST FinTech Symposium*, Hong Kong, Hong Kong, Dec 9–10, 2021.
3. Ng, K. C., Ke, P. F., and Tam, K. Y. "Distillation of News Deception into Textual Analysis Using Domain Adaptation Learning," *The INFORMS 2020 Annual Meeting*, National Harbor, Maryland, Nov 8–11, 2020.
4. Ng, K. C., Ke, P. F., So, M. K. P., and Tam, K. Y. "Inferring Deceptive Cues in Financial News: An Application of Domain Adaptation Learning," *2020 Pre-AMCIS SIGBPS Workshop on Blockchain and Financial Analytics*, Virtual, Aug 13–14, 2020.
5. Ng, K. C., Tang, J., and Lee, D. "Will Fake News Survive Platform Intervention? Examining the Impact of Forwarding Restriction on Fake News Survival", *The 6<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Madrid, Spain, Jun 18–19, 2020.
6. Ng, K. C., Ke, P. F., So, M. K. P., and Tam, K. Y. "Financial News Credibility Measurement and Analysis," *The 11<sup>th</sup> International Association for Statistical Computing (IASC-ARS) 2019 Conference*, Hong Kong, Hong Kong, Dec 2–5, 2019.
7. Ng, K. C., So, M. K. P., and Tam, K. Y. "Interfirm Relationship Analysis for Dynamic and Dual-View Company Networks: A Latent Space Modeling Approach," *The 3<sup>rd</sup> International Conference on Econometrics and Statistics (EcoSta)*, Taipei, Taiwan, Jun 25–27, 2019.

## Research Supervision

### Taught Postgraduate Programme

- FU, Xiaoxiu, MSc in Business Analytics, *Supervisor* 2022 – Present
- MAK, Kit Kwan, MSc in Business Analytics, *Co-supervisor* 2022 – 2023

Undergraduate Research and Innovation Scheme (URIS)

- WANG, Yifeng and WANG, Haoxin, “Adversarial Attacks on Financial Sentiment Analysis” 2022 – 2023
- ZHANG, Zhinan, ZHANG, Yichi, and CHEN, Xiaoyu, “It Is Money 2.0: A Machine-learning Approach to Predicting Cryptocurrency Price Using Social Media Data” 2022 – 2023
- PEI, Jiayun, LI, Wenhao, and XIE, Qihao, “Promoting Green and Socially Responsible Investments in Robo-Advisors: A Natural Language Processing Approach” 2022 – 2023
- JIN, Yaming, HUA, Yingkai, WU, Kefan, and YUE, Zitong, “Understanding the Role of Image and Language in Fake Marketing Information on Consumer Behavior” 2022 – 2023

**Research Funds**Internal Research Grants Secured

- Strategic Hiring Scheme – Assistant Professor to Professor (Project ID: P0041157), “A Social Media Perspective to Understanding Digital Well-Being and FinTech Development: An Application of Natural Language Processing and Deep Learning,” **HK\$2,145,400**, 2022-2026, PolyU (UGC), *Principal Investigator*

**Teaching**

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**Teaching Interests**

Management Information Systems, AI Applications in Business, Machine Learning, Text Mining, Business Applications Programming (e.g., Python, R, Java, VBA)

**Teaching Experience**Hong Kong Polytechnic University

MM5427 Textual Analysis in Business (MSc, **Self-developed**), *Course and Lab Instructor* 2023 – Present  
 MM5413 Business Forecasting (MSc), *Course and Lab Instructor* 2022 – Present

Hong Kong University of Science and Technology

ISOM4000B Natural Language Processing in Business Using Deep Learning (BBA, BSc), *Course and Lab Instructor* Fall 2021  
 ISOM3360 Data Mining for Business Analytics (BBA), *Course and Lab Instructor* Summer 2020  
 ISOM5270 Big Data Analytics (MSc), *Teaching Assistant* Fall 2019  
 ISOM2010 Introduction to Information Systems (BBA), *Lab Instructor* Fall 2016 – Fall 2019

**Service**

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**Conference Editor / Committee**

- Committee Member, International Conference on Information Systems (ICIS) 2022 – 2023
- Associate Editor, International Conference on Information Systems (ICIS) 2022 – 2023
- Associate Editor, Pacific Asia Conference on Information Systems (PACIS) 2023

**Ad Hoc Reviewer**

Journals Management Information Systems Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Information and Management (I&M), International Journal of Information Management (IJIM), International Journal of Electronic Commerce (IJEC), Journal of Electronic Commerce Research (JECR)

Conferences Pacific Asia Conference on Information Systems (PACIS), International Conference on Information Systems (ICIS), China Summer Workshop on Information Management (CSWIM), Workshop on Information Technologies and Systems (WITS), Wuhan International Conference on E-business (WHICEB)

## Honors and Awards

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Presidential Young Scholar under the Strategic Hiring Scheme	2022 – Present
Research Productivity Reward Scheme for Non-UTD Journal Publications	2022
Dean's PhD Fellowship for Research Excellence	2020 – 2021, 2017 – 2018
Oversea Study Award	2019
Li Po Chun Charitable Trust Fund Scholarship	2017 – 2018

## Knowledge Transfer and Entrepreneurship

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### Funding and Incubation

GBA Startup PostDoc Programme @Shenzhen	2023 – Present
<ul style="list-style-type: none"><li>• Project Title: Artificial Intelligence Legal Assistant Robot</li><li>• Startup Postdoc: WANG, Zizhu (PhD in Financial Mathematics, University of Liverpool)</li><li>• Industry Partner: MIU, Jacky (Solicitor &amp; Founder of Venture IP Solutions Limited)</li></ul>	