

**XU Xin**  
**Professor**

**Associate Dean (External Relations and Development)**  
**Director, Faculty of Business Digital Transformation Centre**  
**Program Director, Master of Science in Business Analytics**  
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**Academic Positions**

<b>07/2023 – Present</b>	<b>Professor &amp; Associate Dean</b>
<b>02/2020 – 06/2023</b>	<b>Associate Professor &amp; Associate Dean</b>
<b>08/2018 – 12/2019</b>	<b>Associate Professor &amp; Interim Head</b>
<b>08/2013 – 07/2018</b>	<b>Associate Professor</b>
<b>08/2007 – 07/2013</b>	<b>Assistant Professor</b>

Department of Management & Marketing, Faculty of Business  
The Hong Kong Polytechnic University, Hong Kong

**Education**

<b>01/2001 – 07/2007</b>	<b>Ph.D.</b> in Information Systems Hong Kong University of Science & Technology, Hong Kong
<b>09/1997 – 07/2000</b>	<b>MPhil.</b> in Economics Nankai University, China
<b>09/1993 – 07/1997</b>	<b>Bachelor</b> of Business Administration Nanjing University, China

**Teaching Interests**

- Generative AI & Knowledge Work
- Business Applications of BlockChain
- Data Visualization and Business Analytics
- Digital Marketing and MarTech

**Research Interests**

- Human-AI Interaction
- BlockChain-enabled Innovation
- Digital Assets, & DeFi (Decentralized Finance) Governance
- Disinformation and Promotional Information on the Internet
- Internet of Things & Smart Service

## **Professional Recognition/Honours & Rewards/Editorship**

- **Professional Recognition**
  - **Panel of Judges**, the 8<sup>th</sup> Financial Institution Awards (2022), *Bloomberg Businessweek* (See Appendix F and <https://www.bbwhkevent.com/fia-2022>)
- **Academic Honors and Awards**
  - **Top 10%** of Authors on *SSRN* by all-time downloads (Sep 2023)
  - **Top 10%** of Authors on *SSRN* by new downloads within the last 12 Months (Sep 2023)  
*SSRN—Social Science Research Network*: <https://www.ssrn.com>
  - **Best Paper Award**: *International Society for Engineers and Researchers International Conference (ISER 2020)*, Kyoto, Japan.
  - **Best Paper Award**: *European, Mediterranean, & Middle Eastern Conference on Information Systems (EMCIS 2011)*, Athens, Greece.
- **Journal Editorship**
  - **Associate Editor**, *MIS Quarterly*, 2015 ~ 2019  
*MIS Quarterly* is the top journal in Management Information Systems (**Impact Factor 2021: 8.513**). It is on the journal lists of the *UTD Top 100 Business School Research Rankings* and the *Financial Times Business School Ranks*.
- **Conference/Workshop Chair/Editorship**
  - **Track Co-Chair**, *International Conference on Information Systems*, 2024
    - The annual *International Conference on Information Systems* (ICIS) is the most prestigious gathering of IS academics and research-oriented practitioners worldwide, billed as the most exclusive AIS conference and one of the most exclusive in the entire field (<https://aisel.aisnet.org/icis/>).
  - **Track Co-Chair**, *Pacific Asia Conference on Information Systems*, 2020~2024
  - **Workshop Co-Chair**, The PolyU-AIS (*The Association for Information Systems*) Research Development Workshop, 2018 & 2019.
    - *The Association for Information Systems* (AIS) is the premier professional association for individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide (<https://aisnet.org/>).
  - **Associate Editor**, *International Conference on Information Systems*, 2012, 2013, 2020, 2022, 2023
  - **Meta Reviewer (Associate Editor)**, *ACM Conference on AI & Finance*, 2023
- **Other Honors and Awards**
  - **PBS Fellow 2021/22**, Faculty of Business, The Hong Kong Polytechnic University

## I. Research

### Research Impact

ORCID ID: <https://orcid.org/0000-0001-6143-6471>

Scopus Author ID: 54416628400

**1. Top 10% of Authors on SSRN\* by all-time downloads (by August 2023)**

**2. H-index and Citations (by August 2024)**

	Web of Science	Scopus	Google Scholar
Documents	29	39	51
Citations	7,353	10,125	20,763
h-index	9	10	13

\* Note: SSRN-Social Science Research Network (<https://www.ssrn.com/>)

### Research Publications

#### 1. Journal Publications

##### *Top Journal Publications*

1. Liu, Yinghao; **Xu, Xin**; Jin, Yong; Deng, Honglin (2023) "Understanding the Resilience of Physicians during the COVID-19 Pandemic: An Empirical Study," *MIS Quarterly* (47:1), pp. 391-422.
2. Xie, W., **XU, X.**, Jin, Y., Bai, W.C., Liu, R.Q., and Li, Q. (2020). "Living in a simulation? An empirical investigation of the smart driving test-simulation system," *Journal of the Association for Information Systems* (21:4), pp. 843-863.
3. **XU, X.**, Thong, J. Y., and Tam, K. Y. (2017). "Winning back technology disadopters: Testing a technology re-adoption model in the context of mobile internet services," *Journal of Management Information Systems* (34:1), pp. 102-140.
4. Venkatesh, V., Thong, J.Y.L., and **XU, X.** (2016). "Unified theory of acceptance and use of technology: A synthesis and the road ahead," *Journal of the Association for Information Systems* (17:5), pp. 328-376.
5. **XU, X.**, Venkatesh, V., and Thong, J.Y.L. (2014). "Effects of ICT service innovation and its complementary strategies on brand equity and customer loyalty in a consumer technology market," *Information Systems Research* (25:4), pp. 710-729.
6. Venkatesh, V., Thong, J.Y.L., and **XU, X.** (2012). "Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology," *MIS Quarterly* (36:1), pp. 157-178.
7. **XU, X.**, Venkatesh, V., Tam, K. Y., and Hong, S. J. (2010). "Model of migration and use of platforms: Role of hierarchy, current generation and complementarities in consumer settings," *Management Science* (56:8), pp. 1304-1323.

**Other Journal Publications**

1. LI, J., **Xu, X.**, E. W. T. NGAI (2024), "How review content, sentiment and helpfulness votes jointly affect trust of reviews and attitude", *Internet Research* (Online Early Access).
2. Wang, H., Dong, J., Niu, B., and **Xu, X.** (2023), "Could shipment consolidation jointly improve the economic and environmental sustainability of a maritime service supply chain?" *International Journal of Logistics Research and Applications*, pp. 1-46.
3. LI, J., **Xu, X.**, E. W. T. NGAI (2023), "Presentational effects of photos and text in electronic word-of-mouth on consumer decisions", *Internet Research* (33:2), pp. 473-499.
4. Xu, Yukuan and **Xu, X.** (2023), "Negative rating deviation and perceived review manipulation on the Internet—A multi-method study," *Information & Management* (60:6), pp. 1-12.
5. Jing, Z., Luo, Y., Li, X., and **Xu, X.** (2022), "A Multi-dimensional City Data Embedding Model for Improving Predictive Analytics and Urban Operations," *Industrial Management & Data Systems* (22:10), pp. 2199-2216.
6. Wang, F., Zhang, L., Chen, X., Wang, Z. and **Xu, X.** (2022), "A Personalized Self-Learning System Based on Knowledge Graph and Differential Evolution Algorithm," *Concurrency and Computation: Practice and Experience* (34:8), pp. 1-12.
7. Aras, A., **Xu, X.**, and Penaloza, L. (2022) "Deciphering B2B marketers' concerns in marketing 'with' clients: Further insights into how B2B characteristics foster and inhibit UGC generation and its leverage," *Journal of Industrial Marketing Management* (101), pp. 71-81.
8. Niu, B., Shen, Z. and **Xu, X.** (2022) "Real-time Payment in Cross-border Operations Considering Local Competition and Tax-planning," *International Journal of Production Economics* (245), pp. 1-17.
9. Li, J., **Xu, X.**, and Ngai, E. W. T. (2021) "Does certainty tone matter? Effects of review certainty, reviewer characteristics, and organizational niche width on review usefulness," *Information & Management* (58:8), pp. 1-24.
10. Yang, Y., Ying, H., Jin, Y., **Xu, X.** (2021), "To port or not to port? Availability of exclusivity in the digital service market," *Decision Support Systems* (148), Online in advance.
11. Niu, B., Xie, F., Chen, L., and **Xu, X.** (2020). "Join logistics sharing alliance or not? Incentive analysis of competing e-commerce firms with promised-delivery-time," *International Journal of Production Economics* (224), Online in advance.
12. Cai, L., Jin, Y., Qi, Q., & **Xu, X.** (2018). "A comprehensive study on smart beta strategies in the A-share market," *Applied Economics* (50:55), pp. 6024-6033.
13. Thong, J. Y. L., Venkatesh, V., **Xu, X.**, Hong, S. J., and Tam, K. Y. (2011). "Consumer acceptance of personal information and communication technology services," *IEEE Transactions on Engineering Management* (58:4), pp. 613-625.
14. **Xu, X.**, MA, W. W. K., and See-To, E. W. K. (2010). "Will mobile video become the killer application for 3G mobile Internet? A model of media convergence acceptance," *Information Systems Frontier* (12:3), pp. 311-322.

## 2. Book Series Chapters

- Wang, F., Zhang, L., Chen, X., Wang, Z. and **Xu, X.**, (2020), “Research on Personalized Learning Path Discovery Based on Differential Evolution Algorithm and Knowledge Graph,” *Communications in Computer and Information Science*, Vol. 1179, pp. 285-295.
- Aras, A. and **XU, X.** (2020) “The Challenges to Leverage User Generated Contents in B2B Marketing,” *Lecture Notes in Computer Science*, Vol. 12204, pp. 279-297.

## 3. Conference Publications

### *Premium Conference Publications (Computer Science & Information Systems)*

- Liang-bo Ning, Shijie Wang, Wenqi Fan, Qing Li, **Xu Xin**, Hao Chen, Feiran Huang (2024) “CheatAgent: Attacking LLM-Empowered Recommender Systems via LLM Agent,” Accepted at the *ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2024)*
- Jiahao Zhang, Rui Xue, Wenqi Fan, **Xin Xu**, Qing Li, Jian Pei, Xiaorui Liu (2024) “Linear-Time Graph Neural Networks for Scalable Recommendations,” *In Proceedings of The Web Conference (WWW 2024)*.
- Li, Jing, **XU, X.**, and Li, Qiang. (2018) “Walking customers from business to friend relationships: A dynamic process approach in a live chat context,” *In Proceedings of the 39th International Conference on Information Systems (ICIS 2018)*, ICIS 2018 Proceedings. Paper 1.
- Li, Jing and **XU, X.** (2017) “e-WoM via photo sharing, organizational niche width and reputation: Empirical tests from the restaurant domain—the case of Yelp.com,” *In Proceedings of the 38th International Conference on Information Systems (ICIS 2017)*, December 10-13, Seoul, South Korea. Paper 8.

### *Other Conference Publications*

- **XU, X.**, Luo, Guang, and Feng, Yue. (2019) “An empirical study of user satisfaction and continuance usage of virtual reality applications,” *In Proceedings of the International Conference on Advanced Technology Innovation (ICATI 2019)*, Sapporo, Japan.
- Li, Jing, **XU, X.**, and Ngai, E. W. T. (2018) “How prior users’ helpfulness votes on a review influence subsequent users’ trust of the review and corresponding product evaluations in e-commerce context,” *In Proceedings of the 24th Americas Conference on Information Systems (AMCIS 2018)*, AMCIS 2018 Proceedings. Paper 2.
- Li, Jing, **XU, X.** and Ngai, E. W. T. (2017) “An investigation of the presentational impacts of user-generated picture and text on consumer information processing and attitude outcomes in the e-WoM context,” *In Proceedings of the 23rd American Conference on Information Systems (AMCIS 2017)*, August 10-12, Boston, U.S.A.
- Li, Jing, Ngai, E. W. T., and **XU, X.** (2016) “An examination of the joint impacts of review content and reviewer characteristics on review usefulness—the case of Yelp.com.” *In Proceedings of the 22nd American Conference on Information Systems (AMCIS 2016)*, August 11-14, San Diego, U.S.A. Paper 7.
- Cheuk, H. A., Fung, W, and **XU, X.** (2016) “Using board game design and animation creation for assessment—a case study in a subject of information systems audit and control,” *8th IEEE International Conference on Engineering Education (ICEED 2016)*, Kuala Lumpur.

- Li, Jing, Ngai, E. W. T., and **XU, X.** (2015) "Is a positive review always effective? advertising appeal effect in the persuasion of online customer reviews," In *Proceedings of the 19th Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore. Paper 164.
- He, Wei, Cho, Vincent, Qi, Cong, **XU, X.**, and Lu, Feng, (2013) "Linking knowledge sharing and employee creativity: Decomposing knowledge mode and improving the measure of tacit knowledge sharing," In *Proceedings of Pacific Asia Conference on Information Systems (PACIS 2013)*, Paper 219.
- **XU, X.** and Ding, A. (2012) "An examination of the impact of service climate on service productivity in the organizational context," In *Proceedings of Americas Conference on Information Systems (AMCIS 2012)*, Paper 57.
- Ding, A., **XU, X.**, Ngai, W. T., Cho, V. (2011) "An investigation of the role of the IT department in achieving ERP Success," In *Proceedings of European, Mediterranean, & Middle Eastern Conference on Information Systems (EMCIS 2011)*, Athens, Greece.
- Ho, K.W., See-to, E.W.K., and **XU, X.** (2010) "The impacts of information privacy, monetary reward, and buyers' protection excess on consumers' utility using e-payment gateways: A conjoint analysis," In *Proceedings of Australian Conference on Information Systems (ACIS 2010)*, Paper 36.

**Research Postgraduate Students Supervised****1. Ph.D./MPhil Students Supervision**

No.	Name	Duration	My Role	Current Status
<b>MPhil</b>				
1	Ding Bin	2010~2012	Co-supervisor	Assistant Prof., Xi'an Jiaotong-Liverpool University–2019 ~
<b>Ph.D. Student</b>				
2	Li Jing	2013~2017	Co-supervisor	Assistant Prof., Neoma Business School, France–2022 ~ Nanjing University, China–2018 ~ 2022
3	Chen Yuting	2015~2021	Chief-supervisor	Lecturer, SPACE, Hong Kong University
4	Xu Yukuan	2016~2020	Chief-supervisor	Associate Prof., Sichuan University
5	Li Siyu	2017~2019	Chief-supervisor	Assistant Prof., Xi'an Jiaotong University
6	Wang Ziyi	2019~2023	Chief-supervisor	Assistant Prof., Huazhong University of Science & Technology
8	Liu Yinghao	2019~2023	Chief-supervisor	Assistant Prof., Shanghai University
7	Xie Wen	2017~2023	Chief-supervisor	PostDoc Fellow, The Hong Kong Polytechnic University
9	Jing Zhe	2021~present	Chief-supervisor	Under Supervision
10	Wang Suyue	2021~present	Chief-supervisor	Under Supervision
11	Huang Yong	2022~present	Chief-supervisor	Under Supervision
12	Gao Chang	2022~present	Chief-supervisor	Under Supervision <b>(Hong Kong Ph.D. Fellowship Scheme)</b>

**2. DBA/DFinTech/DMgt (China) Students (Executive Program)**

No.	Name	Duration	My Role	Student Status
DBA/DFinTech Students (Hong Kong)				
1	Kenneth Wong	2012~2018	Chief-supervisor	Degree Awarded ( <i>Best Proposal Award</i> )
2	Dicky Shek	2015~2017	Chief-supervisor	Degree Awarded
3	Cecilia Leung	2019~2021	Chief-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
4	Feng Wanli	2019~2021	Co-supervisor	Degree Awarded
5	Lucy Fu	2019~2022	Chief-supervisor	Degree Awarded
6	Annie Chan	2019~2022	Chief-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
7	Wilson Chau	2020~2022	Chief-supervisor	Degree Awarded
8	Wang Ruijiao	2021~2023	Co-supervisor	Degree Awarded
9	Paul Wang	2020~present	Chief-supervisor	Viva Success
10	Zhang Yuebo	2022~present	Chief-supervisor	Viva Success
11	Princeton Wong	2022~present	Chief-supervisor	Viva Success
12	Liu Yi	2022~present	Chief-supervisor	Thesis Proposal Success
13	Bao Junming	2022~present	Co-supervisor	Thesis Proposal Success
15	Jiang Chang	2022~present	Chief-supervisor	Degree Awarded
16	Kenneth Chau	2023~present	Chief-supervisor	Thesis Proposal Success
17	Li Zhengqiang	2023~present	Chief-supervisor	Thesis Proposal Success
18	Zhang Ting	2024~present	Chief-supervisor	Thesis Proposal Development
19	Qian Haitao	2024~present	Chief-supervisor	Thesis Proposal Development
20	Roger Li	2024~present	Chief-supervisor	Thesis Proposal Development
21	Winson Wong	2024~present	Co-supervisor	Thesis Proposal Success
22	Leo Lee	2024~present	Chief-supervisor	Thesis Proposal Development
23	Jin Yuru	2024~present	Chief-supervisor	Thesis Proposal Development
24	Alvin Song	2024~present	Chief-supervisor	Thesis Proposal Development



**2. DBA/DFinTech/DMgt (China) Students (Executive Program)—Continued**

DMgt Students (China)				
1	Zhou Yi	2008~2010	Co-supervisor	Degree Awarded
2	Luo Guang	2015~2018	Chief-supervisor	Degree Awarded
3	Li Qiang	2016~2018	Chief-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
4	Bai Wenchao	2016~2018	Chief-supervisor	Degree Awarded ( <i>Best Thesis Award</i> )
5	Li Wei	2016~2018	Chief-supervisor	Degree Awarded
6	Ye Jun	2017~2019	Chief-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
7	Cai Xueyuan	2017~2019	Chief-supervisor	Degree Awarded
8	Wan Jun	2017~2021	Chief-supervisor	Degree Awarded
9	Liu Feifei	2017~2022	Chief-supervisor	Degree Awarded
10	Wang Junjing	2018~2020	Co-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
11	Cao Xinfeng	2018~2020	Chief-supervisor	Degree Awarded
12	Xie Lei	2018~2020	Chief-supervisor	Degree Awarded
13	Liu Jimin	2018~2020	Co-supervisor	Degree Awarded ( <i>Best Thesis Nominee</i> )
14	Peng Jinlong	2022~present	Chief-supervisor	Viva Success
15	Zhang Guiqing	2022~present	Chief-supervisor	Thesis Proposal Success
16	Zhang Liping	2022~present	Chief-supervisor	Thesis Proposal Success
17	Shen Jie	2022~present	Co-supervisor	Viva Success
18	Huo Jianmin	2022~present	Co-supervisor	Viva Success
19	Guan Yiyong	2023~present	Co-supervisor	Thesis Proposal Success
20	Ma Ruiguang	2023~present	Co-supervisor	Thesis Proposal Success
21	Qi Xiaoyan	2023~present	Co-supervisor	Thesis Proposal Success
22	Zhang Yunyan	2023~present	Co-supervisor	Thesis Proposal Success
23	Yan Qiang	2024~present	Chief-supervisor	Thesis Proposal Success
24	Tang Yiduan	2024~present	Co-supervisor	Thesis Proposal Success
25	Zhang Wei	2024~present	Chief-supervisor	Thesis Proposal Success
26	Lu Yao	2024~present	Chief-supervisor	Thesis Proposal Success

**Funded Projects/Research Grants****1. External Research Grants – Donation (HKD 3 Million in Total, including RMGS)**

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount</i>	<i>My Role</i>
SusallWave Digital Technology Limited & Research Grant Matching Scheme (RMGS)	FinTech & ESG	2022~2024	HK\$ 1,500,000	Principal Investigator
King's Flair Development Limited & Research Grant Matching Scheme (RMGS)	Digital Transformation	2022~2025	HK\$ 1,500,000	Principal Investigator

**2. Internal Research Grants – Competitive (Over HKD 5 Million in Total)**

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount</i>	<i>My Role</i>
PolyU Internal Competitive Research Grant	The Dynamics of Enterprise Resource Planning System Implementation in China—A Longitudinal and Comparative Study	2008~2013	HK\$ 140,900	Principal Investigator
Newly Recruited Junior Academic Staff Grant	Effects of ICT Service Innovation and Its Complementary Strategies on Customer Loyalty in the Mobile Data Service Marketplace	2011~2013	HK\$ 149,450	Principal Investigator
Newly Recruited Junior Academic Staff Grant	Does Knowledge Sharing Increase Creativity? An Approach of Refining Measures and Decomposing Knowledge Modes	2012~2014	HK\$ 150,000	Co-I
PolyU Central Research Grant	An Examination of the Complementary Effects of ICT Service Innovation Strategies on ICT Service Providers' Brand Equity and Customer Loyalty	2013~2015	HK\$ 150,000	Principal Investigator
International Collaboration Fund, PolyU and Ryerson U	Social Media and Online Team Dynamics—a Cross-culture Investigation	2015~2020	HK\$ 700,000	Principal Investigator
IDEAS Project, PolyU FB	A Gamification Platform for Player Innovation—Designing Games for Education & Professional Training	2016~2020	HK\$ 450,000	Principal Investigator
Project of Strategic Importance	Digital Transformation of Hong Kong Enterprises in the Greater Bay Area	2021~2023	HK\$ 2,044,000	Co-PI
Project of Strategic Importance	On Blockchain Applications to Businesses	2021~2023	HK\$ 1,800,000	Co-PI

**Funded Projects/Research Grants—Continued****3. External Research Grants – Competitive (Over HKD 10 Million in Total)**

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount</i>	<i>My Role</i>
Key Project of Hubei Provincial Social Science Fund and Provincial New Think Tank (HBSKJJ20241172)	Research on Market oriented Allocation Reform of Data Elements in Hubei Province	2024~ 2025	RMB 80,000	Chief Expert
Theme-based Research Scheme	Strengthening Hong Kong as a Global Financial Center by Enhancing the Holistic Adoption of Regtech, Facilitating Data Sharing among Regulators and the Industry, and Developing an In-depth Understanding of Digital Assets and their Regulations	2023~ 2024	Exploratory Proposals with One-Year Budget: HK\$ 5,624,000	Co-PI
RGC Hong Kong Ph.D. Fellowship Scheme	User Engagement with Social Media and the Associated Business Outcomes—A Data Science Approach	2022~ 2025	HK\$ 1,008,900	Chief Supervisor
Strategic Public Policy Research	The Development of Fintech, Insurtech, and Regtech Manpower to Sustain Hong Kong as a Leading Global Financial Center	2021~ 2023	HK\$ 4,589,473	Co-I
General Research Fund (GRF), Hong Kong	The Diffusion of Online Learning Technology	2020 ~ 2022	HK\$ 399,531	Principal Investigator
National Natural Science Foundation of Guangdong	The Effects of the Definitive Tone in Customer Review on Review Usefulness Evaluation	2019 ~ 2022	RMB 100,000	Principal Investigator
General Research Fund (GRF), Hong Kong	The Effectiveness of Big Data Breach Response Strategies in the Healthcare Industry: A Mixed Methods Approach	2019 ~ 2022	HK\$ 510,844	Co-I
The Key Program of National Natural Science Foundation of China	New Product Development and Business Model Innovations in the Mobile Internet Era (Grant No. 71832010)	2018 ~ 2022	RMB 2,400,000	Co-PI

## II. Teaching

### 1. Teaching Evaluations

*Note: Average Evaluations of Teaching in the Last 6 Years in Parentheses*

- **Ph.D. Research Seminar Course**  
Advanced Topics in Information Systems Research 2020~present (4.9 out of 5)
- **Executive Program Courses: DBA/DFinTech/DMgt (China)**  
Strategic Management of Information & Organization in Digital Economy 2015~present (4.6 out of 5)  
Statistical Analysis for Management Research 2016~2018 (4.7 out of 5)  
Business Research Analysis and Design 2016~2017 (4.6 out of 5)  
Management & Marketing in the Digital World 2019~present (4.3 out of 5)
- **Postgraduate Courses**  
Business Applications of BlockChain (MSc) 2022~present (4.2 out of 5)  
Marketing Management (MBA) 2010~2012 (4.3 out of 5)  
Business Research Methods (MBA) 2012~2017 (4.9 out of 5)
- **Undergraduate Courses**  
IT for Business 2007~2016 (4.1 out of 5)  
E-commerce for Management 2007~2020 (4.1 out of 5)  
Introduction to Business Analytics 2017~2018 (3.7 out of 5)

### 2. Designing New Subjects / Program Curriculum

- New Course: **Business Applications of Blockchain** (Postgraduate)
- New Course: **Introduction to Business Analytics** (Undergraduate)
- New Course: **Technology Innovation and Management** (Postgraduate)
- New Program Curriculum:
  - **China Master of Business Administration** (China MBA)
  - **Master of Science in Business Analytics**

### 3. Creating New Teaching/Learning Materials/Resources

- **Principal Investigator**, “User Innovation, Gamification Platform, and Learning/Training Outcomes—A New Approach to Gamification in Business Education & Training”, PolyU Faculty of Business IDEAS Project, 2016 – 2019.
  - “Using Board Game Design and Animation Creation for Learning Assessment”, in *Proceedings of 8th IEEE International Conference on Engineering Education (ICEED 2016)*

### III. Service

#### Professional & Community Service

##### 1. Journal Editorship

- **Associate Editor, *MIS Quarterly*, 2015~2019**

*MIS Quarterly* is the top journal in Management Information Systems (***Impact Factor 2021: 8.513***). It is on the journal lists of both the *UTD Top 100 Business School Research Rankings* and the *Financial Times Business School Ranks*.

##### 2. Conference Track/Workshop Chair/Editor

- **Track Co-Chair**, IoT, Smart Cities, Services, and Government, the 2024 International Conference on Information Systems, Bangkok, 2024
- **Track Co-Chair**, Digital Security, Privacy, and Resilience, the 2024 Pacific-Asia Conference on Information Systems, Ho Chi Minh City, 2024
- **Meta Reviewer (Associate Editor)**, *ACM Conference on AI & Finance*, 2023
- **Track Co-Chair**, Mobile, IoT, and Ubiquitous Computing, *the 2022 Pacific Asia Conference on Information Systems*, Virtual Conference, 2022
- **Track Co-Chair**, AI, Machine Learning, & Big Data Analytics, *the 2021 Pacific Asia Conference on Information Systems*, Virtual Conference, 2021
- **Track Co-Chair**, the IS Implementation and Adoption track, *the 2020 Pacific Asia Conference on Information Systems*. Virtual Conference, 2020
- **Workshop Co-Chair**, The PolyU-AIS Research Development Workshop, 2018 & 2019; AIS (The Association for Information Systems) is the global association of academics in the Management Information Systems discipline.
- **Track Co-Chair**, the IS Implementation, Adoption, and Diffusion track, *the 2013 Pacific Asia Conference on Information Systems*. Jeju Island, Korea, June 2013.
- **Associate Editor**, *the International Conference on Information Systems*, 2012, 2013, 2020, 2022

##### 3. Professional Recognition

- **Panel of Judges**, the 8<sup>th</sup> Financial Institution Awards (2022), ***Bloomberg Businessweek*** (See Appendix F and <https://www.bbwhkevent.com/fia-2022>)

## Administrative Services / Contributions to PolyU

### 1. At the Departmental Level

- **Founding Program Director**, MSc of Business Analytics, 2019–present.

I planned and **doubled the enrolment** for MSc in Business Analytics in 2023. I also enriched the curriculum of the program by introducing **6 new electives**.

I collaborated with Easter Institute of Technology, Ningbo **to enroll a new class** of bilingual students in the program beginning in 2024.

- **Departmental Committee Members**

Departmental Advisory Committee

Departmental Staffing Committee

Departmental Research Committee

Departmental Learning & Teaching Committee

Departmental Postgraduate Programme Committee

Departmental Service Committee

- **Interim Head**, Department of Management & Marketing, 2018~2020

### 2. At the Faculty Level

- **Associate Dean** (External Relations and Development), 2020~present

- Secured a **1-million donation** for research on FinTech and ESG
- Initiated and established the collaboration with Southern University of Science & Technology on a **new program of Doctor of Management (Hong Kong)**
- Established and oversees a **new program of Doctor of Business Artificial Intelligence**
- **Revamped** the Doctor of Management (China) program with Renmin University
- Organizes the **Faculty of Business Knowledge Transfer Forum**
- Oversees **the alumni network and engagement**: MBA, DBA, Doctor of Management, and Doctor of FinTech

- **Faculty Committee Members**

Board of Faculty of Business

Faculty Management Committee

Doctor of Management Program Committee

Doctor of Business Administration Program Committee

Doctor of FinTech Program Committee

- **Founding Director**, Faculty of Business Digital Transformation Center, 2019~present

- Established the **Joint Lab on Business Intelligence** with the Southern University of Science & Technology
- Initiated and organizes the **Digital Transformation Frontiers Forum**

**Administrative Services / Contributions to PolyU—Continued**

**3. At the University Level**

- Member, **University Digital Transformation Committee**: 2022~present
- Member, **Research Institute of Artificial Intelligence of Things**: 2021~present
- Member, **Knowledge Transfer Management Committee**: 2023~present
- Member, **University Reputation Management Committee**: 2024~present
- Member, **Global Engagement Meeting**: 2024~present