

Curriculum Vitae

XU Xin

Associate Professor

Associate Dean (External Relations and Development)

Program Director, Master of Science in Business Analytics

Director, Faculty of Business Digital Transformation Centre

Department of Management & Marketing, Faculty of Business

The Hong Kong Polytechnic University

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Academic Positions

02/2020 – Present	Associate Professor & Associate Dean
08/2018 – 12/2019	Associate Professor & Interim Head
08/2013 – 07/2018	Associate Professor
08/2007 – 07/2013	Assistant Professor
	Department of Management & Marketing, Faculty of Business The Hong Kong Polytechnic University, Hong Kong

Education

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

Professional Recognitions

- **Associate Editor, *MIS Quarterly*: 2015 ~ 2019**
- **Track Co-Chair, the *Pacific Asia Conference on Information Systems*. 2013 & 2020**
- **Workshop Co-Chair, The PolyU-AIS Research Development Workshop, 2018 & 2019; with *The Association for Information Systems*.**
- **Top 10% of Authors on SSRN by both *all-time downloads* and *new downloads* within the last 12 Month as of Mar 2020**
- **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.**

I. Research

Research Publications

1. Journal Publications

UT Dallas Business School Research Ranking Journals:

- **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.
- 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.
- **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 Journals:

- **XU, X.**, Jin, Y., Bai, W.C., Xie, W., Liu, R.Q., and Li, Q. (Forthcoming). “Living in a simulation? An empirical investigation of the smart driving test-simulation system,” *Journal of the Association for Information Systems*
- Niu, B., Xie, F., Chen, L., and **Xu, X.** (Forthcoming). “Join logistics sharing alliance or not? Incentive analysis of competing e-commerce firms with promised-delivery-time,” *International Journal of Production Economics*
- 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.
- **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.
- 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.
- 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.
- **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. 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 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.
- 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)*, 7-8 December 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)*, July 5-9, 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.

3. Research Interests and On-going Projects

- **Data Science:**
 - *How Photo-sharing Influences e-Word-of-Mouth on Social Media: an Empirical Investigation in the Restaurant Sector*
 - *The Dark Side of KOL—A Study of the Inhibition Effects of Opinion Leaders on Knowledge Accumulation on Social Media*
- **Human-AI Interaction:**
 - *Designing Persuasive Chatbots to Improve Sales and Customer Relationship*
- **Internet of Things & Smart Service:**
 - *Smart Driver Training by Intelligent Feedbacks from Internet of Vehicles*
 - *Personalized and On-demand Vehicle Insurances by Internet of Vehicles*
- **Gamification:**
 - *A Gamification Platform for Education & Professional Training*

Research Impact

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

Scopus Author ID: 54416628400

1. Top 10% of Authors on SSRN by both *all-time* and *last-12-month* downloads

as of *Mar 2020*: SSRN—Social Science Research Network: <https://www.ssrn.com>

2. H-Index based on Google Scholar (as of Sep 2019)

	All	Since 2014
Citations	5166	4766
h-index	7	7
i10-index	7	7

Top 3 Papers Cited	Citations
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,” <i>MIS Quarterly</i> (36:1), pp. 157-178.	4627
Venkatesh, V., Thong, J.Y.L., and XU, X. (2016) “Unified theory of acceptance and use of technology: A synthesis and the road ahead,” <i>Journal of the Association for Information Systems</i> (17:5), pp. 328–376.	329
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,” <i>Management Science</i> (56:8), pp. 1304-1323.	70

Research Postgraduate Students Supervised**1. DBA/DMgt Students (Executive Program)**

Name	Duration	Applicant's Role	Student Status
Zhou Yi	2008~2010	Chief-supervisor	Degree Awarded
Kenneth Wong	2012~2018	Chief-supervisor	Degree Awarded (<i>Best Proposal Award</i>)
Dicky Shek	2015~2017	Chief-supervisor	Degree Awarded
Luo Guang	2015~2018	Chief-supervisor	Degree Awarded
Li Qiang	2016~2018	Chief-supervisor	Degree Awarded (<i>Best Thesis Nominee</i>)
Bai Wenchao	2016~2018	Chief-supervisor	Degree Awarded (<i>Best Thesis Award</i>)
Li Wei	2016~2018	Chief-supervisor	Degree Awarded
Ye Jun	2017~2019	Chief-supervisor	Viva Success (<i>Best Thesis Nominee</i>)
Cai Xueyuan	2017~2019	Chief-supervisor	Viva Success
Liu Feifei	2017~present	Chief-supervisor	Thesis Proposal Success
Wan Jun	2017~present	Chief-supervisor	Thesis Proposal Success
Wang Junjing	2018~present	Co-supervisor	Thesis Proposal Success
Xie Lei	2018~present	Chief-supervisor	Thesis Proposal Success
Cao Xinfeng	2018~present	Chief-supervisor	Thesis Proposal Success
Liu Jimin	2018~present	Co-supervisor	Thesis Proposal Success
Feng Wanli	2019~present	Co-supervisor	Thesis Proposal Success
Lucy Fu	2019~present	Chief-supervisor	Thesis Proposal Development
Annie Chan	2019~present	Chief-supervisor	Thesis Proposal Development

2. PhD/MPhil Students

Name	Duration	Applicant's Role	Student Status
Ding Bing (MPhil)	2010~2012	Chief-supervisor	Assistant Prof., Jiangnan University (江南大学)
Li Jing (PhD)	2013~2017	Co-supervisor	Assistant Prof., Nanjing University (南京大学)
Li Siyu (PhD)	2017~2019	Chief-supervisor	Assistant Prof., Xi'an JiaoTong University (西安交通大学)
Chen Yuting (PhD)	2015~present	Chief-supervisor	Under Supervision
Xu Yukuan (PhD)	2016~present	Chief-supervisor	Under Supervision
Xie Wen (PhD)	2017~present	Chief-supervisor	Under Supervision
Wang Ziyi (PhD)	2019~present	Chief-supervisor	Under Supervision
Liu Yinghao (PhD)	2019~present	Chief-supervisor	Under Supervision

Research Funds**1. External Research Grants Secured**

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount Awarded</i>	<i>My Role</i>
National Natural Science Foundation of Guangdong	The Effects of the Definitive Tone in Customer Review on Review Usefulness Evaluation	2019 ~ present	RMB 100,000	Principal Investigator
General Research Fund (GRF)	The Effectiveness of Big Data Breach Response Strategies in the Healthcare Industry: A Mixed Methods Approach	2019 ~ present	HK\$ 510,844	Co-Investigator
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 ~ present	RMB 2,500,000	Co-Investigator

2. Internal Research Grants Secured

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount Awarded</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-Investigator
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 University	Social Media and Online Team Dynamics—a Cross-culture Investigation	2015 ~ present	HK\$ 700,000	Principal Investigator
IDEAS Project, PolyU FB	A Gamification Platform for Player Innovation—Designing Games for Education & Professional Training	2016~ present	HK\$ 450,000	Principal Investigator

II. Teaching

1. Teaching Evaluations

Note: Average Teaching Evaluations of the Latest 3 Years in Parentheses

- **Executive (DBA) Courses**

Digital Economy 2015~present (4.6 out of 5)

Statistical Analysis for Business Research 2016~present (4.7 out of 5)

Business Research Analysis and Design 2016~present (4.6 out of 5)

- **Postgraduate (MBA) Courses**

Marketing Management 2010~2012 (4.3 out of 5)

Business Research Methods 2012~2017 (4.9 out of 5)

- **Undergraduate Courses**

IT for Business 2007~2016 (4.1 out of 5)

E-commerce 2007~present (4.2 out of 5)

Introduction to Business Analytics 2017~2018 (3.7 out of 5)

2. Advising and Mentoring Students in Business Plan Competitions

I mentored a number of undergraduate student teams in business plan competitions, such as the HSBC Young Entrepreneur Awards. I provide advice on and contribute my ideas to each team's business idea, business plan, and team project report and presentation, etc. Two teams have won the following awards in past competitions:

- GSC: PolyU Pre-Challenge 2009/10, **Diamond Award**, the *Googlor* project, Co-supervision with Dr. Vincent Cho
- GSC: PolyU Pre-Challenge 2011/12, **Excellence Award**, the *Idea for You* project

3. Undergraduate Students' Capstone Projects

- **Undergraduate: Double-degree Students' Final Year Projects**

I served as the program co-ordinator for the *Double Degree Bachelor in Business Administration and Engineering* from 2010 to 2018, during which I collaborated with engineering colleagues to supervise DD students' final-year projects.

4. Designing Subject/Program Curriculum

- **New Subject Development: Introduction to Business Analytics (Undergraduate)**

This subject aims to expose students to the cutting-edge practices and technologies of business analytics. It focuses on the cultivation of a sense of viewing business problems from a data science perspective and critical thinking in business analytics.

- **New Subject Development: Technology Innovation and Management (Postgraduate)**

This subject is one of the electives of the MSc Program of Business Analytics. This course focuses on understanding the challenges of digital transformation and developing strategies and tactics for technology intensive products and services.

- **New Program Curriculum: China Master of Business Administration (China MBA)**

Member, Proposed Programme Planning Committee on China MBA: Developed the curriculum of the China Master of Business Administration and the new Stream requirement of Finance Track / Stream.

5. Creating New Teaching/Learning Materials/Resources

- **Inquiry-based Learning with Simulation and Gaming**

A new project on the development of simulation games for inquiry-based learning

- **Using Board Game Design and Animation Creation for Learning Assessment**

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)*, 7-8 December 2016, Kuala Lumpur.

- **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

6. Contributing to Subject/Program Validation

- **Member**, *Management Board and Course Management Committee, Institute for Entrepreneurship (IfE)*

III. Service

Professional/Community Service

1. Journal Editorship

- **Associate Editor**, *MIS Quarterly*, 2015~2019
MIS Quarterly is one of the A* journals of Faculty of Business in the UT Dallas Journal List.

2. Conference Track/Workshop Chair

- **Track Co-Chair**, the IS Implementation and Adoption track, the *2020 Pacific Asia Conference on Information Systems*. Dubai, UAE, June 2020
- **Workshop Co-Chair**, The Second PolyU-AIS Research Development Workshop, 2019; AIS (The Association for Information Systems) is the global association of academics in the Management Information Systems discipline.
- **Workshop Co-Chair**, The First PolyU-AIS Research Development Workshop, 2018
- **Track Co-Chair**, the IS Implementation, Adoption, and Diffusion track, the *2013 Pacific Asia Conference on Information Systems*. Jeju Island, Korea, June 2013.

3. Conference Editor / Program Committee Member

- **Associate Editor**, the HCI, AI, and Intelligent Augmentation track, the *2020 International Conference on Information Systems*, India, December 2020.
- **Associate Editor**, the Human Behavior in IT Adoption & Use track, the *2013 International Conference on Information Systems*, Milan, Italy, December 2013.
- **Associate Editor**, the Human Behavior in IT Adoption & Use track, the *2012 International Conference on Information Systems*, Orlando, US, December 2012.
- **Program Committee Member**, the *2008 iadis International Conference on Information Systems*, Algarve, Portugal, April 2008.
- **Member** of the *Association for Information Systems* (AIS)
- **Member** of *INFORMS* (The Institute for Operations Research and the Management Sciences)

4. Ad Hoc Reviewer for Top-tier Journals

I have been serving as the ad hoc reviewers for the top-tier journals in the information systems discipline such as *Management Science*, *MIS Quarterly*, *Information Systems Research*, *Journal of Management Information Systems*, and *Journal of the Association for Information Systems*.

Contributions to the Hong Kong Polytechnic University

1. University Level

- **Associate Dean, Faculty of Business, 2020 ~ Present**
- **Interim Head, Department of Management & Marketing, 2018~2019**
- **Management Board and Course Management Committee, Member, Institute for Entrepreneurship (IfE), 2017~present**

2. Faculty Level

- **Founding Director, The Faculty of Business Digital Transformation Center, 2019 ~ present**
- **Member, Faculty Board of Business: 2015~ present**
- **Member, Faculty Management Committee: 2018~ present**
- **Member, DBA Program Committee: 2016~ 2019**
- **Member, DMgt Program Committee: 2015~ present**

3. Department Level

- **Program Director**
Master of Business Analytics (2019/20 – present)
- **Double Degree in Business Administration & Engineering,**
Departmental Tutor & Academic Advisor (2010/11 – 2017/18)
- **Departmental Undergraduate Programme Committee**
Member (2010/11 – 2017/18)
- **Departmental Postgraduate Programme Committee**
Member (2014/15 – 2017/18)
- **Departmental Learning & Teaching Committee**
Member (2014/15 – present)
- **Departmental Research Committee**
Member (2013/14 – 2015/16; 2017/18); Ex-officio Member (2018/19 – present)
- **Departmental Management Committee**
Member (2014/15 – 2017/18); Chairman (2018/19 – present)
- **Departmental Staffing Committee**
Elected member (2015/16 -2017/18), Chairman (2018/19 – present)
- **Departmental Advisory Committee**
Ex-officio Member (2018/19 – present)

Knowledge Transfer

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

The Faculty of Business Digital Transformation Centre at PolyU is established to cater for the needs of digital transformation from both the business community and the academia.

- *Hong Kong NGOs' Adoption and Use of ePayment Services with Bank of East Asia*

I led a team of undergraduate students to conduct a research project for Bank of East Asia (BEA) on Hong Kong NGOs' adoption and use of the ePayment gateway offered by BEA. We visited a number of representative NGOs and compiled a report for BEA to further refine their ePayment services for NGOs.

- *Supervising MBA Students' Investigative Reports:*

Student Name	Report Title (Chinese)	Title of the Investigative Report (English)	Year
ZHENG Zhong	职业女性参与网络团购频次的相关性分析	Profiling female professionals participating in online group buying	2011/12
HE Ben	大数据分析是电信服务中的提利润的手段	Big data analysis: a means of making profits in telecommunications services	2013/14
HU Yixiang	中国消费者互联网销售车险接受程度研究	Research on the Chinese consumers' acceptance of online auto Insurance	
WANG Hongyan	国内汽车模具企业外贸现状的调研分析	An investigation of the international trade of Chinese automobile manufacturers	
ZHANG Xia	社会化媒体影响服装品牌价值研究	A research on the influence of social media on brand value in the clothing sector	
ZHENG Shuang	酱香型白酒的新型营销渠道研究分析	A research on the marketing channels of Chinese Spirits	
PENG Qi	水力与火电混动模式的研究	A business research on the hybrid mode of hydraulic and thermal power generation	2014/15
ZHOU Peng	中小企业如何从大数据中获益	How SMEs benefit from big data	
LU Hongming	深圳麦当劳发展策略及微观选址模型研究	Research on McDonald's development strategy—A micro site selection model	
FU Qiang	移动互联网带来创新变革的机会	Mobile Internet brings opportunities of business transformation	
ZOU Aihua	项目管理团队的绩效评价研究	A research on the performance evaluation of project management team	

Student Name	Report Title (Chinese)	Title of the Investigative Report (English)	Year
LIU Zhifei	平衡计分卡在商业银行绩效考核中应用研究	Application of balanced scorecard in performance appraisal in commercial banks	
ZHANG Jing	国内燃气行业的 ERP 实施关键成功要素研究	Critical success factors of ERP implementation in the gas industry in China	
GUO Xiuchun	从组织社会化视角研究企业新员工培训	A research on new employee training from the perspective of socialization	
LI Sheng	IT 创业企业选择创业地的影响因素研究	A research on the factors Influencing site selection of IT startups	
ZHAO Yi	上海迪斯尼乐园项目对相关行业的影响研究	A research on the impacts of Shanghai Disneyland on related industrial sectors	
ZHENG Yu	大数据时代的互联网营销策略文献综述	A literature review of Internet marketing strategies in the age of Big Data	
ZHONG Jingcheng	前海融资租赁业务的发展	The development of Qianhai Financial Leasing Business	
YAN Jun	互联网金融背景下证券公司发展路径探析	An analysis on the development of securities companies in Internet finance	2015/16
ZHEN Ming	互联网金融对信托公司现有业务模式的影响	The impact of internet finance on the existing business model of trust companies	
DU Juan	商业银行集中处理模式创新策略研究	A research on the innovation strategy of commercial banks in China	
JIA Zhenjun	主力店和综合店的关系	A research on the mutual impacts between the flagship store and the general stores	
JIANG Bo	培训组织形式对培训效果影响的研究	A research on the influence of training mode on training outcomes	2016/17
REN Xiaogang	中国减肥市场消费者购买行为分析和趋势	An analysis of the trends of China's weight-loss industry	
SUN Jianjun	互联网金融个人消费贷款风险控制管理	The risk control of Internet finance	
TANG Jin	移动互联网现状下广告行业营销模式的研究	A research on the impacts of mobile Internet on the advertising industry	
YANG Junqi	互联网时代下银行手机银行营销策略研究	A research on the marketing strategy of mobile banking of commercial banks	