

# 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	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, Digital Marketing, IT Innovation and Implementation

## JOURNAL PUBLICATIONS

- 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), pp.596-612.
- 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), p.3.
- Tam, K.Y., Feng, Y. and Lai, M.C., 2019. Effective Use of Policing Systems: A Two-Stage Study of the Shakedown Period of System Implementation. *IEEE Transactions on Engineering Management*.

## PAPERS UNDER REVIEW

Feng, Y., Claggett, J., Karahanna, E., and Tam, K.Y. "Exploring the Impact of Herding Cues in the Presence of Other Information Signals through a Randomized Field Experiment," Revision under 3<sup>rd</sup> review at *MIS Quarterly*.

Feng, Y., Tam, K.Y., and Lai, M. "Managing Systems Usage in Organizations: Two Longitudinal Studies in Compulsory and Voluntary Settings," Under review at *Information & Management*.

## WORK-IN-PROGRESS

"The Role of Self-disclosure and Reciprocal Disclosure on Consumer Engagement: Evidence from Online Conversation Text-mining," with Lu, X.

"How does Content and Sentiment Coherence Influence Online Discussion," with Chen, Z. (*Ph.D. student supervised*).

"The Effect of Mere Presence on Online Ratings: Insights from Different Online Social Connections," with Wang, C. and Zhang, X.

## CONFERENCE PROCEEDINGS

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.

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.

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

## FUNDED PROJECTS

Fund Scheme	Project Title	Year	Amount Awarded	Role
Early Career Scheme (ECS)	Uncovering Sequential Pattern in Online User Opinions based on Deep Learning Techniques	2019 (36M)	HK\$446,140	PI
Internal Start-up Grant	Social Influence in Online Review Contribution Behavior	2018 (36M)	HK\$200,000	PI

## RESEARCH POSTGRADUATE STUDENTS SUPERVISED

Duration	Student Name	Degree Program	My Role
2019 Sep – present	Chen, Zihan	PhD/Mphil	Chief-supervisor
2019 Spring – present	Cao, Xinfeng	DMgt	Co-supervisor

## PANEL MEMBERS OF STUDENTS' THESES

Academic Year	Student Name	Degree Program
2018-2019	Li, Siyu	PhD
2018-2019	Luo, Peng	PhD
2018-2019	Peng, Qi	DMgt
2018-2019	Liu, Jimin	DMgt
2018-2019	Wang, Junjing	DMgt
2019-2020	Xie, Wen Kate	PhD
2019-2020	Liu, Yinghao	MPhil

## TEACHING EXPERIENCE

- 2020 Summer      **MM5935:** Independent Projects  
 ➤ Supervise MSc BM student for independent study
- 2020 Spring      **MM5425:** Business Analytics  
 ➤ **New subject development**, including lectures of business analytics theory and hand-on tutorials of Python programming  
 ➤ **Master** class: 38 Full-time students from MSc BM and 44 Full- & Part-time students from MSc BA  
 ➤ **SFQ:** 4.8 for MSc BM class and 4.5 for MSc BA class
- 2019 Spring      **MM2422:** Managing Business Information Systems & Applications  
 ➤ **Undergraduate** class: 43 students in LTL006 and 46 students in LTL007  
 ➤ **SFQ:** 4.3 for LTL006 and 4.7 for LTL007 (top 10-25%)
- 2016 Fall          **ISOM 3360:** Data Mining for Business Analytics
- 2013-2016 Spring      **ISOM2010:** Introduction to Information Systems

## PROFESSIONAL/COMMUNITY SERVICE

- **Conference Associate Editors:**  
 International Conference on Information Systems (ICIS), 2020  
 Pacific Asia Conference on Information Systems (PACIS), 2020
- **Conference Discussant:**  
 The 13<sup>th</sup> China Summer Workshop on Information Management, 2019, Shenzhen, China

➤ **Journal/Conference Reviewers:**

MIS Quarterly, Information Systems Research (ISR), Journal of the Association for Information Systems (JAIS), Information Systems Journal (ISJ), 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

Student teams come from *The University of Hong Kong, The Hong Kong University of Science and Technology, The Chinese University of Hong Kong, City University of Hong Kong, The Hong Kong Polytechnic University, Hong Kong Baptist University, Lingnan University.*

## **SERVICE FOR FACULTY/DEPARTMENT**

- Member of Board of Examiners (BoE) of MSc BM (2020 July)
- Academic Advisor for UG Programme in Management and Marketing (2019 - present)

## **HONORS AND AWARDS**

Student Representative on the Committee on Postgraduate Studies of the Senate, HKUST, 2014-2015

Dean's Ph.D. Fellowship for Outstanding Performance, HKUST, 2013-2014.

Research Postgraduate Studentship, Hong Kong, 2010-2015.

President of Students Union, Fudan University, Shanghai, 2007-2008.

Honor for "Outstanding Student in Shanghai", Shanghai Government, China, 2007.

First-class People's Scholarship for Coursework Excellence, China, 2007.

Excellent Student Award, Fudan University, Shanghai, 2006-2009.