

FENG, Yue (Katherine)

Department of Management and Marketing
Faculty of Business
The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong
Email: katherine.feng@polyu.edu.hk, Mobile: +852 9525-7583

EMPLOYMENT

The Hong Kong Polytechnic University Assistant Professor, Department of Management and Marketing	2018.07 - Present
Citibank N.A. Manager, Big Data Analyst for Global Fraud Management	2017.01 - 2018.06
The Hong Kong University of Science and Technology Visiting Scholar, Department of Information Systems, Business Statistics and Operations Management	2016.09 - 2016.12

EDUCATION

Hong Kong University of Science and Technology (HKUST) Ph.D. in Information Systems	Hong Kong 2016.06
Fudan University M.S. in Information Systems B.S. in Statistics	Shanghai, China 2010.06 2009.06

JOURNAL PUBLICATION

- “Promotional Marketing or Word-of-Mouth? Evidence from Online Restaurant Reviews,” (with Xianghua Lu, Sulin Ba and Lihua Huang), *Information Systems Research*, 2013, 24(3), pp. 596-612.
- “The Role of Morality in Digital Piracy: Understanding the Deterrent and Motivational Effects of Moral Reasoning in Different Piracy Contexts,” (with Kar Yan Tam and Samuel Kwan). *Journal of the Association for Information Systems*, (forthcoming).

PAPERS UNDER REVIEW

- “Management Interventions in Facilitating Deep Usage of New IT Systems: Testing a Longitudinal Model in Mandatory and Voluntary Settings,” (with Kar Yan Tam and Chi Leung Lai). *Pass the 1st round review at Journal of Management Information Systems*.

WORK-IN-PROGRESS

“A Randomized Field Experiment on the Impact of Herding Cue on Time of Adoption,” with Elena Karahanna and Kar Yan Tam.

“The Effect of Mere Presence on Online Ratings: Insights from Different Online Social Connections,” with Chong Wang and Xiaoquan (Michael) Zhang.

CONFERENCE PROCEEDINGS

Yue Feng, Kar Yan Tam, and Chong (Alex) Wang. “Time to Adoption of a New IT Service,” in *Proceedings of the 2015 International Conference on Information Systems (ICIS)*, Dec 2015, Fort Worth, Texas.

Yue Feng, Chong (Alex) Wang, and Xiaoquan (Michael) Zhang. “The Impacts of Informant and Friend Relationships on Online Opinion Sharing,” in *Proceedings of the 2013 International Conference on Information Systems (ICIS)*, Dec 2013, Milan, Italy.

Yue Feng and Kar Yan Tam. “Gain and Loss in System Switching: A Behavioral Economics View to Understand the Joint Effects of System Usage Performance on User Satisfaction,” in *Proceedings of the Pacific Asia Conference on Information Systems (PACIS)*, Jun 2013, Jeju Island, Korea.

Chong Wang, Yue Feng, and Xiaoquan (Michael) Zhang. “Unpacking Social Influence in Online Ratings,” at *Workshop on Information Systems and Economics (WISE)*, Dec 2011, Shanghai, China.

RESEARCH INTERESTS

Area 1 - Social Media, Online Marketing

Methods: Econometrics, Bayesian Estimation, Machine Learning.

Area 2 - IT Innovation and Implementation

Methods: Field Experiment, Survey, Structural Equation Modeling.

TEACHING INTERESTS

Machine Learning / Data Mining / Business Analytics, Introduction to Information Systems

TEACHING EXPERIENCE

Lecturer for ISOM 3360: Data Mining for Business Analytics 2016 Fall

HKUST undergraduate level course; Class size: 60

Course content: supervised learning (decision tree; logistic regression; naïve Bayes etc.); unsupervised learning (clustering; association rule etc.); social networks; model evaluation

Lab Instructor for ISOM2010: Introduction to Information Systems 2013-2016 Spring

HKUST undergraduate level course; Class size: 60; 2 sessions

Course content: background introduction and programming skills applied in social media, mobile apps, database management, web development etc.

TECHNICAL SKILLS

Data Analytical Programming and Tools: R, Python, Stata, SPSS, SAS

Data Warehouse: Microsoft SQL Server, Hive (big data Hadoop platform)

Tools for Structural Equation Modeling: SmartPLS, Amos

ACADEMIC SERVICE

Reviewer: Information Systems Research (ISR), International Conference on Information Systems (ICIS 2012-2015), Americas Conference on Information Systems (AMCIS 2014), European Conference on Information Systems (ECIS 2015), Pacific Asia Conference on Information Systems (PACIS 2014-2015), 48th Annual Hawaii International Conference on System Sciences (HICSS)

HONORS AND AWARDS

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

Research Postgraduate Studentship, Hong Kong, 2010-2015.

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.