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Curriculum Vitae

National University of Singapore
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EDUCATION

Ph.D.	University of Chicago,	Business Admin. (Marketing) (2005)
M.Sc.	National University of Singapore,	Computer & Information Sc. (1998)
B.Sc. (Hons)	National University of Singapore,	Computer & Information Sc. (1997)

PROFESSIONAL EXPERIENCE

National University of Singapore, School of Computing
Head, Department of Information Systems and Analytics (2021-Present)
Vice Dean, Communications (2019-2021)
Vice Dean, Corporate Relations (2016-2019)
Associate Professor (2014-Present)
Deputy Head, Department of Information Systems and Analytics (2015-2016)
Assistant Dean, Corporate Relations (2014-2015)
Assistant Professor (2005-2014)
Stanford University, Graduate School of Business
Visiting Scholar (2016)
University of Chicago, Graduate School of Business
Research Assistant (2000-2005)
Teaching Assistant (2000-2005)
National University of Singapore, School of Computing
Senior Tutor (1999-2000)
Research Scholar (1998)
Astiv Technologies Private Limited
IT Consultant (1996-1997)
Singapore Armed Forces, 20th Battalion Singapore Artillery
Sergeant, Non-Commissioned Officer (1992-1993, 1998-1999)

PUBLICATIONS AND RESEARCH

1. Research Interests

1. Consumer and Firm Behaviors in Social-Mobile Media and Platforms
2. Marketing and Advertising in Digital Media Environments
3. Pricing and Product Strategies in Digital and AI Innovations
4. Econometric and Causal Impact Evaluation Methods

2. Refereed Journal Articles

1. Li, D., Goh, K.Y., and Heng, C.S., "Strategic Content Generation and Monetization in Financial Social Media", *Information Systems Research*, 36(1), 2025, pp. 61-83.
2. Guo, Y., Zhang, Y., Goh, K.Y., and Peng, X., "Can Social Technologies Drive Purchases in E-Commerce Live Streaming? An Empirical Study of Broadcasters' Cognitive and Affective Social Call-To-Actions", *Production and Operations Management*, 2024, forthcoming.
3. Guo, Y., Ban, C., Yang, J., Goh, K.Y., Liu, X., Peng, X., and Li, X., "Analyzing and Predicting Consumer Response to Short Videos in E-Commerce", *ACM Transactions on Management Information Systems*, 15(4), 2024, pp. 1-23.
4. Yang, Y., Goh, K.Y., Teo, H.H., and Tan, S.S.L., "The Impact of Air Pollution Information on Individuals' Exercise Behavior: Empirical Study Using Wearable and Mobile Devices Data", *JMIR mHealth and uHealth*, 12, 2024, e55207.
5. Han, Y., Goh, K.Y., Kim, S.H., and Phan, T.Q., "The Effect of Ad Image's Sentiment Scores and Mobile Device Attributes on Mobile Ad Response Behavior", *IEEE Transactions on Engineering Management*, 71, 2024, pp. 1314-1329.
6. Sarker, S., Whitley, E.A., Goh, K.Y., Hong, Y., Mähring, M., Sanyal, P., Su, N., Xu, H., Xu, J.D., Zhang, J., and Zhao, H., "Some Thoughts on Reviewing for Information Systems Research and Other Leading Information Systems Journals", *Information Systems Research*, 34(4), 2023, pp. 1321-1338.
7. Zhang, Y., Goh, K.Y., and Wang, Q., "Unraveling the Effect of Competing Product Reviews on Consumer Choice and the Moderating Role of Consumer-Reviewer Peer Types", *IEEE Transactions on Engineering Management*, 70(10), 2023, pp. 3315-3329.
8. Yang, Y., Goh, K.Y., Teo, H.H., and Tan, S.S.L., "Compete with Me? The Impact of Online Gamified Competition on Exercise Behavior", *Journal of the Association for Information Systems*, 24(3), 2023, pp. 912-935.
9. Oh, H., Goh, K.Y., and Phan, T.Q., "Are You What You Tweet? The Impact of Sentiment on Digital News Consumption and Social Media Sharing", *Information Systems Research*, 34(1), 2023, pp. 111-136.
10. Li, M., Han, Y., Goh, K.Y., and Cavusoglu, H., "Mobile App Portfolio Management and Developers' Performance: An Empirical Study of the Apple App Store", *Information and Management*, 59(8), 2022, 103716.
11. Lin, Z., Goh, K.Y., and Heng, C.S., "The Demand Effects of Product Recommendation Networks: An Empirical Analysis of Network Diversity and Stability", *MIS Quarterly*, 41(2), 2017, pp. 397-426.
12. Chen, Y., Bharadwaj, A., and Goh, K.Y., "An Empirical Analysis of Intellectual Property Rights Sharing in Software Development Outsourcing", *MIS Quarterly*, 41(1), 2017, pp. 131-161.
13. Wu, J., Li, H., Lin, Z., and Goh, K.Y., "How Big Data and Analytics Reshape the Wearable Device Market - The Context of E-Health", *International Journal of Production Research*, 55(17), 2017, pp. 5168-5182.
14. Wu, J., Goh, K.Y., Li, H., Luo, C., and Zheng, H., "The Effects of Communication Patterns on the Success of Open Source Software Projects: An Empirical Analysis from Social Network Perspectives", *Journal of Global Information Management*, 24(4), 2016, pp. 22-44.

15. Goh, K.Y., Tan, C.H., and Teo, H.H., "Stated Choice Analysis of Conditional Purchase and Information Cue Effects in Online Group Purchase", *Journal of the Association for Information Systems*, 16(9), 2015, pp. 738-765.
16. Goh, K.Y., Chu, J., and Wu, J., "Mobile Advertising: An Empirical Study of Temporal and Spatial Differences in Search Behavior and Advertising Response", *Journal of Interactive Marketing*, 30, 2015, pp. 34-45.
17. Goh, K.Y., Hui, K.L., and Png, I.P.L., "Privacy and Marketing Externalities: Evidence from Do Not Call", *Management Science*, 61(12), 2015, pp. 2982-3000.
18. Chen, J., Chen, J., Goh, K.Y., Xu, Y., and Tan, B.C.Y., "When Do Sellers Bifurcate from Electronic Multisided Platforms? The Effects of Customer Demand, Competitive Intensity, and Service Differentiation", *Information and Management*, 51(8), 2014, pp. 972-983.
19. Goh, K.Y. and Ping, W., "Engaging Consumers with Advergaming: An Experimental Evaluation of Interactivity, Fit and Expectancy", *Journal of the Association for Information Systems*, 15(7), 2014, pp. 388-421.
20. Tan, C.H., Goh, K.Y., Teo, H.H., and Yang, X., "Response to Buyout Options in Internet Auctions", *IEEE Transactions on Engineering Management*, 61(2), 2014, pp. 285-297.
21. Goh, K.Y., Heng, C.S., and Lin, Z., "Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content", *Information Systems Research*, 24(1), 2013, pp. 88-107.
22. Goh, K.Y., Hui, K.L., and Png, I.P.L., "Newspaper Reports and Consumer Choice: Evidence from the Do Not Call Registry", *Management Science*, 57(9), 2011, pp. 1640-1654.
23. Tan, C.H., Goh, K.Y., and Teo, H.H., "Effects of Comparison Shopping Websites on Market Performance: Does Market Structure Matter?", *Journal of Electronic Commerce Research*, Special Issue on Comparison-Shopping and Related Recommender Intelligent Agents, 11(3), 2010, pp. 193-219.
24. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effect of Banner Advertising on Internet Purchasing", *Journal of Marketing Research*, 43(1), 2006, pp. 98-108.
25. Chintagunta, P.K., Dubé, J.P., and Goh, K.Y., "Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models", *Management Science*, 51(5), 2005, pp. 832-849.

3. Book Chapters

1. Wang, Q. and Goh, K.Y., "Consumer Segmentation and the Information Role of Online Reviews in Horizontally Differentiated Product Markets", in *Lecture Notes in Business Information Processing: E-Life: Web-Enabled Convergence of Commerce, Work, and Social Life (10th Workshop on E-Business)*, M.J. Shaw, D. Zhang, and W.T. Yue (eds.), Springer, 108, 2012, pp. 225-233.

4. Conference Presentations & Proceedings (refereed acceptance)

1. Zhang, X., Sun, C., Zhang, R., and Goh, K.Y., "The Value of AI-Generated Metadata for UGC Platforms: Evidence from a Large-scale Field Experiment", *MSOM Technology, Innovation, and Entrepreneurship SIG Conference*, London, England, June 27, 2025, accepted.

2. Sun, Y., Lim, S.Y., and Goh, K.Y., "Legitimacy Tradeoffs: Use of Low-Code/No-Code Tools and Digital Start-ups' Funding", in *Proceedings of the 45th International Conference on Information Systems*, Bangkok, Thailand, December 15-18, 2024 (Best Overall Conference Paper Award nominee, Best Paper in Track (Digital Innovation, Transformation, and Entrepreneurship) Award).
3. Oh, H., Shin, J., Kankanhalli, A., and Goh, K.Y., "Effects of Expert- and User-Generated Evaluations on Food Product Choices via a Food Literacy App", in *Conference on Information Systems and Technology*, Seattle, Washington, October 19-20, 2024.
4. Zhang, X., Goh, K.Y., Sun, C.S., and Zhang, R., "The Impact of GAI-generated Video Metadata on Video Viewership: Evidence from a Large-scale Field Experiment", in *Conference on Information Systems and Technology*, Seattle, Washington, October 19-20, 2024.
5. Zhang, X., Goh, K.Y., Sun, C.S., and Zhang, R., "The Impact of GAI-generated Video Metadata on Video Viewership: Evidence from a Large-scale Field Experiment", in *8th INFORMS Workshop on Data Science*, Seattle, Washington, October 19, 2024.
6. Hu, J., Goh, K.Y., and Sun, C., "Embracing Generative AI? Economics of Human-AI Co-Creation in Online Freelance Marketplaces", in *35th Workshop on Information Systems and Economics*, Hyderabad, India, December 13-15, 2023.
7. Oh, H., Shin, J., Kankanhalli, A., and Goh, K.Y., "Effects of Expert- and User-Generated Evaluations on Food Product Choices via a Food Literacy App", in *35th Workshop on Information Systems and Economics*, Hyderabad, India, December 13-15, 2023.
8. Maeng, J., Goh, K.Y., and Ge, C., "Should I Buy Now, Pay Later? An Empirical Study of Consumer Behavior in E-Commerce", in *Proceedings of the 44th International Conference on Information Systems*, Hyderabad, India, December 10-13, 2023.
9. Zhang, X., Goh, K.Y., and Sun, C., "The Effect of Platform-developed AI Price Recommendations Adoption on E-Commerce Platform Sales Distribution", in *Proceedings of the 44th International Conference on Information Systems*, Hyderabad, India, December 10-13, 2023 (Best Paper Award (Short Paper) nominee).
10. Sun, Y., Lim, S.Y., and Goh, K.Y., "Searching for Product-Market Fit with Externally Developed Components: Effects on Time to Product-Market Fit", in *Proceedings of the 44th International Conference on Information Systems*, Hyderabad, India, December 10-13, 2023.
11. Gao, Y., Jiang, Z., Chen, H., and Goh, K.Y., "Unlocking the Psychology of Online Travel Booking: How Price Expectations Affect Consumers", in *Proceedings of the 44th International Conference on Information Systems*, Hyderabad, India, December 10-13, 2023.
12. Zhang, X., Goh, K.Y., and Sun, C., "The Effect of Platform-developed AI Price Recommendations Adoption on E-Commerce Platform Sales Distribution", in *Conference on Information Systems and Technology*, Phoenix, Arizona, October 14-15, 2023.
13. Sun, Y., Lim, S.Y., and Goh, K.Y., "Use of Externally-Sourced Digital Components and Start-ups' Time to Product Market Fit", in *Academy of Management Annual Meeting Proceedings*, Boston, Massachusetts, August 4-8, 2023.
14. Guo, Y., Zhang, Y., Goh, K.Y., and Peng, X., "Investigating Broadcasters' Social and Selling Operations and the Moderation Effects of Product Types and Fan Viewership

- in E-Commerce Live Streaming”, in *Proceedings of the 16th China Summer Workshop on Information Management*, Changsha, China, June 24-25, 2023.
15. Oh, H., Shin, J., Kankanhalli, A., and Goh, K.Y., “Effects of Expert- and User-Generated Evaluations on Food Product Choices via a Food Literacy App”, *19th Symposium on Statistical Challenges in E-Commerce Research*, Bogotá, Colombia, June 8-10, 2023.
 16. Zhang, X., Goh, K.Y., and Sun, C., “Economics of AI Pricing Agents on Online Retail Platforms: An Agency Theory Perspective”, in *34th Workshop on Information Systems and Economics*, Copenhagen, Denmark, December 14-16, 2022.
 17. Guo, Y., Ban, C., Liu, X., Goh, K.Y., Peng, X., Yang, J., and Li, X., “Short-Video Marketing in E-Commerce: Analyzing and Predicting Consumer Response”, in *Proceedings of the 43rd International Conference on Information Systems*, Copenhagen, Denmark, December 9-14, 2022 (Best Overall Conference Paper Award, Best Paper in Track (Digital and Mobile Commerce) Award).
 18. Guo, Y. and Goh, K.Y., “Do Expressive Behaviors Matter? The Effects of Broadcasters’ Visual Expressiveness and Emotion Transitions on Viewership Engagement in Social Mobile Live Streaming”, in *Conference on Information Systems and Technology*, Indianapolis, Indiana, October 15-16, 2022.
 19. Gao, Y., Jiang, Z., Goh, K.Y., and Chen, H., “Digital Nudging through Manipulation of Price Expectations: Evidence from a Randomized Field Experiment”, *18th Symposium on Statistical Challenges in E-Commerce Research*, Madrid, Spain, June 21-22, 2022.
 20. Guo, Y., Goh, K.Y., Zhang, Y., Liu, X., and Gao, B., “Visual Merchandising and Selling Orientations in E-commerce Live Streaming: Evidence from Taobao Live”, in *Proceedings of the 42nd International Conference on Information Systems*, Austin, Texas, December 12-15, 2021.
 21. Dong, Y., Goh, K.Y., Zhao, Y., and Hou, L., “Bad Mood or Avoidance: How Health-Hazard Information Influences Consumer Behavior”, in *Proceedings of the 41st International Conference on Information Systems*, Hyderabad, India, December 13-16, 2020.
 22. Huang, Y., Huang, J., and Goh, K.Y., “Responding to Reviews Expressing Different Emotional Arousal Levels: The Effect of Managerial Response on Multi-Dimensional Ratings”, in *Proceedings of the 41st International Conference on Information Systems*, Hyderabad, India, December 13-16, 2020.
 23. Ge, C., Goh, K.Y., and Mithas, S., “How Do STEM Degrees Influence Geographic, Industry, Occupation, and Upward Mobility of IT Workers?”, in *Conference on Information Systems and Technology*, Washington, D.C., November 7-8, 2020.
 24. Wong, M.J., Oh, H., and Goh, K.Y., “The Dis-United States: Evidences of Polarization in Social Media Speech from Political Elites”, *16th Symposium on Statistical Challenges in E-Commerce Research*, Madrid, Spain, June 18-19, 2020.
 25. Dong, Y., Goh, K.Y., Zhao, Y., and Hou, L., “Effects Intensity of Pushed/Pulled Health Hazard Information on Online and Offline Treat-Coping Activities”, in *31st Workshop on Information Systems and Economics*, Munich, Germany, December 19-20, 2019.
 26. Li, D., Chen, N., and Goh, K.Y., “Selling Information When Attention is Limited: An Empirical Analysis of an Online Investment Advisory Platform”, in *Proceedings of the*

- 40th International Conference on Information Systems, Munich, Germany, December 15-18, 2019.
27. Guo, Y., Goh, K.Y., and Sayed, M.R., "Mobile Live Streaming: The Roles of Broadcasters' Screen Presence and Dynamic Emotions in Viewership Engagement", in *Proceedings of the 40th International Conference on Information Systems*, Munich, Germany, December 15-18, 2019.
 28. Zhao, Y., Hou, L., and Goh, K.Y., "Online Advertising in Online-to-Offline Retailing Environments: The Moderating Effects of Salesforce and Product Lines", in *Proceedings of the 40th International Conference on Information Systems*, Munich, Germany, December 15-18, 2019.
 29. Wong, M.J., Oh, H., and Goh, K.Y., "Monetary Impact of Instagram Popularity: Evidences from Professional Athletes' Salaries and Brand Endorsement Earnings", *15th Symposium on Statistical Challenges in E-Commerce Research*, Hong Kong, China, June 10-13, 2019.
 30. Oh, H., Phan, T.Q., and Goh, K.Y., "Are You What You Tweet? The Impact of Sentiment on Digital News Consumption and Social Media Sharing", in *Conference on Information Systems and Technology*, Phoenix, Arizona, November 3-4, 2018.
 31. Dong, Y., Goh, K.Y., Tan, S.S.L., and Teo, H.H., "Effects of Autonomy, Usage Experience, and Clinical Complexity on Physicians' Compliance with System-based Clinical Guidelines", in *29th Workshop on Information Systems and Economics*, Seoul, South Korea, December 13-15, 2017.
 32. Zhao, Y., Goh, K.Y., and Hou, L., "Evaluating the Effectiveness of Online Customer Touchpoints in Omni-Channel Retailing Environments", in *29th Workshop on Information Systems and Economics*, Seoul, South Korea, December 13-15, 2017.
 33. Li, D., Goh, K.Y., and Heng, C.S., "Price Competition and Demand for Online Content: Uncovering the Role of Content Differentiation and Network Structure", in *Proceedings of the 38th International Conference on Information Systems*, Seoul, South Korea, December 10-13, 2017.
 34. Zhang, Y., Goh, K.Y., and Lin, Z., "Investigating the Sales Spillover Effects of Online Product Sampling in E-Commerce", in *Proceedings of the 38th International Conference on Information Systems*, Seoul, South Korea, December 10-13, 2017.
 35. Han, Y., Goh, K.Y., Kim, S.H., and Phan, T.Q., "The Effect of Mental Stress on Mobile Ad Response Behavior", *13th Symposium on Statistical Challenges in E-Commerce Research*, Ho Chi Minh City, Vietnam, June 26-28, 2017.
 36. Oh, H., Phan, T.Q., and Goh, K.Y., "Are You What You Tweet? The Impact of News Sentiment on Interplays between News Readership and Social Media Sharing", *13th Symposium on Statistical Challenges in E-Commerce Research*, Ho Chi Minh City, Vietnam, June 26-28, 2017.
 37. Han, Y., Goh, K.Y., Kim, S.H., and Phan, T.Q., "The Effect of Mental Stress on Mobile Ad Response Behavior", *28th Workshop on Information Systems and Economics*, Dublin, Ireland, December 14-16, 2016.
 38. Li, D., Goh, K.Y., and Heng, C.S., "Monetizing User-Generated Content in FinTech: An Empirical Study of a Social Investing Site", in *Proceedings of the 37th International Conference on Information Systems*, Dublin, Ireland, December 11-14, 2016.
 39. Zhao, Y., Goh, K.Y., and Hou, L., "Evaluating the Effectiveness of Online Customer Touchpoints in Omni-Channel Environments", in *Proceedings of the 37th International Conference on Information Systems*, Dublin, Ireland, December 11-14, 2016.

40. Song, J., Goh, K.Y., and Phan, T.Q., "Consumers' Endorsement Effects on Marketer and User-Generated Content in a Social Media Brand Community", in *Proceedings of the 20th Pacific Asia Conference on Information Systems*, Chiayi, Taiwan, June 27-July 1, 2016 (Best Paper Award (Completed Research) nominee).
41. Bhattacharya, P., Phan, T.Q., and Goh, K.Y., "The Value of Social Media Brand Pages: Investigating the Effects of Self-Presentation at Online Social Network Sites on Offline Purchases", *12th Symposium on Statistical Challenges in E-Commerce Research*, Naxos Island, Greece, June 22-24, 2016.
42. Li, M., Oh, H., Phan, T.Q., and Goh, K.Y., "The Impacts of News Sentiment on the Interplay between Digital News Consumption and Social Media Sharing", *27th Workshop on Information Systems and Economics*, Dallas, Texas, December 12-13, 2015.
43. Han, Y., Phan, T.Q., Goh, K.Y., and Kim, S.H., "The Effect of Mobile Ad Image Contents on Consumers' Mobile Ad Response Behavior: An Image Processing and Econometric Approach", *11th Symposium on Statistical Challenges in E-Commerce Research*, Addis Ababa, Ethiopia, June 24-25, 2015.
44. Li, M., Goh, K.Y., and Cavusoglu, H., "Should I Diversify My Mobile App Portfolio? Examining the Effects of App Portfolio Size and Diversity on App Quality and Popularity", *26th Workshop on Information Systems and Economics*, Auckland, New Zealand, December 17-19, 2014.
45. Bhattacharya, P., Phan, T.Q., and Goh, K.Y., "Investigating the Effects of Self-Presentation at Social Network Sites on Purchase Behavior: A Text Mining and Econometric Approach", *26th Workshop on Information Systems and Economics*, Auckland, New Zealand, December 17-19, 2014.
46. Li, M. and Goh, K.Y., "Is Open Always Good? An Empirical Examination of Developers' Value Contribution on Mobile Platforms", *24th Workshop on Information Technologies and Systems*, Auckland, New Zealand, December 17-19, 2014.
47. Han, Y., Goh, K.Y., Kim, S.H., and Phan, T.Q., "The Effect of Repeated Ad Exposure and Physical Avoidance on Customers' Mobile Ad Response", in *Proceedings of the 35th International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014 (Best Research-in-Progress Paper Award Runner-Up).
48. Ma, X., Kim, K.H., Goh, K.Y., and Kim, S.H., "Who is More Committed Than Me? A Dynamic Structural Model of Bidder Strategies in Online Auctions", in *Proceedings of the 20th Americas Conference on Information Systems*, Savannah, Georgia, August 7-10, 2014.
49. Ma, X., Kim, K.H., and Goh, K.Y., "An Empirical Study of Consumer Behavior in Online Pay-to-Bid Auctions", in *Proceedings of the 20th Americas Conference on Information Systems*, Savannah, Georgia, August 7-10, 2014.
50. Jiang, J., Tan, S.S.L., Goh, K.Y., and Wu, D., "Effectiveness of a Health Card Program on Appointment Compliance", *Proceedings of the 2nd International Conference on Big Data and Analytics in Healthcare*, Singapore, July 22-24, 2014.
51. Li, M., Goh, K.Y., and Cavusoglu, H., "What is It in a Name? An Empirical Examination of Brand Imitation in Mobile App Market", in *Proceedings of the 18th Pacific Asia Conference on Information Systems*, Chengdu, China, June 24-28, 2014, Paper 143.
52. Bhattacharya, P., Phan, T.Q., and Goh, K.Y., "Investigating the Effects of Self-Presentation at Social Network Sites on Purchase Behavior: A Text Mining and

- Econometric Approach”, in *Proceedings of the 18th Pacific Asia Conference on Information Systems*, Chengdu, China, June 24-28, 2014, Paper 348.
53. Li, M., Goh, K.Y., and Cavusoglu, H., “Investigating Developers’ Entry to Mobile App Platforms: A Network Externality View”, in *Proceedings of the 22nd European Conference on Information Systems*, Tel Aviv, Israel, June 9-11, 2014.
 54. Zhang, Y., Goh, K.Y., and Wang, Q., “Unraveling the Information Role of Online Reviews: Distinguishing between the Competing Effect, Local and Global Peer Effects on Consumer Choice”, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy, December 15-18, 2013.
 55. Li, M., Goh, K.Y., and Cavusoglu, H., “Mobile App Portfolio Management and Developers’ Performance: An Empirical Study of the Apple iOS Platform”, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy, December 15-18, 2013.
 56. Wang, Q., Goh, K.Y., Phan, T.Q., and Cai, S., “Examining the Timing Effect of Information Diffusion on Social Media Platforms: A Temporal Network Approach”, in *Proceedings of the 21st European Conference on Information Systems*, Utrecht, Netherlands, June 5-8, 2013, Paper 23.
 57. Chen, Q., Phan, T.Q., and Goh, K.Y., “Do Pepsi Drinkers Talk About Sleepwalker? The Effects of Self-Presentation and Conformity in Competing Word-of-Mouth”, in *Proceedings of the 33rd International Conference on Information Systems*, Orlando, Florida, December 16-19, 2012.
 58. Lin, Z. and Goh, K.Y., “Social Media Brand Community and Consumer Purchase: A Cross-Brand Analysis”, in *Proceedings of the 20th European Conference on Information Systems*, Barcelona, Spain, June 10-13, 2012, Paper 78, pp. 1-7.
 59. Lin, Z. and Goh, K.Y., “Social Media Brand Community Engagement and Firm Performance: Evidence from Facebook and Twitter”, in *Proceedings of the 20th European Conference on Information Systems*, Barcelona, Spain, June 10-13, 2012.
 60. Ping, W., Goh, K.Y., Lin, Z., and Goh, A.C.Q., “Does Social Media Brand Community Membership Translate to Real Sales? A Critical Evaluation of Purchase Behaviors by Fans and Non-Fans of a Facebook Fan Page”, in *Proceedings of the 20th European Conference on Information Systems*, Barcelona, Spain, June 10-13, 2012, Paper 155, pp. 1-12.
 61. Wang, Q. and Goh, K.Y., “Investigating Consumers’ Variety Seeking Behavior in the Light of Online Reviews: An Individual Level Panel Analysis”, in *Proceedings of the 45th Hawaii International Conference on System Sciences*, Maui, Hawaii, January 4-7, 2012, pp. 3188-3197.
 62. Shen, D., Kim, S.H., and Goh, K.Y., “The Impact of Mobile Application Piracy on Legitimate Sales”, *23rd Workshop on Information Systems and Economics*, Shanghai, China, December 7-9, 2011.
 63. Zheng, H., Goh, K.Y., and Huang, K.W., “Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors: An Empirical Study of Penny Auctions”, in *Proceedings of the 32nd International Conference on Information Systems*, Shanghai, China, December 4-7, 2011, Paper 15, pp. 1-19 (Best Conference Paper Award nominee).
 64. Lin, Z. and Goh, K.Y., “The Economic Value of Social Media User- and Marketer-Generated Content: A Network Perspective on Content Sentiment and Content

- Information", in *Proceedings of the 32nd International Conference on Information Systems*, Shanghai, China, December 4-7, 2011.
65. Lin, Z. and Goh, K.Y., "Measuring the Business Value of Online Social Media Content for Marketers", in *Proceedings of the 32nd International Conference on Information Systems*, Shanghai, China, December 4-7, 2011, Paper 16, pp. 1-13.
 66. Ye, H., KanKanhalli, A., Goh, K.Y., and Sun, J., "Investigating Value Co-Creation in Innovation of IT-enabled Services: An Empirical Study of Mobile Data Services", in *Proceedings of the 32nd International Conference on Information Systems*, Shanghai, China, December 4-7, 2011, Paper 1, pp. 1-10.
 67. Lin, Z., Ge, C., and Goh, K.Y., "R&D Investment and Firm Performance in IT Companies: An Empirical Investigation across IT Industry Sectors", in *Proceedings of the 15th Pacific Asia Conference on Information Systems*, Brisbane, Australia, July 7-11, 2011, Paper 115, pp 1-15.
 68. Ping, W., Goh, K.Y., and Teo, H.H., "Engaging Consumers with Advergaming: An Experimental Evaluation of Interactivity, Relevancy and Expectancy", in *Proceedings of the 31th International Conference on Information Systems*, Saint Louis, Missouri, December 12-15, 2010, Paper 221, pp. 1-21.
 69. Goh, K.Y., Chu, J., and Soh, S.C., "Mobile Advertising: An Empirical Study of Advertising Response and Search Behavior", in *Proceedings of the 30th International Conference on Information Systems*, Phoenix, Arizona, December 15-18, 2009, Paper 150, pp. 1-16.
 70. Xu, Y., Lu, X., Goh, K.Y., Jiang, Z., and Zhu, X., "The Impact of Online Social Network on Consumer Loyalty: An Empirical Study of an Online Dining Community", in *Proceedings of the 30th International Conference on Information Systems*, Phoenix, Arizona, December 15-18, 2009, Paper 17, pp. 1-18.
 71. Wu, J. and Goh, K.Y., "Evaluating Longitudinal Success of Open Source Software Projects: A Social Network Perspective", in *Proceedings of the 42nd Hawaii International Conference on System Sciences*, Waikoloa, Hawaii, January 5-8, 2009, pp. 1-10.
 72. Goh, K.Y., Lu, X., Xu Y., and Jiang, Z., "Quantifying the Competitive Impacts of Social Tagging in Online Reviews On The Demand for Restaurant Dining", *20th Workshop on Information Systems and Economics*, Paris, France, December 13-14, 2008.
 73. Wu, J., Goh, K.Y., and Tang, Q., "Investigating Success of Open Source Software Projects: A Social Network Perspective", in *Proceedings of the 28th International Conference on Information Systems*, Montréal, Canada, December 9-12, 2007, Paper 105, pp. 1-16.
 74. Phang, C.W., Kankanhalli, A., Chua, Z., and Goh, K.Y., "Investigating Participation in Online Policy Discussion Forums over Time: Does Network Structure Matter?", in *Proceedings of the 28th International Conference on Information Systems*, Montréal, Canada, December 9-12, 2007, Paper 117, pp. 1-18.
 75. Tan, C.H., Goh, K.Y., and Teo, H.H., "An Investigation of Online Group-Buying Institution and Buyer Behavior", in *Proceedings of the 12th International Conference on Human-Computer Interaction*, Beijing, P.R. China, July 22-27, 2007.
 76. Tan, C.H., Goh, K.Y., Teo, H.H., and Sim, K.S., "Buyout Option and Reserve Price in Online Auctions: Should I Bid or Buy Out?", in *Proceedings of the 27th Annual International Conference on Information Systems*, Milwaukee, Wisconsin, December 10-13, 2006, Paper 18, pp. 229-244.

77. Goh, K.Y., Lee, C.S., and Lee, C.H., "IT Product Bundling in the Presence of Complementarities, Quality Uncertainty and Network Effects: An Agent-Based Approach", in *Proceedings of the 24th Annual International Conference on Information Systems*, Seattle, Washington, December 14-17, 2003, Paper 42, pp. 497-510 (Best Conference Theme Paper nominee).
78. Lee, C.S., Goh, K.Y., and Lee, C.H., "On-line Trade Negotiations: A Study of Perceived Fairness of Negotiation-Support Tools Usage", in *Proceedings of the 63rd Annual Meeting of the Academy of Management Conference*, Seattle, Washington, August 1-6, 2003, pp. 17 (OCIS Paper Abstracts).
79. Goh, K.Y. and Lee, C.S., "IT Product Bundling – The Effects of Quality Uncertainty and Complementarities on Individual Judgment and Choice", in *Proceedings of the 12th Annual Workshop on Information Technology and Systems*, Barcelona, Spain, December 14-15, 2002, pp. 115-120.
80. Chintagunta, P.K., Dubé, J.P., and Goh, K.Y., "Targeted Pricing and the Estimation of Consumer Choice Models in the Presence of Unmeasured Product Characteristics", *INFORMS-Cornell Conference On Pricing Research*, Ithaca, New York, September 13-14, 2002.
81. Goh, K.Y., Teo, H.H., and Wei, K.K., "Computer-Supported Negotiations: An Experimental Study of Bargaining in Electronic Commerce", in *Proceedings of the 21st Annual International Conference on Information Systems*, Brisbane, Australia, December 10-13, 2000, Paper 11, pp. 104-116.
82. Goh, K.Y., Teo, H.H., and Wei, K.K., "Electronic Markets and Intelligent Agents: An Experimental Study of the Economics of Electronic Commerce", in *Proceedings of the 19th Annual International Conference on Information Systems*, Helsinki, Finland, December 13-16, 1998, Paper 26, pp. 293-295.

5. Conference Presentations & Proceedings (non-refereed acceptance)

1. Maeng, J., Goh, K.Y., and Ge, C., "Mini but Mighty: An Empirical Study of WeChat Mini-Programs and Consumer Behavior", *KrAIS Summer Workshop*, Seoul, Korea, July 12-13, 2024.
2. Oh, H., Shin, J., Kankanhalli, A., and Goh, K.Y., "Effects of Expert- and User-Generated Evaluations on Food Product Choices via a Food Literacy App", *KrAIS Summer Workshop*, Seoul, Korea, July 5-6, 2023.
3. Guo, Y., Ban, C., Liu, X., Goh, K.Y., Peng, X., Yang, J., and Li, X., "Short-Video Marketing in E-Commerce: Analyzing and Predicting Consumer Response", *INFORMS Annual Meeting*, Indianapolis, Indiana, October 16-19, 2022.
4. Li, D., Goh, K.Y., and Heng, C.S., "Strategic Content Generation and Monetization in Financial Social Media", *Digitization, Platforms, and Competition Conference*, Singapore, September 30, 2022.
5. Oh, H., Phan, T.Q., and Goh, K.Y., "Are You What You Tweet? The Impact of Sentiment on Digital News Consumption and Social Media Sharing", *Conference on Data Science for Business and Economics*, West Lafayette, Indiana, May 24, 2018.
6. Bhattacharya, P., Phan, T.Q., and Goh, K.Y., "The Value of Social Media Brand Pages: Investigating the Effects of Self-Presentation at Online Social Network Sites on Offline Purchases", *1st China Europe International Business School (CEIBS) Marketing Conference*, Shanghai, China, June 15, 2016.

7. Bhattacharya, P., Phan, T.Q., and Goh, K.Y., "The Value of Social Media Brand Pages: Investigating the Effects of Self-Presentation at Online Social Network Sites on Offline Purchases", *INFORMS Marketing Science Conference*, Shanghai, China, June 16-18, 2016.
8. Wang, Q., Goh, K.Y., and Chu, J., "Learning from Self and the Crowd: The Informational Role of User-Generated Content for Frequently Purchased Products", *12th Marketing Dynamics Conference*, Beijing, China, June 11-13, 2015.
9. Lin, Z., Goh, K.Y., and Heng, C.S., "The Demand Effects of Product Recommendation Networks: An Empirical Analysis of Network Diversity and Stability", *6th China India Insights Conference*, Lijiang, China, July 13-15, 2014.
10. Lin, Z., Goh, K.Y., and Heng, C.S., "The Demand Effects of Product Recommendation Networks: An Empirical Analysis of Network Diversity and Stability", *Workshop on Analytics for Business, Consumer and Social Insights (BCSI 2013)*, Singapore Management University Summer Institute, Singapore, August 3-4, 2013.
11. Goh, K.Y., Hui, K.L., and Png, I.P.L., "Privacy Externalities and 'Opt Out': Evidence from Do Not Call", *5th Workshop on the Economics of Advertising and Marketing*, Beijing, China, June 21-22, 2012.
12. Goh, K.Y., Hui, K.L., and Png, I.P.L., "Privacy Externalities and 'Opt Out': Evidence from Do Not Call", *INFORMS Marketing Science Conference*, Boston, Massachusetts, June 7-9, 2012.
13. Goh, K.Y., Chu, J., and Soh, S.C., "Mobile Location-aware Advertising: An Empirical Study of Advertising Response and Search Behavior", *INFORMS Marketing Science Conference*, Vancouver, Canada, June 12-14, 2008.
14. Goh, K.Y., Chu, J., and Tuan, N., "Market Mavens and Online Word-of-Mouth: Evaluating the Impacts on Consumer Purchase Behavior", *INFORMS Marketing Science Conference*, Singapore, Singapore, June 28-30, 2007.
15. Goh, K.Y., Hui, K.L., and Png, I.P.L., "Social Interaction and Impersonal Learning: Diffusion Analysis of "Do Not Call" Registry", *INFORMS Marketing Science Conference*, Singapore, Singapore, June 28-30, 2007.
16. Chong, J.K. and Goh, K.Y., "Modeling Plan Choice in Cell Phone Subscription", *INFORMS Marketing Science Conference*, Singapore, Singapore, June 28-30, 2007.
17. Goh, K.Y., "Estimating Demand for Fashion Apparel in Mail-order Catalogs", *INFORMS Marketing Science Conference*, College Park, Washington D.C., June 12-15, 2003.
18. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effects of Banner Advertising on Consumer Inter-purchase Times and Expenditures in Digital Environments", *INFORMS Marketing Science Conference*, Edmonton, Canada, June 27-30, 2002.
19. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effects of Banner Advertising on Consumer Inter-purchase Times and Expenditures in Digital Environments", *32nd Annual Albert Haring Symposium*, Bloomington, Indiana, March 22-23, 2002.

6. Working Papers

1. Economics of AI Pricing Agents on E-Commerce Platforms: An Agency Theory Perspective (with Xinyi Zhang and Chenshuo Sun)

2. The Effect of Platform-developed AI Price Recommendations Adoption on E-Commerce Platform Sales Distribution (with Xinyi Zhang and Chenshuo Sun)
3. The Value of AI-Generated Metadata for UGC Platforms: Evidence from a Large-scale Field Experiment (with Xinyi Zhang, Chenshuo Sun and Renyu Zhang)
4. The Effect of Gender-aware Curation Algorithms on User Engagement in User-Generated Content Platforms (with Xinyi Zhang, Chenshuo Sun and Renyu Zhang)
5. The Hidden Cost of Lost Options: Steering Digital Payment Choices via Non-Price Instruments (with Jinya Hu, Chunmian Ge, Yanlai Chu, and Junhong Chu)
6. Does Human-AI Co-Creation Drive Wage Premium? Evidence from Freelance Marketplaces (with Jinya Hu and Chenshuo Sun)
7. AI-Enabled Fuzzy Front End: How and Why Generative AI Enhances Creativity in Raw Idea Generation (with Jinya Hu and Chenshuo Sun)
8. Social Media Network Structure and Stock Market Reactions to Buy Recommendations Issued by Social Media Analysts (with Changyi Chen and Bin Ke)
9. The Effects of Broadcasters' Emotion Transitions on Viewers' Gift-Sending Engagements in Social Mobile Live Streaming (with Yutong Guo)
10. How Do STEM Degrees Influence Geographic, Industry, Occupation, and Upward Mobility of IT Workers? (with Chunmian Ge and Sunil Mithas)
11. Learning by Engaging? Monetizing Content and Building Relationships for Social Media Paywalls (with Ding Li and Cheng Suang Heng)
12. Cross-Network Effects of Consumer Patronage in Two-sided Networks: The Moderating Roles of Network Structures and Content Monetization (with Ding Li and Cheng Suang Heng)
13. Stressed Up or Down? The Effects of Exam-Induced Mental Stress and Ad Appeals on Students' Mobile Ad Response Behavior (with Yoon Han, Tuan Quang Phan, and Seung Hyun Kim)
14. Exploring Mobile Ad Response Dynamics through Prior Ad Avoidance, Information Richness, and Targeting Granularity in a Heuristic-Systematic Model (with Yoon Han, Sangwook Ha, and Seung Hyun Kim)
15. Evaluating the Effects of Online Customer Touchpoints in Multi-Channel Marketing Environments on Search and Purchase Behaviors (with Yunkun Zhao and Liwen Hou)
16. Online Advertising in Online-to-Offline Retailing Environments: The Moderating Effects of Salesforce Skills and Product Lines (with Yunkun Zhao and Liwen Hou)
17. How Does User-Generated Content Influence Consumers' New Product Exploration? An Empirical Analysis of Consumer Search and Choice Behaviors (with Qingliang Wang and Xianghua Lu)
18. Online Product Sampling on E-Commerce Platforms: An Empirical Analysis of Sales Spillover Effects (with Ying Zhang and Zhijie Lin)

7. Research-In-Progress

1. Learning from Self and the Crowd: The Informational Role of User-Generated Content for Frequently Purchased Products (with Qingliang Wang and Junhong Chu)
2. The Impacts of Targeted Advertising Outlets on Consumers' Product Demand: An Empirical Study of Taobao (with Mei Li and Junhong Chu)

8. Media Coverage

1. "Let's Embrace 'Scrappy' in Our Marketing", *Marketing Interactive*, March 5, 2021, <https://www.marketing-interactive.com/lets-embrace-scrappy-in-our-marketing>
2. "3 Singapore Smart Home Hub, Wi-Fi Router Brands Carry New Cyber-Security Label", *Straits Times*, December 29, 2020, <https://www.straitstimes.com/tech/3-singapore-smart-home-hub-wi-fi-router-brands-carry-new-cyber-security-label>
3. "迈向无现金社会 Moving Toward a Cashless Society", *Mediacorp TV Channel 8*, 前线追踪 *Frontline*, July 21, 2017, <http://www.channel8news.sg/news8/ca/frontline/episodes/20170721-fl-vt2/3773800.html>; <http://www.channel8news.sg/news8/ca/frontline/episodes/20170721-fl-vt3/3773802.html>.
4. "Is Data Analytics about Causes ... or Correlations?", *TODAY*, June 26, 2015, pp. 24, http://www.todayonline.com/sites/default/files/20152606_AP_page_30.pdf.
5. "未来五到十年大数据黄金时代", 联合早报 *zbNOW*, April 10, 2014, pp. 1 (cover story).
6. "NUS launches new business analytics degree programme", *Mediacorp TV Channel NewsAsia*, May 24, 2013, <http://www.channelnewsasia.com/news/singapore/nus-launches-new-business-analytics-degr/686740.html>; <http://www.channelnewsasia.com/news/video/nus-launches-new-business-analytics-degr/686828.html>.
7. "Tighter Blogging Rules Needed to Protect Asian Consumers", *ZDNet Asia*, March 23, 2012, <http://www.zdnetasia.com/tighter-blogging-rules-needed-to-protect-asian-consumers-62304286.htm>.
8. "Social Commerce Gives Companies Better ROI", *ZDNet Asia*, September 16, 2010, <http://www.zdnetasia.com/social-commerce-gives-companies-better-roi-62202966.htm>.
9. "手机银行卷土重来", 联合早报, November 15, 2009, pp. 23.
10. "O.R. Study Faults Reliance on Click-Through Rates to Assess Banner Ads: Viewing of Internet Ads Does Lead to Future Sales", *INFORMS Press Release*, Edmonton, Canada, June 30, 2002.
11. "Banner Ads Click with Consumers - Online Advertising for Customer Retention", *Capital Ideas*, Vol. 5 No. 1, Summer 2003.
12. "Long-Derided Banner Web Ads Could Be Worthwhile After All", *Investor's Business Daily*, November 11, 2003.

9. Invited Presentations and Talks

1. *Hong Kong University of Science and Technology Research Seminar*, HKUST, Hong Kong, China, April 11, 2025 (Topic: The Value of AI-Generated Metadata for UGC Platforms: Evidence from a Large-scale Field Experiment)
2. *South China University of Technology Research Seminar*, South China University of Technology, Guangzhou, China, June 14, 2019 (Topic: Online Investment Advice and Micro-Celebrities: An Empirical Analysis of a Social Investment Platform)
3. *Asia University Research Seminar*, Asia University, Taichung, Taiwan, January 4, 2019 (Topic: Online Investment Advice and Micro-Celebrities: An Empirical Analysis of a Social Investment Platform)

4. *National Taiwan University Research Seminar*, National Taiwan University, Taipei, Taiwan, January 3, 2019 (Topic: Online Investment Advice and Micro-Celebrities: An Empirical Analysis of a Social Investment Platform)
5. *Chinese University of Hong Kong Research Seminar*, Chinese University of Hong Kong, Hong Kong, China, November 15, 2018 (Topic: Online Investment Advice and Micro-Celebrities: An Empirical Analysis of a Social Investment Platform)
6. *Tsinghua University Research Seminar*, Tsinghua University, Beijing, China, October 26, 2017 (Topic: Evaluating the Effects of Online Customer Touchpoints in Omni-Channel Marketing Environments on Purchase Behaviors)
7. *International Conference on Information Systems*, Auckland, New Zealand, December 14-17, 2014 (Panel Discussion: Does Growing Demand for Data Science Create New Opportunities for Information Systems?)
8. *Hong Kong University of Science and Technology Research Seminar*, HKUST, Hong Kong, China, November 18, 2013 (Topic: How Does User-Generated Content Influence Consumers' New Product Exploration? An Empirical Analysis of Consumer Search and Choice Behaviors)
9. *CPA (Certified Practising Accountant) Australia, Business Analytics for CFOs Forum*, Singapore, October 16, 2013 (Topic: Customer Data Analytics)
10. *Workshop on Analytics for Business, Consumer and Social Insights*, Singapore Management University Summer Institute, Singapore, August 3-4, 2013 (Topic: The Demand Effects of Product Recommendation Networks: An Empirical Analysis of Network Diversity and Stability)
11. *Nanjing University E-Commerce Research Forum*, Nanjing University, Nanjing, China, June 25-27, 2012 (Topic: Marketing & Advertising in Digital Media Environments)
12. *Workshop on the Economics of Advertising and Marketing*, Tsinghua University, Beijing, China, June 21-22, 2012 (Topic: Privacy Externalities and "Opt Out": Evidence from Do Not Call)
13. *ISR Special Issue Workshop on Social Media and Business Transformation*, University of Maryland, College Park, Maryland, U.S.A., June 2-3, 2012 (Topic: Social Media Brand Community and Consumer Behavior: Quantifying the Relative Impact of User- and Marketer-Generated Content)
14. *The Customer Show Asia 2011*, Singapore, September 28, 2011 (Panel Discussion: Traditional CRM vs. Social CRM: Who will win the 'tug of war'?)
15. *Infocomm Development Authority of Singapore (IDA), Infocomm Professional Development Forum*, Singapore, July 7, 2011 (Topic: Customer Data Analytics)
16. *Fudan University Research Seminar*, Fudan University, Shanghai, China, May 16, 2011 (Topic: Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors)
17. *City University of Hong Kong Research Seminar*, City University of Hong Kong, Hong Kong, China, February 19, 2008 (Topic: Mobile Location-Aware Advertising: An Empirical Study of Advertising Response and Search Behavior)

10. Research Grants

1. AI-Generated Content: Economic Impacts and Implications for Policy and Regulation, Principal Investigator, Ministry of Education, Academic Research Fund, Tier 2, S\$506,610, August 2024 to August 2027.

2. Social-Mobile and E-Commerce Live Streaming Videos and Socio-Economic Impacts, Principal Investigator, National University of Singapore, School of Computing, S\$171,656, March 2021 to September 2024.
3. Research on Innovating in a Digital Economy (RIDE), Co-Investigator, Ministry of Education, Social Science Research Thematic Grant, S\$4,548,200, October 2018 to September 2021.
4. Quantifying the Economic Value of Live Streaming Applications: A Machine Learning and Econometric Approach, Principal Investigator, National University of Singapore, Institute of Data Science, S\$170,000, May 2017 to April 2020.
5. Network Security as a Service: Security Cost Assessment, Principal Investigator, NUS-Singtel Cyber Security Research and Development Lab, S\$671,000, June 2016 to June 2021.
6. Omni-Channel Retailing and Marketing Analytics, Principal Investigator, National University of Singapore, School of Computing, S\$159,800, August 2015 to July 2018.
7. Consumer Responses and Firm Strategies for Social-Mobile Advertising and Location-Based Marketing, Principal Investigator, National University of Singapore, School of Computing, S\$138,300, August 2012 to July 2015.
8. TRiBE: Mobile Feedback with Benefits, Faculty Mentor, Singapore-MIT Alliance for Research and Technology, Innovation Centre (Explorer Grant), S\$50,000, May 2012 to May 2013.
9. Transforming Online Commerce through Social Media, Co-Principal Investigator, National University of Singapore, NUS (Suzhou) Research Institute, US\$200,000, August 2011 to August 2013.
10. Towards a Conceptualisation and Measurement of Information Technology-Enabled Productivity in Singapore, Co-Principal Investigator, Singapore Workforce Development Agency, S\$160,000, December 2010 to December 2011.
11. Investigating Advertising and Promotional Response in Digital Entertainment and Media Environments, Principal Investigator, National University of Singapore, School of Computing, S\$55,000, April 2009 to March 2012.
12. Consumer Choice and Firm Provision of Technology Products Under Network and Branding Effects, Principal Investigator, National University of Singapore, School of Computing, S\$52,400, October 2005 to November 2008.

TEACHING

1. Teaching Interests

1. Business Analytics
2. Economics of Information Systems and E-Commerce
3. Information Technology and Marketing Strategies
4. Pricing Strategies
5. Quantitative Models for Information Technology and Marketing Management

2. Class Instructor / Teaching Assistant

1. Econometrics for Information Systems Research (CS6304, IS6004), NUS School of Computing (2010-2016, 2021-2025)
2. Data-Driven Marketing (BT4211), NUS School of Computing (2017-2021)

3. Digital Technologies and Their Impacts, Digital Disruptions and Public Policy Programme, NUS School of Continuing and Lifelong Education, Singapore Civil Service College (2018)
4. Big Data and Data Analytics, Digital Disruptions and Public Policy Programme, NUS School of Continuing and Lifelong Education, Singapore Civil Service College (2018)
5. Digital Marketing and Analytics, Strategic Marketing Management Executive Programme, NUS Business School (2014)
6. Customer Data Analytics (BIN002), NUS Strategic Technology Management Institute (2010-2012)
7. Seminars in Information Systems I (CS6771, IS6005), NUS School of Computing (2009-2012)
8. IT Marketing (CS3261), NUS School of Computing (2009)
9. The Google Online Marketing Challenge, NUS School of Computing (2008-2009)
10. IT and Customer Relationship Management (CS4266, IS3222), NUS School of Computing (2006-2015)
11. Economics of E-Business (CS3265), NUS School of Computing (2006-2008)
12. Marketing Management (XP37800), University of Chicago GSB, Executive MBA Program (2003)
13. Pricing Strategies (B37202), University of Chicago GSB, Campus MBA Program (2003)
14. Marketing Management (XP555), University of Chicago GSB, Executive MBA Program (2001)
15. Technology Strategy and Management (CS3251), NUS School of Computing (2000)
16. Investment Technology (CS3262), NUS School of Computing (1999)
17. IT and Marketing (CS3261), NUS Department of Information Systems and Computer Science (1997)
18. Programming Methodology (CS1101), NUS Department of Information Systems and Computer Science (1996)

3. Thesis Committee (Ph.D., M.Sc.) and Placement

1. Roya Gholami (Ph.D., 2006, Examiner) – Aston University, U.K., Lecturer
2. Wang Qihong (Ph.D., 2006, Examiner) – Huazhong University of Science and Technology, P.R. China, Associate Professor
3. Wang Chenyu (M.Sc., 2007, Examiner) – BNP Paribas, Singapore
4. Lai Yee Lin (Ph.D., 2008, Committee co-chair) – Exploit Technologies (A*STAR), Singapore, Manager
5. Wang Dong (M.Sc., 2008, Examiner)
6. Wu Jing (Ph.D., 2009, Committee chair) – Southwestern University of Finance and Economics, School of Economic Information Engineering, P.R. China, Associate Professor
7. Wang Mengqi (M.Sc., 2009, Examiner) – Procter and Gamble, Singapore, Assistant Brand Manager
8. Yu Jie (Ph.D., 2010, Examiner) – Nottingham University Business School (China), P.R. China, Teaching Fellow
9. Li Mingguo (M.Sc., 2011, Examiner) – Murex, Singapore, Financial Engineer

10. Shen Dawei (M.Sc., 2011, Examiner) – Shuyun IT Co. Ltd., P.R. China, Product Operation Consultant
11. Zheng Hanxiong (M.Sc., 2011, Committee co-chair) – Government of Singapore Investment Corporation Pte Ltd, Singapore, IT Analyst
12. Cheng Yihong (M.Sc., 2012, Examiner)
13. Ping Wenjie (Ph.D., 2013, Committee co-chair) – Institute of High Performance Computing (Agency for Science, Technology and Research), Singapore, Research Scientist
14. Lin Zhijie (Ph.D., 2013, Committee chair) – Nanjing University, School of Business, P.R. China, Assistant Professor
15. Wang Qingliang (Ph.D., 2013, Committee chair) – Xi'an Jiaotong University, School of Management, P.R. China, Assistant Professor
16. Li Mei (Ph.D., 2016, Committee chair) – Singtel (Group Consumer), Singapore, Data Scientist
17. Han Yoon (Ph.D., 2018, Committee chair) – Harbin Institute of Technology, School of Management, P.R. China, Assistant Professor
18. Liu Ying (M.Sc., 2019, Committee chair)
19. Zhang Ying (Ph.D., 2019, Committee chair) – University of Auckland, Business School, New Zealand, Assistant Professor
20. Zhao Yunkun (Ph.D., 2019, Committee chair) – Charles and Keith Group, Singapore, Data Scientist
21. Li Ding (Ph.D., 2020, Committee co-chair) – Nanjing University, School of Business, P.R. China, Assistant Professor
22. Dong Yingqiu (Ph.D., 2021, Committee co-chair) – National University of Singapore, School of Business, Singapore, Post-Doctoral Research Fellow
23. Wong Ming Jie (M.Comp., 2021, Committee co-chair) – SPH Media, Singapore, Data Scientist
24. Guo Yutong (Ph.D., 2023, Committee co-chair) – Chinese University of Hong Kong, Shenzhen, School of Management and Economics, P.R. China, Assistant Professor
25. Zhang Xinyi (Ph.D. student, Committee chair)
26. Hu Jinya (Ph.D. student, Committee chair)
27. Maeng Junghyun (Ph.D. student, Committee chair)
28. Sun Yichen (Ph.D. student, Committee co-chair)
29. Shi Dingyu (Ph.D. student, Committee co-chair)

AWARDS AND HONORS

1. International Conference on Information Systems, Best Overall Conference Paper Award nominee (2024)
2. International Conference on Information Systems, Best Paper in Track (Digital Innovation, Transformation, and Entrepreneurship) Award (2024)
3. International Conference on Information Systems, Best Paper Award (Short Paper) nominee (2023)
4. International Conference on Information Systems, Best Overall Conference Paper Award (2022)
5. International Conference on Information Systems, Best Paper in Track (Digital and Mobile Commerce) Award (2022)

6. Association for Information Systems (AIS), Distinguished Member (2021)
7. China Information Economics Society, 2017 Young Scholar Innovation Award (2017)
8. China Information Economics Society, 2011-2015 Young Scholar Innovation Award (2016)
9. Pacific-Asia Conference on Information Systems, Best Paper Award (Completed Research) nominee (2016)
10. National University of Singapore, Faculty Teaching Excellence Award (2013-2014)
11. International Conference on Information Systems, Best Research-in-Progress Paper Award Runner-Up (2014)
12. Singapore-MIT Alliance for Research and Technology (SMART), Innovation Centre Explorer Grant Award (2012)
13. International Conference on Information Systems, Best Conference Paper Award nominee (2011)
14. International Conference on Information Systems, Best Conference Theme Paper Award nominee (2003)
15. University of Chicago, Graduate School of Business, Dean's Commendation Award for Teaching Excellence and Exceptional Service to Executive MBA program (2003)
16. INFORMS Society for Marketing Science Doctoral Consortium Fellow (2003)
17. Yeck Scholar, John D. Yeck Center for Advanced Studies in Direct and Interactive Marketing, Direct Marketing Educational Foundation (2003)
18. INFORMS College of Marketing Doctoral Consortium Fellow (2002)
19. 32nd Annual Albert Haring Symposium Delegate, Indiana University (2002)
20. University of Chicago, Graduate School of Business, Ph.D. Fellowship (2000-2005)
21. University of Chicago, Joseph A. Pickler Ph.D. Fellowship (2000-2001)
22. National University of Singapore, Overseas Graduate Scholarship (2000-2005)
23. Public Service Commission, Local Merit Scholarship (1993-1997)
24. First Class Honors, Bachelor of Science (Computer and Information Sciences) (1997)
25. Singapore IEEE Information Technology Book Prize (1997)
26. National University of Singapore, Faculty of Science Dean's List Award (1995-1997)
27. British Petroleum - NUS Science Colors Award (1994-1995)

PROFESSIONAL ACTIVITIES

1. Service

University/School/Department Committee for:

NUS - Institute of Data Science, Affiliate Faculty Member (2017-25)

NUS - Student Dashboard Steering Committee, Committee Member (2017)

NUS - Center for Health Informatics, Affiliate Faculty Member (2016-2018)

NUS - Business Analytics Centre, Industry Committee Member (2017-2021)

NUS - Business Analytics Centre, Academic Committee Member (2013-2015)

NUS - Business Analytics Centre, Affiliate Faculty Member (2013-2025)

NUS - Master of Science (Business Analytics) Degree Programme, Academic Committee Member (2012-2015)

NUS - Business Analytics Postgraduate Degree Programme, University Working Committee Member (2012-2013)

NUS - Business Analytics Undergraduate Degree Programme, University Working Committee Member (2011-2013)

NUS School of Computing - Vice Dean, Communications (2019-2021)
 NUS School of Computing - Vice Dean, Corporate Relations (2016-2019)
 NUS School of Computing - Assistant Dean, Corporate Relations (2014-2015)
 NUS School of Computing - Faculty Research Committee Member (2021-2025)
 NUS School of Computing - School Curriculum Committee Member (2011-2015)
 NUS School of Computing - Outreach Committee Member (2009-2011)
 NUS School of Computing - Independent Data Audit Committee Member and Chair
 (2009-2025)
 NUS Department of Information Systems and Analytics - Head of Department (2021-
 2025)
 NUS Department of Information Systems and Analytics - Executive Committee Chair
 (2021-2025)
 NUS Department of Information Systems and Analytics - Faculty Recruitment
 Committee Member (2015-2025)
 NUS Department of Information Systems and Analytics - Department Review
 Committee Member (2015-2025)
 NUS Department of Information Systems - Benchmarking Committee Member (2013-
 2015)
 NUS Department of Information Systems - Curriculum Committee Member (2011-2015)
 NUS Department of Information Systems - Social Media Committee Chair (2010-2013)
 NUS Department of Information Systems - Executive Committee Member (2008-2017)
 NUS Department of Information Systems - Newsletter Committee Chair (2008-2009)

Editorial Board Member for:

Information Systems Research, Associate Editor (2018 January-2025 December)
International Journal of Information Management Data Insights, Distinguished Editorial
 Advisory Board Member (2024-2025)
Wiley Series in Operations Research and Management Science (Analytics Section), Advisory
 Editor (2015-2020)

Reviewer for:

Communications of the Association for Information Systems
Hong Kong Research Grants Council
IEEE Transactions on Engineering Management
IEEE Transactions on Systems, Man and Cybernetics: Systems
Information and Management
Information Systems Research
International Conference on Information Systems
International Journal of Electronic Commerce
Journal of Interactive Marketing
Journal of Marketing Research
Journal of the Association for Information Systems
Management Information Systems Quarterly
Management Science
Marketing Science
OMEGA – International Journal of Management Science
Pacific Asia Conference on Information Systems

Production and Operations Management

Conference Committee for:

- International Conference on Information Systems (2023, track co-chair, Professional Development Workshops)*
- International Conference on Information Systems (2022, track co-chair, Online Reviews and Recommendations)*
- International Conference on Information Systems (2021, track co-chair, Digital and Mobile Commerce)*
- International Conference on Information Systems (2020, track co-chair, Professional Development Workshops)*
- International Conference on Information Systems (2019, track co-chair, Analytics and Data Science)*
- International Conference on Information Systems (2018, track co-chair, Paper-a-thon)*
- International Conference on Information Systems (2018, associate editor, Economics and Information Systems)*
- International Conference on Information Systems (2017, mentor, Paper-a-thon)*
- International Conference on Information Systems (2017, associate editor, Economics and Value of IS)*
- International Conference on Information Systems (2014, track co-chair, Decision Analytics, Big Data and Visualization)*
- International Conference on Information Systems (2013, associate editor, Business Intelligence)*
- International Conference on Information Systems (2012, associate editor, Business Intelligence)*
- International Conference on Information Systems (2011, associate editor, Business Intelligence)*

- Pacific Asia Conference on Information Systems (2027, conference co-chair)*
- Pacific Asia Conference on Information Systems (2024, program co-chair)*
- Pacific Asia Conference on Information Systems (2023, track co-chair, Emerging Information Systems (IS) Topics)*
- Pacific Asia Conference on Information Systems (2022, track co-chair, E-Business on Digital and Mobile Platforms)*
- Pacific Asia Conference on Information Systems (2019, track co-chair, Social Media and Business Impact)*
- Pacific Asia Conference on Information Systems (2015, local arrangements co-chair)*
- Pacific Asia Conference on Information Systems (2015, track co-chair, Business Intelligence/ Analytics)*
- Pacific Asia Conference on Information Systems (2014, track co-chair, General IS Topics and Breakthrough Ideas)*
- Pacific Asia Conference on Information Systems (2012, track co-chair, Economics of IS)*
- Pacific Asia Conference on Information Systems (2007, associate editor, Economics of IS)*

- Conference on Information Systems and Technology (2022, member, Program Committee)*
- Conference on Information Systems and Technology (2021, member, Program Committee)*
- Conference on Information Systems and Technology (2020, member, Program Committee)*
- Conference on Information Systems and Technology (2019, member, Program Committee)*
- Conference on Information Systems and Technology (2018, member, Program Committee)*

International Conference on Big Data and Analytics in Healthcare (2014, local arrangements co-chair)

International Conference on Electronic Commerce (2017, member, Program Committee)

International Conference on Electronic Commerce (2016, member, Program Committee)

International Conference on Electronic Commerce (2015, member, Program Committee)

Selection Committee for:

Singapore Computer Society IT Youth Award (2015)

Singapore Computer Society IT Youth Award (2014)

Singapore Computer Society IT Youth Award (2013)

Singapore Computer Society IT Youth Award (2012)

Singapore Computer Society IT Youth Award (2011)

2. Affiliations

Association for Information Systems

American Marketing Association

INFORMS