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Assistant Professor

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EDUCATION

Doctor of Philosophy - Management Information Systems, University of British Columbia, 2004

Master of Management - Management Information Systems, Tsinghua University, 1999

Bachelor of Economics - Enterprises Management, Tsinghua University, 1997

Bachelor of Engineering - Automotive Engineering, Tsinghua University, 1997

PROFESSIONAL EXPERIENCES

- Assistant Professor, Department of Information Systems, National University of Singapore, 2004-Present

Courses Taught:

- CS4260: E-Business Models (recent teaching evaluation: 4.25/5, class size: 53, Faculty average: 3.96/5)
- CS3240: Human Computer Interaction (recent teaching evaluation: 4.16/5, class size: 71, Faculty average: 3.75/5)
- CS6771 (co-instructor): Seminars in Information Systems

Course Coordinator:

- CS5203: Foundation of IS Research Methodologies
- CS5204: Foundation of Management of IS

- Co-Instructor, Sauder School of Business, University of British Columbia, 2002-3

Courses Taught:

- COMM335: Information Systems Technology and Development (Database Management)

RESEARCH INTERESTS

- Online Product Marketing, Social Computing; Electronic commerce; Human Computer Interaction; Information Privacy.

CURRENT RESEARCH GRANTS

- Singapore Ministry of Education Academic Research Fund (2009-2012), sole investigator, S\$750,020 (about US\$520,000).
- NUS Academic Research Fund (2008-2011), sole investigator, S\$49,001 (about US\$34,028).

PUBLICATIONS

- Chan, J., Jiang, Z., and Tan, B. “Understanding Pop-up Advertising: Impact of Exposure Time, Advertising Intent, and Brand Image,” forthcoming *IEEE Transactions on Engineering Management*.
- Jiang, Z., Chan, J., Tan, B., and Chua, W., “Effects of Website Interactivity on Consumer Involvement and Purchase Intention,” forthcoming *Journal of the Association for Information Systems*.
- Zhu, L., Benbasat, I. and Jiang, Z. (*equal contribution*) “Let’s Shop Online Together: An Empirical Investigation of Collaborative Online Shopping Support”, forthcoming *Information Systems Research*.
- Jiang, Z. and Benbasat, I. “Investigating the Influence of the Functional Mechanisms of Online Product Presentations,” *Information Systems Research*, Vol. 18, No. 4, 2007, pp. 454-470.
- Jiang, Z. and Benbasat, I. “The Effects of Presentation Methods and Task Complexity on Online Consumers’ Product Understanding,” *MIS Quarterly*, Vol. 31, No. 3, 2007, pp. 475-500.
- Jiang, Z. Wang, W. and Benbasat, I. “Multimedia-based Interactive Advising Technology for Online Consumer Decision Support,” *Communications of the ACM*, Vol. 48, No. 8, 2005, pp. 92-98.
- Jiang, Z. and Benbasat, I. “Virtual Product Experience: Effects of Visual & Functional Control of Products on Perceived Diagnosticity and Flow in Electronic Shopping,” *Journal of Management Information Systems*, vol. 21, No.3, Winter 2004-5, pp. 111-147.
- Shi, Y., Chen, G. and Jiang, Z. “Key Factors for Information Technology Management,” *Chinese Journal of Management Science*, Vol. 8, No. 3, September 2000, pp. 63-69.
- Chen, G. and Jiang, Z. “IT adoption stages for Chinese enterprises,” *Applications of the Computer Systems*, Vol.9, 1999.
- Jiang, Z. and Chen, G. “IT and Virtual Enterprise Operations,” *Journal of Enterprise Management*, January 1999.

WORKING PAPERS

- “Enticing Consumers Via Incomplete Interaction: An Investigation of Online Product Interactivity Design,” (with Cheng Yi and Izak Benbasat), under review at *Information Systems Research*.
- “Customer Patronage After a Privacy Breach: The Role of Organizational Responses in Maintaining Customer Relationships,” (with Sung S. Kim and Ben Choi), under review at *Information Systems Research*.
- “The Influence of Socio-Technological Mechanisms on Individual Motivation towards Knowledge Contribution in Problem- Solving Virtual Communities,” (with Jie Yu and Hock Chuan Chan), under review at *IEEE TPC*.
- “Privacy Concerns and Privacy-Protective Behavior in Online Social Interactions,” (with Ben Choi and Cheng Suang Heng).

- “The Determinants and Impacts of Aesthetic Value in Customers’ Initial Interaction with Websites,” (with Weiquan Wang and Bernard Tan).
- “The Effects of Product Tagging and Lead User Exposure on Perceived Decision Quality and Sense of Community on Social Product-search (SPS) Websites,” (with Cheng Yi and Izak Benbasat).
- “A Theoretical Overview of Web-based Social Network Systems”.
- “How to Promote Your Products Using Sponsored Product Review”.

CONFERENCE PAPERS

- Yi, C. Jiang, Z., and Benbasat, I. “Designing for User-Generated Contents: An Investigation of Product Tags and Lead User Exposure,” *Pre-ICIS SIGHCI workshop*, Phoenix Arizona, 2009.
- 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," *International Conference on Information Systems*, Phoenix Arizona, 2009.
- 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,” *Twentieth Workshop on Information Systems and Economics (WISE)*, Paris, France, December 13-14, 2008.
- Yu, J. and Jiang, Z. “Active Participation in Problem Solving Virtual Communities: A Learning Perspective”, *12th Pacific Asia Conference on Information Systems*, SuZhou, 2008.
- Chua, W., Tan, B. and Jiang, Z. “Effects of Website Interactivity on Consumer Involvement and Purchase Intention”, *the International Conference on Information Systems (ICIS)*, Montreal, Canada, 2007.
- Yu, J., Jiang, Z. and Chan, H. “A Model of Identity Credibility in Virtual Communities: An Elaboration Likelihood Model Perspective”, *the 13th Americas Conference on Information Systems*, Keystone, Colorado, USA, 2007.
- Yu, J., Jiang, Z. and Chan, H. “The Influence of Various Mechanisms on Knowledge Contribution in Problem Solving Virtual Communities: The Mediating Role of Individual Motivations,” *SIGMIS Computer Personnel Doctoral Consortium & Research Conference*, St. Louis, Missouri, USA, 2007.
- Yi, C. and Jiang, Z. “The Antecedents of Online Consumers’ Perceived Usefulness of Website: A Protocol Analysis Approachg,” *12th International Conference on Human-Computer Interaction*, Beijing, China, 2007.
- Zhu, L, Benbasat, I. and Jiang, Z. “Investigating the Role of Presence in Collaborative Online Shopping,” **Best Paper Award**, *12th Americas Conference on Information Systems*, Acapulco, Mexico, 2006.
- Qiu, L., Jiang, Z. and Benbasat, I. " Real Experience in a Virtual Store: Designing for Presence in Online Shopping", *10th Pacific Asia Conference on Information Systems*, Kuala Lumpur, 2006.
- Chua, Z. and Jiang, Z. “Effects of Anonymity, Media Richness, and Chat-Room Activeness on Online Chatting,” *Proceedings of European Conference of Information Systems (ECIS)*, 2006.

- Jiang, Z. and Benbasat, I. “The Effects of Interactivity and Vividness of Functional Control in Changing Web Consumers’ Attitudes,” *Proceedings of the International Conference on Information Systems (ICIS)*, Seattle, Washington, 2003.
- Chen, G., Shi, Y. and Jiang, Z. “Key Factors for Information Technology Management: a Chinese enterprises' perspective,” *International Federation for Information Processing (IFIP) – World Computer Congress 2000*, ITBM-0241.

PROFESSIONAL SERVICES

- Associate editor: *Journal of AIS* (2009-2012).
- Associate editor: *AIS Transaction on Human-Computer Interaction* (2008-2011).
- Editorial board: *Journal of Database Management* (2008- 2011).
- Reviewer for *Journal of Management Information Systems, Information Systems Research, MIS Quarterly, Management Science, Journal of AIS, IEEE Transactions on Systems, Man, and Cybernetics, IEEE Transactions on Professional Communication, IEEE Transactions on Engineering Management, International Journal of Human-Computer Studies, International Journal of Electronic Commerce, International Conference on Information Systems*, etc.
- Associate Editor: *International Conference on Information Systems* 2007 (Montreal) and 2009 (Phoenix).
- Program committee: *Americas Conference on Information Systems* 2008 (Toronto) and 2009 (San Francisco).
- Program committee: *Pacific Asia Conference on Information Systems* 2005 (Bangkok), 2006 (Kuala Lumpur), 2007 (Auckland), and 2008 (SuZhou).
- Program committee: *the Annual Pre-ICIS HCI/MIS Workshop*, 2006 (Milwaukee), 2007 (Montreal), 2008 (Paris), and 2009 (Phoenix).
- Program committee: *CNAIS (AIS China Chapter) symposium on "IT adoption: theories and applications,"* Chengdu, China, 2006.

ACADEMIC AWARDS and HONORS

- Nomination for **NUS Young Researcher Award**, 2009.
- Nomination for **CAPs (Conference of Asian University Presidents) Young Researcher Award**, 2008
- Nomination for **NUS Young Researcher Award**, 2008.
- NUS Academic Research Fund (2008-2011).
- NUS Academic Research Fund (2007-2008).
- **Best Paper Award** 12th Americas Conference on Information Systems, Acapulco, Mexico, 2006
- NUS start-up research grant (2004-2007).
- Natural Sciences and Engineering Research Council of Canada (NSERC) 5-year research grant, co-investigator with Dr. Izak Benbasat, 2003.

- Social Sciences and Humanities Research Council of Canada (SSHRC) 3-year research grant, co-investigator with Dr. Izak Benbasat, 2000.
- Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Administration, the University of British Columbia, 2000 – 2001 and 2001-2002.
- Entrepreneurship Research Alliance Fellow, the University of British Columbia, 1999 – 2000.
- Dec. 9th Fellowship, Tsinghua University, 1996 – 1997.
- Guanghua Fellowship, Tsinghua University, 1995 -1996.
- Federal Signal Corporation Scholarship, Tsinghua University, 1994 -1995.