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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

- Associate Professor (tenured), Department of Information Systems, National University of Singapore, 2010-Present
- Assistant Professor, Department of Information Systems, National University of Singapore, 2004-2010
- Courses Taught:
  - CS4260: E-Business Models
  - CS3240: Human Computer Interaction
  - 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)

### EDITORIAL BOARD MEMBERSHIP

- Associate editor: *MIS Quarterly* (2012-2013).
- Editorial Board Member: *IEEE Transactions on Engineering Management* (2011 – 2014)
- 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).

## RESEARCH INTERESTS

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

## CURRENT RESEARCH GRANTS

- NUSRI (NUS Research Institute) Grant (2011-2013): Project Title: *Transforming Online Commerce through Social Media*, Principal Investigator, US\$100,000.
- Singapore Ministry of Education Academic Research Fund (2009-2012), Project Title: *The New Frontier of ECommerce: An Investigation of Collaborative Online Shopping*, Sole investigator, S\$750,020 (about US\$620,000 based on the exchange rate in August 2011).
- NUS Academic Research Fund (2008-2011), Project Title: *From Index Search to Social Sensemaking: An Investigation of Internet Product Search Mechanism*, Sole investigator, S\$49,001.

## PUBLICATIONS (Refereed)

- Yu, J., Jiang, Z. and Chan, H. "The Influence of Socio-Technological Mechanisms on Individual Motivation towards Knowledge Contribution in Problem- Solving Virtual Communities," *IEEE Transactions on Professional Communication*, Vol. 54, No. 2, pp. 152-167, 2011.
- Zhu, L., Benbasat, I. and Jiang, Z. (*equal contribution*) "Let's Shop Online Together: An Empirical Investigation of Collaborative Online Shopping Support", *Information Systems Research*, Vol. 21, No. 4, pp. 872-891, 2010.
- Chan, J., Jiang, Z., and Tan, B. (Lead Article) "Understanding Online Interruption-Based Advertising: Impact of Exposure Time, Advertising Intent, and Brand Image," *IEEE Transactions on Engineering Management*, Vol. 57, No. 3, pp. 365-379, 2010.
- Jiang, Z., Chan, J., Tan, B., and Chua, W., "Effects of Website Interactivity on Consumer Involvement and Purchase Intention," *Journal of the Association for Information Systems*, Vol. 11, Issue 1, pp. 34-59, 2010.
- Jiang, Z. and Benbasat, I. "Investigating the Influence of the Functional Mechanisms of Online Product Presentations," *Information Systems Research*, Vol. 18, No. 4, pp. 454-470, 2007.
- Jiang, Z. and Benbasat, I. "The Effects of Presentation Formats and Task Complexity on Online Consumers' Product Understanding," *MIS Quarterly*, Vol. 31, No. 3, pp. 475-500, 2007.
- 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, pp. 92-98, 2005.
- 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.

### **PUBLICATIONS (Non-Refereed)**

- Chen, J. and Jiang, Z. “User Experience Design for Social Shopping Websites,” *Tansuanzhi*, <http://ued.taobao.com/blog/tansuanzine-2010/>, pp. 64-66, 2010.

### **WORKING PAPERS**

- “Customer Patronage After a Privacy Breach: The Role of Organizational Responses in Maintaining Customer Relationships,” (with Sung S. Kim and Ben Choi), in preparation for 4<sup>th</sup> review at *Information Systems Research*.
- “Privacy Concerns and Privacy-Protective Behavior in Synchronous Online Social Interactions,” (with Ben Choi and Cheng Suang Heng), in preparation for 4<sup>th</sup> review at *Information Systems Research*.
- “From Online Inspection To Offline Trial: The Enticing Effect Of Incomplete Product Interactivity Designs,” (with Cheng Yi and Izak Benbasat), 3<sup>rd</sup> review at *Information Systems Research*.
- “Are Sponsored Reviews Persuasive? Understanding the Interplay among Review Sidedness, Congruence and Heterogeneity”, (with Cheng Yi, Xianghua Lu, Khim Yong Goh, and Xiuping Li), revise and resubmit at *Journal of Marketing Research*.
- “Designing For Diagnosticity And Serendipity: An Investigation of Social Product-Search Mechanisms,” (with Cheng Yi and Izak Benbasat), under review at *MIS Quarterly*.
- “The Determinants and Impacts of Aesthetic Value in Customers’ First Interaction with Websites,” (with Weiquan Wang and Bernard Tan).

### **CONFERENCE PAPERS**

- Choi, B., Jiang, Z. and Yap, E. “Information Sharing in Online Dyadic Exchange: A Relational Dialectic Perspective,” *Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, 2012.
- Yi, C., Jiang, Z. and Benbasat, I. “Enticing Consumers via Incomplete Product Experience: An Investigation of Online Product Interactivity Designs,” *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, Vancouver, Canada, 2011.
- Sim, D., Ma, X., Zhao, S., Khoo, J. T., Bay, S. L., and Jiang, Z. “Farmer’s Tale: A Facebook Game to Promote Volunteerism,” *Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI)*, Vancouver, Canada, 2011.
- Yi, C., Jiang, Z. and Benbasat, I. “Towards Organized Search and Unexpected Discoveries: Investigating the Impacts of Product Tags and Featured Users in Online Product Search,” *the International Conference on Information Systems (ICIS)*, Saint Louis, US, 2010.
- Jiang, Z., Qiu, L. Yi, C., and Choi, B., “An Investigation of the Effects of Website Aesthetics and Usability on Online Shoppers’ Purchase Intention,” *the 16<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, Lima, Peru, 2010.

- 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 (ICIS)*, 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 (PACIS)*, 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 13<sup>th</sup> Americas Conference on Information Systems (AMCIS)*, 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 (AMCIS)*, 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 (PACIS)*, 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

- Track Chair (“Human Computer Interaction”), *International Conference on Information Systems (ICIS)*, 2012 (Orlando).

- Associate Editor: *International Conference on Information Systems (ICIS)* 2007 (Montreal), 2009 (Phoenix), 2010 (Saint Louis), and 2011 (Shanghai).
- Program committee: *Americas Conference on Information Systems (AMCIS)* 2008 (Toronto), 2009 (San Francisco), 2010 (Peru), and 2011 (Detroit).
- Track Chair (“Human Behavior and IS”), *Pacific Asia Conference on Information Systems (PACIS)*, 2011 (Brisbane).
- Program committee: *Pacific Asia Conference on Information Systems (PACIS)* 2005 (Bangkok), 2006 (Kuala Lumpur), 2007 (Auckland), 2008 (SuZhou), and 2010 (Taipei).
- Program committee: *the Annual Pre-ICIS HCI/MIS Workshop*, 2006 (Milwaukee), 2007 (Montreal), 2008 (Paris), 2009 (Phoenix), and 2010 (Saint Louis).
- Program committee: *the China Summer Workshop on Information Management (CSWIM)*, 2010 (Wuhan), and 2011 (Harbin).
- Program committee: *CNAIS (AIS China Chapter) symposium on "IT adoption: theories and applications,"* Chengdu, China, 2006.
- 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.

## 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.

## **RESEARCH FELLOW / PH.D. STUDENT PLACEMENT**

- Research Fellow: Xiaojuan Ma (Ph.D. from Princeton University, 2010), Post Doctoral Fellow, Human Computer Interaction Institute, Carnegie Mellon University.
- Student: Cheng Yi (Ph.D. from NUS, 2011), Assistant Professor, School of Economics and Management, Tsinghua University.
- Student: Jie Yu (Ph.D. from NUS, 2010, co-supervised), Teaching Fellow, Nottingham University Business School China, University of Nottingham Ningbo.