

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; Phone: +852 2766-7127

EMPLOYMENT

The Hong Kong Polytechnic University	
Associate Professor, Department of Management and Marketing	2024.07 –
Assistant Professor, Department of Management and Marketing	2018.07 – 2024.06
Citibank N.A.	2017.01 - 2018.06
Manager, Big Data Analyst for Global Fraud Management	
The Hong Kong University of Science and Technology	2016.09 - 2016.12
Visiting Scholar, Department of Information Systems, Business Statistics and Operations Management	

EDUCATION

Ph.D. in Information Systems	2010.09 - 2016.06
Hong Kong University of Science and Technology <i>Supervisor: TAM, Kar Yan</i>	
M.S. in Information Systems	2009.09 - 2010.06
Fudan University, Shanghai	
B.S. in Statistics	2005.09 - 2009.06
Fudan University, Shanghai	

RESEARCH INTERESTS

User-Generated Content, Social Media, Technology Implementation and Usage, Digital Marketing, Generative AI

JOURNAL PUBLICATIONS

Top Journal Publications

- Feng, Y., Lu, X., and Zhang, X., 2024. Mutual Disclosures and Content Intimacy in User Engagement: Evidence from an Online Chat Group. Forthcoming at *MIS Quarterly*. <https://doi.org/10.25300/MISQ/2023/17481>
- Feng, Y., Yu, Y., Tam, K.Y., and Lai, M., 2024. Effective Intervention in User Adaptation: A 2x2 Coping Framework Entailing Implementation and Contextual Factors. Forthcoming at *Journal of the Association for Information Systems*. https://aisel.aisnet.org/jais_preprints/135
- Yin, J., Feng, Y., and Liu, Y., July 2024. Modeling Behavioral Dynamics in Digital Content Consumption: An Attention-Based Neural Point Process Approach with Applications in Video Games. *Marketing Science*. <https://doi.org/10.1287/mksc.2020.0180>

- Feng, Y.**, Claggett, J., Karahanna, E., and Tam, K.Y., 2022. A Randomized Field Experiment to Explore the Impact of Herding Cues as Catalysts for Adoption. *MIS Quarterly*, 46(2), 1135-1164.
- 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), 604-628.
- 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), 596-612.

Other Journal Publications

- Yu, Y., **Feng, Y.**, and Li, S. 2023. Investigation of System Upgrading Success Across Two Usage Contexts: Role of Belief Confirmation and Disconfirmation. *IEEE Transactions on Engineering Management*, 71, 9876 – 9891, DOI: 10.1109/TEM.2023.3320717.
- Tam, K.Y., **Feng, Y.** and Lai, M.C., 2021. Effective Use of Policing Systems: A Two-Stage Study of the Shakedown Period of System Implementation. *IEEE Transactions on Engineering Management*, 68(6), 1839-1854.
- Lu, X. and **Feng, Y.**, 2009. The Value of Online Word-Of-Mouth—An Empirical Study Based on Online Restaurant Reviews. *Journal of Management World 管理世界* (7) 126-132,171.

CONFERENCE PROCEEDINGS

- Chen, Z. and **Feng, Y.**, 2020. How does Content and Sentiment Coherence Influence Online Discussion? *International Conference on Information Systems (ICIS)*.
- **Best Short Paper in Social Media and Digital Collaboration Track**
- 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.

WORKSHOPS AND CONFERENCE PRESENTATIONS

- Yao, X., **Feng, Y.**, Wang, C., and Liu, H. 2024. From Consumers to Producers: The Impact of Consumption Behavior on Service Provision in Live Streaming, *Joint University Summer Workshop on Information Systems*, Hong Kong.

- Qin, R., **Feng, Y.**, and Yao, D. 2024. The Impact of AGI Summaries on Video Content Consumption: Insights from A Randomized Field Experiment, *ISMS Marketing Science Conference*, Sydney, Australia.
- Xu, R., **Feng, Y.**, and Chen, H. 2023. ChatGPT vs. Google: A Comparative Study of Search Performance and User Experience.
- *Conference on Behavioural Science in the Age of Smart Technology, Hong Kong, Jul 2023.*
 - *Business & Generative AI Workshop, Wharton San Francisco Campus, Sep 2023.*
 - *Conference on Information Systems and Technology (CIST), Phoenix, Arizona, Oct 2023.*
 - **Media Coverage:** PR Newswire and Tencent News Reported the Media Version of this Paper.
- Chen, Z., **Feng, Y.**, Xu, X., and Leung, F. 2023 Propelling Trending Topics: Exploring the Impact of Affective Congruency on User Participation in Online Discussions, *Joint University Summer Workshop on Information Systems*, Hong Kong.
- Wang, Z., Yin, J., and **Feng, Y.**, 2021. Capturing Behavioral Dynamics in Video Games: A Recurrent Marked Point Process Approach, *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas.
- Chen, Z., **Feng, Y.**, and Xu, X., 2021. The Impact of Content and Sentiment Coherence on Information Diffusion. *Global Conference on Innovations in Management and Business (GCIMB)*, Online.
- **Best Paper Award**
- Feng, Y.**, Lu, X., and Zhang, X., 2021. Mutual Disclosures and Content Intimacy in Customer Group Engagement: Evidence from Online Chat Groups, *MISQ Author Development Workshop*, Online.
- 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.
- Wang, C., **Feng, Y.**, and Zhang, X., 2011. Unpacking Social Influence in Online Ratings. *Workshop on Information Systems and Economics (WISE)*, Shanghai, China.

GRANTS

External Grants as PI: 2 GRF and 1 ECS

- 2024 – **General Research Fund (GRF), PI**
Title: Display More or Less? An Investigation of Digital Product Previews (HK\$415,941; 24 Months)
- 2022 – 2024 **General Research Fund (GRF), PI**
Title: Unveiling the Role of Mutual Disclosure and Content Consensus in Online Group Conversations (HK\$363,493; 24 Months)
Selected as an impactful research project in PolyU Annual Report 2021/22

- 2020 – 2023 **Early Career Scheme (ECS), PI**
Title: Uncovering Sequential Pattern in Online User Opinions based on Deep Learning Techniques (HK\$456,140; 36 Months)

External Grant as Co-I

- 2022 – **King's Flair Development Limited (Donation), Co-I**
Title: Digital Transformation (HK\$1,500,000, 48 Months)

Internal Grant as PI

- 2018 – 2021 **Start-up Grant, PI**
Title: Social Influence in Online Review Contribution Behavior (HK\$200,000, 36 Months)

RESEARCH POSTGRADUATE STUDENTS

Duration	Student Name	Degree Program	My Role
2024.01 –	Yao, Xinyan	Postdoctoral Fellowship	Chief-supervisor
2023.09 –	Qin, Rui	PhD	Chief-supervisor
2022.09 –	Sun, Pengyao	Awardee of the Hong Kong PhD Fellowship Scheme (HKPFS)	Chief-supervisor
2019.09 – 2024.06	Chen, Zihan	PhD/MPhil	Chief-supervisor

TEACHING EXPERIENCE

Master/MBA Level

MM5425: Business Analytics

New subject development, including lectures of business analytics theory and hand-on tutorials of Python programming.

- **2023/24 Sem2:** MSc BA program (Size: 59, SFQ: 4.8, top 10-25%); MBA Core course (Size: 42, SFQ: 4.7)
- **2022/23 Sem2:** MSc BM program (Size: 49, SFQ: 4.8, top 10-25%); MSc Mkt program (Size: 37, SFQ: 4.6)
- **2022/23 Sem1:** MSc BA program (Size: 58, SFQ: 4.4)
- **2021/22 Sem2:** MSc BA program (Size: 58, SFQ: 4.6); MSc BM program (Size: 45, SFQ: 4.8, top 10%)
- **2021/22 Sem1:** MBA Core course (Size: 47, SFQ: 4.0)
- **2020/21 Sem2:** MSc BA program (Size: 56, SFQ: 4.6, top 10-25%); MSc BM program (Size: 44, SFQ: 4.7, top 10-25%)

MM594: Business Analytics Dissertation

- 2022/23 Sem2 – 2023/24 Sem2: supervise one MSc BA student's dissertation
- 2021/22 Sem2 – 2022/23 Sem1: supervise two MSc BA students' dissertation
- 2020/21 Sem2 – 2021/22 Sem1: supervise one MSc BA student's dissertation

Undergraduate Level

MM2422: Managing Business Information Systems & Applications

- 2019 Spring: Undergraduate class LTL006 (Size: 43, SFQ: 4.3); LTL007 (Size: 46, SFQ: 4.7, top 10-25%)

ISOM 3360: Data Mining for Business Analytics (HKUST Lecture: 2016 Fall)

ISOM2010: Introduction to Information Systems (HKUST Tutorial: 2013-2016 Spring)

PROFESSIONAL/COMMUNITY SERVICE

- **Conference/Workshop Co-Chair, AE, Program Committee:**

- 2024 INFORMS Annual Meeting, *Session Chair*
- 2024 International Conference on Information Systems (ICIS), *Associate Editor of Track: Human Technology Interaction*
- 2024 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: General and Emerging IS Topics*
- 2024 Conference on Information Systems and Technology (CIST), *Program Committee*
- 2023 Hong Kong Joint University Summer Workshop on Information Systems (JUSWIS), *Co-Chair*
- 2023 Pacific Asia Conference on Information Systems (PACIS), *Co-Chair of Track: Artificial Intelligence and Business Analytics*
- 2023 International Conference on Information Systems (ICIS), *Associate Editor of Track: General IS Topics*
- 2023 Conference on Information Systems and Technology (CIST), *Program Committee*
- 2023 HKU PhD Student Theory Development Workshop on Digital Innovation and Management, *Mentor*
- 2022 International Conference on Information Systems (ICIS), *Associate Editor of Track: Human Computer / Robot Interaction*
- 2022 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: Mobile, IoT, and Ubiquitous Computing*
 - **Best Associate Editor Award**
- 2022 International Conference on Smart Finance (ICSF), *Program Committee and Session Chair*
- 2021 International Conference on Information Systems (ICIS), *Associate Editor of Track: Blockchain, DLT, and Fintech*
- 2021 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: AI, Machine Learning, and Big Data Analytics*
- 2021 International Conference on Smart Finance (ICSF), *Program Committee*
- 2020 International Conference on Information Systems (ICIS), *Associate Editor of Track: Blockchain, DLT, and Fintech*
- 2020 Pacific Asia Conference on Information Systems (PACIS), *Associate Editor of Track: Human Computer Interaction*

2019 The 13th China Summer Workshop on Information Management (CSWIM),
Shenzhen, *Discussant*

- **Journal/Conference Reviewer:**

MIS Quarterly, Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Journal of Operations Management, Information & Management, Information Technology and Management, Information Systems Journal, Journal of Electronic Commerce Research, 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

SERVICE FOR FACULTY/DEPARTMENT

- 2023.04 – **Assistant Dean (External Relations), Faculty of Business**
- 2024 – Deputy Director of Doctor of Business Administration (Bilingual)
- 2024 – Deputy Director of MSc in Business Analytics (Bilingual)
- 2023 – Member of Faculty Management Committee (FMC)
- 2019 – Academic Advisor for Undergraduate Students
- 2019 – Panel Member of PhD Confirmation of Registration and Mphil Oral Examination
- 2019 – Panel Member of DBA/Dmgt/DFintech R2
- 2021 – Panel Member of MSc in Business Analytics Dissertation
- 2022 – Mentor for IS PhD students (3 Students)
- 2022 – Examiner for PhD Comprehensive Exam (Economics of IS)
- 2023/24 Member of Programme Committee of Full-time & Part-time MBA
- 2022/23 Department Search Committee Member in Information Systems
- 2022/23 Admission Interview for PhD in Information Systems
- 2022/23/24 Admission Interview for MBA Programme
- 2022/23/24 Admission Interview for MSc in Business Analytics Programme
- 2022/23 Admission Interview for Non-JUPAS Undergraduates
- 2022/23/24 Member of Board of Examiners (BoE) of MBA (Full-time & Part-time)
- 2021/22 Member of Programme Committee of Full-time MBA
- 2020/21/22 Member of Board of Examiners (BoE) of MSc BM
- 2021/22 JUPAS Admission Interview
- 2020/21 Supervisor of UG Capstone Project

AWARDS AND HONORS

AIS Early Career Award, 2023.

Best Associate Editor Award, Pacific Asia Conference on Information Systems, 2022.

Best Paper Award, Global Conference on Innovations in Management and Business, 2021.

Best Short Paper Award in Social Media and Digital Collaboration Track, International Conference on Information Systems, 2020.

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.

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

Honor for “Outstanding Student in Shanghai”, Shanghai Government, China, 2007.