SECTION I: QUALIFICATIONS AND EXPERIENCE

Name : Kai H. LIM

Affiliation : Department of Management and Marketing, Hong Kong Polytechnic University

Position : Yeung Kin Man Chair Professor of Information Technology Innovation and Management

Specialization : Platform Ecosystems, IT Innovation and Management, digital transformation Electronic Commerce, Social Media, Human-Computer Interaction, Cross-Cultural Issues Related to IT Management

Qualifications

Date	Title	Subject	Name of Institution
Dec 95	Ph.D.	Business Admin. (MIS)	U. of British Columbia
May 91	M.A.	Management Science/MIS	U. of Nebraska
May 88	B.S. (Honors)	Mathematics and Economics	U. of Minnesota

Previous Experience (Teaching/Professional)

Date	Institution	Position
Aug 2015 to July 2022	City U. of Hong Kong	Chair Professor
Aug 2005 to July 2015	City U. of Hong Kong	Professor
July 2000 to July 2007	City U. of Hong Kong	Associate Professor
July 1998 to July 2000	Case Western Reserve U.	Assistant Professor
Jan 1996 to July 1998	U. of Hawaii	Assistant Professor
Aug 1988 to Aug 1991	U. of Nebraska	System Analyst

Special Award and Appointments

- Association for Information (AIS) Fellow (Since 2017)
- *Honored Professor* (特聘教授), Fudan University, Feb 2013 - Present
- *Honored Professor* (特聘教授), Wuhan University, Jan 2012 – Jan 2015
- 2002/2003 CityU Teaching Excellence Award (university-wide award)
- 2020/2021 CityU Research Excellence Award (university-wide award)

SECTION II: TEACHING

Teaching Awards and Performance at CityU

- 2002/2003 *CityU Teaching Excellence Award* (university-wide award)

- 2015 *College of Business Faculty Development Award (MBA/EMBA)* (Teaching Excellence Award for MBA/EMBA teaching; award started in 2015)

- Three-time winner of **IS** *Department Best Teaching Evaluation Award* (for the six semesters that the awards were given)

- Rated as among the best teachers by both students from the English and Chinese EMBA Programs

- Consistently scored above 6.5 (on the scale of 1-7; 7 being the best) on teaching evaluation across all courses taught.

- Consistently ranked as one of the top teachers in the IS Department and College of Business

Other Teaching Indicators

- Winner of the *University of Hawaii, CBA Teaching Excellence Award 1998* (three to four awards given each year)

- Finalist for the *Case Western Reserve University, Weatherhead School of Management Undergraduate Teaching Excellence Award 2000* (one winner selected based on the vote count of the entire undergraduate student population; lost to the winner by 5 votes)

- Fluent in Putonghua and teach in CityU's Chinese DBA and EMBA Programs

SECTION III: RESEARCH

Research Award

- 2020/2021 CityU Research Excellence Award (university-wide award)
- 2019 Dean's Research Award
- 2013 College of Business Research Award
- 2002 College of Business Junior Faculty Research Award

External Research Grant Awards (GRF - RGC General Research Fund Only)

Total of more than **$9,000,000** awarded for the last 22 years for projects that served as the **Principal Investigator** (PI). PI of eight GRF/CREG projects funded by Hong Kong Government Research Grant Council (80% successful rate).

1. Narrowing the Divide: Using AI-Powered Smart Health Devices and Applications and the Human Touch to Support Patients with Chronic Illness (2022-2025)

2. A Configurational Model for Organizational Adoption of Technology (2019-2022)

3. The Platform Ecosystem Paradox: The Implications of App-Platform Integration Design (2017-2018)

4. Humanizing Organizational Technology Adoption Decisions: An Integrative Model from the Upper Echelons and Symbolic Action Perspective (2014-2015)

5. A Multi-Level Analysis of the Effect of Institutional Power on User Resistance to Enterprise Systems (2012-2013)

6. Beyond Service Quality: Understanding IT User Satisfaction from a Social Capital Perspective (2010-2011)

7. IT-enabled Business Agility: A Multiple Paths Contingency Model (2006-2007)

8. Value System as an Online Customer Segmentation Tool: Increasing Satisfaction through Customizing Website Features (2004-2005)

9. Building Trust in the Digital Economy: Perception Management on the Internet (2001-2002)

Summary of Google Citation Count (Access on 9 Feb 2022)

	All	Since 2017
Citations	7,110	3,447
h-index	35	26
i10-index	50	38

Journal Articles (*** indicates a UTD journal; 7 out of 17 published within the last 5 years)

Deng H., Wang, W., and **Lim K.H.**, "Repairing Mis-ascribed Integrity-based Trust Violations for Potential Customers: Violator Reputation Matters," forthcoming *MIS Quarterly*. ***

Deng H., Wang, W., Li, S., **Lim K.H.**, "Reducing User Avoidance of Sponsored Search Results: The Effects of Social Influence Cues," *MIS Quarterly,* 46(1), pp 35-70, 2022. ***

Huang Y-H., **Lim, K.H.**, and Lin, Z-J., "Leveraging the Numerosity Effect to Influence the Perceived Expensiveness of Virtual Goods, *Information Systems Research*, 32(1), pp 93-114, 2021. ***

Huang Y-H., **Lim, K.H.**, Lin, Z-J., and Han S-P., "Large Online Product Catalog Space Indicates High Store Price: Understanding Consumers' Overgeneralization and Illogical Inference," *Information Systems Research,* 30(3), pp 963-979, 2019. ***

Li, H.F., Fang, Y., **Lim, K.H.**, and Wang Y.Y., "Platform-Based Function Repertoire, Reputation, and Sales Performance of e-Marketplace Sellers," *MIS Quarterly,* 43(1), pp 207-236*,* 2019. ***

Fang, Y., **Lim, K.H.**, and Qian, Y. Feng, B., "System Dynamics Modeling – The Case of E-commerce Resource Endowment and Firm Sustainable Performance," *MIS Quarterly,* 42(4), pp 1303-1329, 2018. *******

Ho, S.Y., and **Lim, K.H.**, "Nudging Moods to Induce Unplanned Purchases in Imperfect Mobile Personalization Contexts: The Pivotal Role of Mood," *MIS Quarterly,* 42(3), pp 757-778, 2018. *******

Yin, C., Sun Y., Fang, Y., and **Lim K.H.**, "Exploring the Dual-Role of Cognitive Heuristics and The Moderating Effect of Gender in Microblog Information Credibility Evaluation," *Information Technology & People,* 31(3), pp 641-769, 2018.

Li, H., Fang, Y., Wang, Y., **Lim, K.H.**, and Liang, L., "Are All Signals Equal? Investigating the Differential Effects of Online Signals on the Sales Performance of E-marketplace Sellers." *Information Technology & People* 28(3), pp 699-723, 2015.

Che, T., Peng, Z., **Lim, K.H.**, and Hua, Z., "Antecedents of Consumers' Intention to Revisit an Online Group-Buying Website: A Transaction Cost Perspective," *Information & Management*, 52(5), pp 588-598, 2015.

Lee O.K. D., Sambamurthy, V., and **Lim, K. H.** and Wei, K.K., "How Does IT Ambidexterity Impact Organizational Agility?" *Information Systems Research,* Vol. 26, 2, pp 398-417, 2015. ***

Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., and **Lim, K.H.**, "Trust, Satisfaction, and Online Re-Purchase Intention: The Moderating Role of Perceived Effectiveness of E-commerce Institutional Mechanisms," *MIS Quarterly,* Vol. 38, 2, pp 407-427, 2014. ***

Sun, Y., Fang, Y., **Lim, K.H.**, "Understanding Knowledge Contributors' Satisfaction of in Transactional Virtual Communities: A Cost-Benefit Trade-off Perspective," *Information & Management*, V51, 4, pp 441-450, June 2014.

Leung, K., Chen, Z., Zhou, F., **Lim, K.H.**, "The Role of Relational Orientation as Measured by Face and Renqing in Innovative Behavior in China: An Indigenous Analysis," *Asia Pacific Journal of Management*, V31, 1, pp 105-126, 2014.

Sun, Y., **Lim, K. H**., and Peng, Z., "Solving the Distinctiveness – Blindness Debate: A Unified Model for Understanding Banner Processing," *Journal of the Association for Information Systems*: Vol. 14: 2, Article 2, 2013.   (Available at: http://aisel.aisnet.org/jais/vol14/iss2/2.)

Lou, J., Fang, Y.L., **Lim, K.H.**, and Peng, Z.Y., "Contributing High Quantity and Quality Knowledge to Online Q&A Communities", *Journal of the American Society for Information Science and Technology* V64, 2, pp356-371, 2013.

Sun, Y., Fang, Y., **Lim, K.H.**, Straub, D., "User Satisfaction with Information Technology Service Delivery: a Social Capital Perspective," *Information Systems Research,* V23, 4, pp.1195-1211, 2012. ***

Kang, K., **Lim K.H.**, Kim, M.S., and Yang, H.D., "A Multilevel Analysis of the Effect of Group Appropriation on Collaborative Technology Usage and Performance," *Information Systems Research,* V23, 1, pp.214-230, 2012. ***

Qiu, L., Pang, J., and **Lim, K.H.**, "Effects of conflicting aggregated rating on eWOM review credibility and diagnosticity: The moderating role of review valence," *Decision Support Systems* V 54, 1, pp 631-643, 2012.

Sun, Y., Fang, Y., and **Lim, K.H.**, "Understanding Sustained Participation in Transactional Virtual Communities," *Decision Support Systems,* V53,1, pp. 12-22, 2012.

Lee, M.K.O., Shi, N., Cheung, C.M.K., **Lim, K.H.**, and Sia, C.L "Consumer's Decision to Shop Online: The Moderating Role of Positive Informational Social Influence," *Information and Management*, V48, 6, pp. 185-191, 2011.

Kankanhalli, A., Lee O.K. D, and **Lim, K.H.**, "Knowledge through electronic repositories: A study in the context of customer service support," *Information and Management*, V48, 2/3, pp. 106-113, 2011.

Dou, W.Y., **Lim, K.H.**, Su, C.T., Zhou, N., and Nan, C., "Brand Positioning Strategy Using Search Engine Marketing," *MIS Quarterly*, v34, 2, pp. 261-279, 2010. ***

Sun, Y., **Lim, K.H.**, Jiang, C., Peng, Z., and Chen, X., "Do Males and Females Think in the Same Way? An Empirical Investigation on the Gender Differences in Web Advertising Evaluation," *Computers in Human Behavior*, V26, 6, pp.1614-1624, 2010.

Sia C.L., **Lim, K.H.**, Lee, M.K.O., Huang, W., Benbasat, I., and Leung, K., "Web Strategies to Promote Internet Shopping: Uniformity versus Cultural-Customization," *MIS Quarterly,* v33, 3, pp. 491-512, 2009. ***

Lee D.O.K., Wang, W.M., **Lim, K.H.**, and Peng, Z.Y.J., "Knowledge Management Systems Diffusion in Chinese Enterprises: A Multistage Approach Using the Technology-Organization-Environment Framework," *Journal of Global Information Management*, v17, 1, pp. 70-83, 2009.

Remus, W.E, O'Conner, M.J., and. **Lim, K.H.**, "The Effect of Presentation Media and Animation on Learning a Complex Decision," *International Journal of Instructional Media*, v35, 3, 2008.

Lee, M, K.O., Cheung, K.M.K., **Lim, K.H.**, and Sia, C.L., "Understanding Customer Knowledge Sharing in Web-Based Discussion Boards: An Exploratory Study," *Internet Research,* v16, 3, pp.289-303, 2007.

Lee D.O.K., Banerjee, P., **Lim, K.H.**, Kumar, K., van Hillegersberg, J., and Wei., K.K., "Aligning IT Strategy, IT Infrastructure, and IT Project Management to Achieve Agility in Globally Distributed System Development," *Communications of The ACM*, v49, 10, pp. 49-54, 2006.

Lim, K.H., Sia, C.L., Lee, M, K.O., and Benbasat, I., "Do I Trust You Online, and If So, Will I Buy?   An Empirical Study of Two Trust-Building Strategies," *Journal of Management Information Systems,* v23, 2, pp.235-268, Fall 2006.

O'Conner, M.J., Remus, W.E., and **Lim, K.H.**, "Improving Judgmental Forecasts with Judgmental Bootstrapping and Task Feedback Support," *Journal of Behavioral Decision Making*, v18, pp.247-260, 2005.

Lim, K.H., O'Conner, M.J., and Remus, W.E., "The Impact of Presentation Media on Forecasting and Decision Making," *Information and Management*, v42, pp. 305-316, 2005.

Lim, K.H., Leung K., Sia C.L., and Lee, M.K.O., "Is eCommerce Boundary-Less? Effects of Individualism-Collectivism and Uncertainty Avoidance on Internet Shopping," *Journal of International Business Studies*, v 35, 6, pp. 545- 559, November, 2004. ***

Lim, K.H. and Benbasat, I., "The Influence of Multimedia in Improving the Comprehension of Organizational Information," *Journal of Management Information Systems*, v19, 1, pp. 99-127, Summer, 2002.

Lim, K.H. and Benbasat, I., "The Effect of Multimedia on the Perception of Ambiguity and the Usefulness of Information," *MIS Quarterly*, v24, 3, pp. 449-471, September, 2000. ***

Lim, K.H., Benbasat, I., and Ward, L.M., "The Role of Multimedia on Changing First Impression Bias," *Information Systems Research*, v11, 2, pp. 115-136, June, 2000. ***

Lim, K.H., Ward, L.M., and Benbasat, I., "An Empirical Study of Computer System Learning: Comparison of Co-Discovery and Self-Discovery Methods," *Information Systems Research,* v 8, no. 3, pp. 254-272, September 1997. ***

Lim, K.H., Benbasat, I., and Todd, P., "An Experimental Investigation of The Interactive Effects of Interface Style, Instructions, and Task Familiarity on User Performance," *ACM Transactions on Computer-Human Interaction*, v 3, no 1, pp. 1-37, March 1996.

Lim, K.H., and Swenseth, S.R., "An Iterative Procedure for Reducing Problem Size in Large Scale AHP Problems," An Iterative Procedure for Reducing Problem Size in Large Scale AHP Problems, v67, 5, pp. 64-74, May, 1993.

O'Brien, A.M., Lichty, R.W., and **Lim, K.H.**, "The Analysis of Labor Productivity Effects on Regional Growth," *Regional Science Perspectives*, v18, 1, pp. 43-49, 1988.

Major Papers Under Review

Song, P-J., Zhang, C., **Lim, K.H.**, "The Software Platform Paradox: The Implications of App-Platform User Interface Design," under 3rd round revise and resubmit at *MIS Quarterly.*

Zou, H. M., Qureshi, I., Fang, Y., Sun, H., **Lim, K.H**., Ramsey, E. & McCole, P., "Investigating the Nonlinear and Conditional Effects of Trust on Repeat Online Transaction Intention – The Role of Institutional Contexts," under 2nd round revise and resubmit at *Information Systems Journal.*

Zhang, X, Fang, Y., and **Lim K.H.**, "Collaboration Technology Use and Team Creativity in IT Project Teams: A Creative Synthesis Perspective," under 1st round revise and resubmit at *MIS Quarterly.*

Zeng, J.C., Fang, Y., Li, H.F., **Lim, K.H.**, and Wang Y.Y., "The Impact of Platform-Based Functions on E-marketplace Sellers' Performances: A Configurational Perspective," under 1st round revise and resubmit at *MIS Quarterly.*

Sun Y., Fang, Y., **Lim K.H.**, and Yin, C., "Understanding How and When ICT-Induced Invasion Leads to Strain: A Moderated Mediation Analysis," under 1st round revise and resubmit at *MIS Quarterly.*

Deng H., Wang, W., and **Lim K.H.**, "Effects of Online Social Influence Cues on Suspicious Users' Avoidance of Sponsored Search Results: An Internalization Perspective," under 1st round revise and resubmit at *Information Systems Research*.

Zhang, J., Lowry, P.B., Keith, M., and **Lim, K.H.**, "Distinguishing the differences between privacy concerns about service providers (PCASP) and privacy concerns about social members (PCASM): An experiment using a location-aware mobile application with social networking features," submit to *The Journal of Management Information Systems.*

Sun, Y, **Lim, K.H.**, Liang, T.P., and Tan C.W, and Yeh, Y-H., "Strategic Contexts, Strategic Orientations, and Organizational Technology Adoption: A Configurational Perspective," submit to *Information Systems Journal*.

Lee D.O.K., Choi S., Suh W.J, and **Lim, K.H.**, "The Mobile Collaboration Platform Saliencies Embracing the Creative Idea Generation & Its Processes," under 1st round revise and resubmit at *Information & Management*.

Refereed Conference Proceedings

Deng, H., Guo, X., **Lim, K. H.** and Chen, G. "Human- versus Computer-competitors: Exploring the Relationships between Gamified Competition and Self-regulation in E-learning," 41st International Conference on Information Systems (ICIS 2020), Hyderabad, India, December 2020.

Zou, H., Fang, Y., Sun, H., and **Lim, K.H**. "From usage to contribution: a synthesized typology of technology extra-role behavior", ICIS 2018 Proceedings, San Francisco, United States, 13-16 December 2018.

Zou, H., Fang, Y., Sun, H., and **Lim, K.H**. "Engaging in Technology Extra-Role Behavior in a Human-IT Relationship: A Psychological Ownership Perspective", 38th International Conference on Information Systems (ICIS 2017), Seoul, Korea, 10-13 December 2017, pp 3510-3522.

Yin, C., Mirkovski, K., Liu, I. L., **Lim, K.H**. & von Briel, F. "An empirical investigation on the impact of crowd participation on the degree of project success: The perspective of crowd capital," In Proceedings of the 50th Hawaii International Conference on System Sciences, IEEE. p. 14-23, Jan 2017.

Li, H., Fang, Y., Wang, Y. & **Lim, K.H**. "How to reduce product return in the e-marketplace: A technology perspective," International Conference on Information Systems (ICIS 2016), Dec 2016, Proceedings. Dublin, Ireland. Association for Information Systems.

Deng, H., Wang, W. & **Lim, K.H.** Reducing user avoidance of sponsored search results: The effects of social influence cues," International Conference on Information Systems (ICIS 2016), Dec 2016, Proceedings. Dublin, Ireland. Association for Information Systems.

Zou, H., Fang, Y., Sun, H. & **Lim, K.H.** "How Users Engage in Technology Extra-Role Behavior in a Relationship with an IT—A Psychological Ownership Perspective," Diffusion

Interest Group in Information Technology (DIGIT) Workshop 2016, Proceedings. Dublin, Ireland.

Zou, H. M., Qureshi, I., Fang, Y., Sun, H., **Lim, K.H**., Ramsey, E. & McCole, P. "Investigating the Nonlinear and Conditional Effects of Trust on Effective Customer Retention—The Role of Institutional Contexts," Australasian Conference on Information Systems (ACIS) 2016 Proceedings. Wollongong, Australia.

Zou, H., Fang, Y., Sun, H. & **Lim, K.H.** "What Can I Do for You? —A Synthesized Comprehensive Typology of Users' Technology Extra-Role Behavior (TERB)," JAIS Workshop 2016. Dublin, Ireland.

Che, T., Zheng, X., Peng, Z., **Lim, K.H.**, and Hua, Z. "Consumer's Revisit Behavior in Online Group-Buying: A Shopping Value Perspective," *Proceedings of the Nineteenth Pacific Asia Conference on Information Systems (PACIS2015)*, Singapore, July 2015.

Zou, H., Qureshi, I., Fang, Y., **Lim, K.H.**, Ramsey, E. and McCole, P., "Understanding the Nonlinear and Conditional Effects of Trust for Effective Customer Retention--The Role of E-Commerce Institutional Contexts," *World Management Conference,* 2015

Li, H., Fang, Y., Wang, Y. and **Lim, K.H.**, "Understanding Competitive Action Repertoire, Strategic Group and Performance of E-marketplace Sellers: A Latent Growth Modeling Approach." *Proceedings of the International Conference on Information Systems,* Fort Worth, USA, Dec 2015.

Zou, H., Qureshi, I., Fang, Y., **Lim, K.H.**, Ramsey, E. and McCole, P., "Investigating the Nonlinear Effects of Trust on Online Repurchase Intention--The Role of E-Commerce Institutional Contexts," *DIGIT 2014 Proceedings*. Paper 10.

Sun, Y., Peng, Z, **Lim, K.H.,** and Wang, W.M. "Norm of Reciprocity, Reciprocal Benefits, and Reciprocal Relationships: A Revisit of the Role of Reciprocity in Knowledge Sharing," *Proceedings of the International Conference on Information Systems (ICIS 2014),* Auckland, New Zealand.

Sun, Y., **Lim, K.H.,** and Fang, Y. "Do Facts Speak Louder than Words? Exploring and Comparing the Impacts of Different Sources of Punishment Perceptions," *Proceedings of the Seventeenth Pacific Asia Conference on Information Systems (PACIS2013)*, Jeju Island, Korea, June, 2013. Paper 167.

Yin, C., Sun, Y., **Lim, K.H.**, and Zhao, D. "A Technology–Individual Contingency Perspective of Mobile Technostress: The Moderating Role of Personality," *AMCIS 2012 Proceedings*. Paper 8.

Lou, J, Fang, Y., **Lim, K.H.**, and Peng, Z. "Knowledge Contribution in Online Question and Answering Communities: Effects of Groups Membership," *Proceedings of the International Conference on Information Systems (ICIS 2012),* Orlando, USA.

Li, H.F., Fang, Y.L., Wang, Y.W., **Lim, K.H**., and Liang, L., "Platform-Based Online Services, Competitive Actions, and E-Marketplace Seller Performance" (2012). *Proceedings of the Sixteenth Pacific Asia Conference on Information Systems (PACIS2012).* Paper 127.

Peng, Z., Fang, Y. and **Lim, K.H.**, "Social Capital and User Acceptance of Enterprise System: Mediating Role of Local Management Commitment," *Proceedings of the International Conference on Information Systems (ICIS 2011),* Shanghai, China.

Lou, J, **Lim, K.H.**, Fang, Y., and Peng, Z. "Drivers Of Knowledge Contribution Quality And Quantity In Online Question And Answering Communities," *The Fifteenth Pacific Asia Conference on Information Systems (PACIS 2011)*, Brisbane, Australia.

Sun, Y., Fang, Y., and **Lim, K.H.**, "Understanding Sustained Participation in Transactional Virtual Communities," *Proceedings of the International Conference on Information Systems (ICIS 2010)*, St. Louis, Missouri.

Dimoka, A., Benbasat, I., **Lim, K.H.**, Straub, D., and Walden, E., "Neuro IS: Challenges and Solutions," *Proceedings of the International Conference on Information Systems (ICIS 2010)*, St. Louis, Missouri.

Sun, Y., **Lim, K.H.**, Fang, Y., and Chen, X. "Understanding Satisfaction of Knowledge Contributors in Transactional Virtual Communities from a Cost-Benefit Tradeoff Perspective," *The Fourteenth Pacific Asia Conference on Information Systems (PACIS 2010)*, Taipei, Taiwan.

Jiang, C-P, **Lim, K.H.**, and Sun Y., "Exploring Effective Advertising Strategies: The Roles of Formats, Content Relevance And Shopping Tasks on Ad Recognition," *Proceedings of the International Conference on Information Systems (ICIS 2009)*, Phoenix, Arizona.

Jiang, C., **Lim, K. H.**, Sun, Y., and Peng, Z. "Does Content Relevance Lead to Positive Attitude toward Websites? Exploring the Role of Flow and Goal Specificity," *The Fifteenth Americas Conference on Information Systems (AMCIS 2009)*, San Francisco, California.

Sun, Y., **Lim, K. H.,** Jiang, C., Peng, Z., and Chen, X. "Why and When Will Banner Blindness Occur? An Analysis Based on the Dual Processing Theory," *The Fourteenth Americas Conference on Information Systems (AMCIS 2008)*, Toronto, Canada.

Lee, D.O.K., and **Lim, K.H.**, V. Sambamurthy, and Wei, K.K., "Information Technology Exploitation and Exploration in a Fast-Growing Economy," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2008)*, Suzhou, China, 3-7 July 2008.

Lee, D.O.K., and **Lim, K.H.**, V. Sambamurthy, and Wei, K.K., "IT-Enabled Organizational Agility and Firms' Sustainable Competitive Advantage," *Proceedings of the International Conference on Information Systems (ICIS 2007)*, Montreal, Canada.

Wang, M, Lee, D.O.K., and **Lim, K.H.**, "Knowledge Management Systems Diffusion in Chinese Enterprises: A Multi-Stage Approach with the Technology-Organization-Environment Framework," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2007)*, Auckland, New Zealand, 3-6 July 2007.

Lee, M.K.O., Cheung, C M.K., Sia, C.L. and **Lim, K.H.**, "How Positive Informational Social Influence Affects Consumers' Decision of Internet Shopping," *Proceedings of the 39th Annual Hawaii International Conference on System Sciences* (HICSS-39), Hawaii, USA, 2006.

Lee, D.O.K., and **Lim, K.H.**, and Wei, K.K. "IT-Enabled Dynamic Capability Creation: A Perspective on Exploitative vs. Explorative IT Utilization," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2006)*, Kuala Lumpur, 6-9 July 2006.

Wong, S.W.M., Lee, D.O.K., and **Lim, K.H.** "Managing Non-Work-Related Computing within an Organization: The Effects of Two Disciplinary Approaches on Employees' Commitment to Change," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2005)*, Bangkok, 7-10 July 2005.

Lee, D.O.K., and **Lim, K.H.** *"*Redefining Organizational Information Technology-Based Capabilities with an Integrative Framework for Multiple Levels of Analysis," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2005)*, Bangkok, 7-10 July 2005

Lee, D.O.K., and **Lim, K.H.**, and Wong, S.W.M. "Why Employees Do Non-Work-Related Computing? An Exploratory Investigation through Multiple Theoretical Perspectives," *Proceedings of the Hawaii International Conference on System Sciences (HICIS 2005), Maui, Hawaii.*

Lee, D.O.K., and **Lim, K.H.**, "The Roles of IT in Organizational Capability Building: IT Capability Perspective," *Proceedings of the International Conference on Information Systems (ICIS 2004), Washington DC, USA,* pp.645-656.

Lam, R.H.M., **Lim, K.H.**, "Emotions in Online Shopping: Fulfilling Customers' Needs Through Providing Emotional Features and Customizing Website Features," *Proceedings of the International Conference on Information Systems (ICIS 2004), Washington DC, USA*, pp. 877-888.

Lam, R.H.M., **Lim, K.H.**, Ho, A.P.L., and Sia, C.L. "Are Values a Good Predictor of Innovativeness Toward Online Service Adoption? An Empirical Study," *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2003)*, Adelaide, 11-13 July 2003.

Shek, S.P.W., Sia, C.L., & **Lim, K.H.** "A Preliminary Assessment of Different Trust Formation Models: The Effect of Third-Party Endorsements on Online Shopping," *Proceedings of the Hawaii International Conference on on System Sciences (HICIS 2003), Maui, Hawaii.*

Sia, C. L., **Lim, K. H.**, Lee, M. K. O., Benbasat, I. and Mao, J. Y. "Web Strategies to Build Trust in the Digital Economy: Are They Equally Effective For Initial Versus Ongoing Buying Relationships?", *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2002)*, Tokyo, 2-4 September 2002.

Saxena, A., Mao, J., Sia, C.L., and **Lim, K.H.**, "A Framework for an Integrated Industry-Specific Business-to-Business Marketplace", *Proceedings of the International Conference on e-Business*, Beijing, 22-26 May 2002, pp. 223-229.

Remus, W.E., M.J. O'Conner, and **Lim, K.H.**, "Improving Judgmental Forecasts with DSS Support," Proceedings of the 7th Americas Conference on information Systems (AMCIS), Boston, MA, USA, August, 2001.

Remus, W.E., **Lim, K.H.**, and M.J. O'Conner, "The Impact of Forecasts on Decisions," *Proceedings of the International Symposium of Forecasting*, Edinburgh, U.K., June 1998.

Swenseth, S.R., and **Lim, K.H.**, "Facility Location Planning with Multiple Tangible and Intangible Objectives," *Proceeding of the Decision Science Institute National Conference*, November 1991.

Lim, K.H., "The Analysis of Labor Productivity and Regional Growth*," Proceeding of the Second National Conference on Undergraduate Research*, pp. 475-480, April 1988.

Editorial Boards

- Senior Editor (Jan 2011 – Jan 2017; two terms) for *Management Information Systems Quarterly (MISQ),* the top IS journal.

- Associate Editor (Oct 2007 – Jan 2011) for *Information Systems Research,* the 2nd-ranked IS journal.

- Associate Editor (Jan 2002 – Dec 2004) for *Management Information Systems Quarterly (MISQ)*.

- Associate Editor (May 2002 – Jan 2011) for *The Journal of the Association for Information Systems (JAIS)*, top four IS journal.

- Invited Guest Associate Editor (2001) *Information Systems Research*.

- Invited Guest Associate Editor (2005) *Management Information Systems Quarterly,* Special Issue on IS for Developing Countries.

Organizing /Program/Executive Committee Member for Conferences

- ICIS Executive Committee member (2019-2021).

- Organizing Committee (Doctoral Consortium Co-Chair) for the International Conference on Information Systems (ICIS) 2020.

- Doctoral Consortium Faculty Advisor for the International Conference on Information Systems (ICIS) 2019.

- Doctoral Consortium Faculty Advisor for the International Conference on Information Systems (ICIS) 2017.

- Junior Faculty Camp Faculty Mentor for the International Conference on Information Systems (ICIS) 2017.

- Program Committee (Co-chaired the Behavioral IS Track) for the International Conference on Information Systems (ICIS) 2013.

- Doctoral Consortium Faculty Advisor for the Pacific Asia Conference on Information Systems (PACIS) 2013.

- Program Committee (Co-chaired the General Topic Track) for the International Conference on Information Systems (ICIS) 2011.

- Doctoral Consortium Faculty Advisor for the International Conference on Information Systems (ICIS) 2010.

- Associate Editor (IT Strategy Track) for the International Conference on Information Systems (ICIS) 2010.

- Program Committee for the 9th Annual Pre-ICIS HCI/MIS Workshop (2010).

- Associate Editor (Information Technology Strategy Track) for the International Conference on Information Systems (ICIS) 2009.

- Program Committee for the 8th Annual Pre-ICIS HCI/MIS Workshop (2009).

- Associate Editor (Human-Computer Interactions Track) for the International Conference on Information Systems (ICIS) 2008.

- Program Committee for the 7th Annual Pre-ICIS HCI/MIS Workshop (2008).

- Associate Editor (Human-Computer Interactions Track) for the International Conference on Information Systems (ICIS) 2007.

- Program Committee for the 6th Annual Pre-ICIS HCI/MIS Workshop (2007).

- Associate Editor (Human-Computer Interactions Track) for the International Conference on Information Systems (ICIS) 2006.

- Program Committee for the 5th Annual Pre-ICIS HCI/MIS Workshop (2006).

- Executive Committee for the Pacific Asia Conference on Information Systems (PACIS) 2004-2006 (three-year term).

- Conference Organizing Committee for the 9th Pacific Asia Conference on Information Systems (PACIS) 2005.

- Co-Chair, Doctoral Consortium for the 9th Pacific Asia Conference on Information Systems (PACIS) 2005.

- Associate Editor (Human-Computer Interactions Track) for the International Conference on Information Systems (ICIS) 2005.

- Program Committee for the 4th Annual Pre-ICIS HCI/MIS Workshop (2005).

- Program Committee (Co-chaired the Human-Computer Interactions Track) for the International Conference on Information Systems (ICIS) 2004.

- Program Committee for the 3rd Annual Pre-ICIS HCI/MIS Workshop (2004).

SECTION IV: CAMPUS AND COMMUNITY SERVICE

- Member, Business Studies Panel (Joint Research Schemes) of the Research Grant Committee (March 2022 to January 2024).

- Member, Business and Economics Panel, University Grant Committee Research Assessment Exercise 2020 (RAE 2020) (July 2018 to August 2020).