

Zhenhui (Jack) Jiang

Professor of Innovation and Information Management
Padma and Hari Harilela Professor in Strategic Information Management
HKU Business School
The University of Hong Kong
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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

ACADEMIC APPOINTMENTS

- The University of Hong Kong, HKU Business School, 2019 – present.
 - Academic Committee member of HKU Business School Shenzhen Research Institute, 2022 - Present
 - Padma and Hari Harilela Professor in Strategic Information Management, 2022 - Present
 - Area Head, Innovation and Information Management, 2020 - 2023
 - Full Professor, Innovation and Information Management, 2019 - present
 - Faculty Human Resources Committee member, 2020 - present
 - Faculty Research Committee (FRC) member, 2019 – 2020
 - Faculty Higher Degrees Committee (FHDC) member, 2019 – 2020
- National University of Singapore, School of Computing, Department of Information Systems and Analytics, 2004-2020.
 - Full Professor, 2019 – 2020
 - Faculty Promotion and Tenure Committee (FPTC) member, 2016 – 2019
 - Affiliate Professor, NUS Business Analytics Centre, 2016 - 2019
 - Assistant Dean (Graduate Studies), 2013 - 2016.
 - Associate Professor (with tenure), 2010 - 2018
 - Assistant Professor, 2004 - 2010

EDITORIAL BOARD MEMBERSHIP

- Senior Editor: *MIS Quarterly* (since 2022)
- Senior Editor: *Journal of AIS* (2017 - 2020).
- Associate Editor: *Information Systems Research* (2019 - 2022).
- Associate Editor: *MIS Quarterly* (2012-2015).

- Editorial Board Member: *IEEE Transactions on Engineering Management* (2011 – 2016)
- Associate Editor: *Journal of AIS* (2009-2012 and 2016 - 2017).
- Associate editor: *AIS Transaction on Human-Computer Interaction* (2008 - present).
- Editorial board: *Journal of Database Management* (2008 - present).

SHORT-TERM VISITING APPOINTMENTS

- Guanghai School of Management, Peking University, 2017
- Marketing Group, Sloan School of Management, MIT, July – December 2012
- School of Economics and Management, Tsinghua University, February – June 2012
- HKUST Business School, Hong Kong University of Science and Technology, January – February 2012
- Nanjing University Business School, Nanjing University, multiple times, since 2011

OTHER PROFESSIONAL APPOINTMENTS

- Chair (2015-2018), Association for Information Systems Special Interest Group on Human Computer Interaction (AIS SIGHCI)
 - Past Chair Elect (2017-2018), Chair (2016-2017), Chair Elect (2015-2016)
- Standing Committee (2015 – 2017), European Conference on Information Systems (ECIS)
- Board Member (2015 – 2017), Association for Information Systems (AIS) Region 3 (Asia Pacific)

RESEARCH INTERESTS

- Social Media, Digital Innovation, Information Privacy, Information Search Analytics, Visual Analytics, Human Computer Interaction, Electronic commerce, and Experimental Design.

RECENT RESEARCH GRANTS

- Principal investigator (PI), the University of Hong Kong Faculty of Business and Economics Shenzhen Research Institutes (SZRI) Theme-based Research Fund. Project Title: *Metaverse Design, Diffusion, and Impact: The New Frontier of Digital Economy*, RMB4,982,354 (around US\$722,080).
- Principal investigator (PI), Hong Kong Research Grants Council (RGC) General Research Fund (GRF), Project Title: *Nudging for Healthy Behavior through Mobile Touch Experience Design*, HK\$610,993.
- Principal investigator (PI), URC Small Equipment Grant (2020-21), HK\$533,650.
- Principal investigator (PI), HKU Seed Fund and Faculty Internal Grant (2018-2020), HK\$1.25M.
- Co-Investigator, **Social Science Research Thematic Grant (SSRTG)** (2018-2021), Project Title: *Research on Innovating in a Digital Economy (RIDE)*, **US\$5,188,640** (about US\$3.79M based on the exchange rate in September 2018).

- Principal investigator (PI), **Singapore MOE Tier II Academic Research Fund** (2017-2020), Project Title: *Real Experience in Virtual Stores: Enhancing Sensory Experience through VR/AR*, **S\$467,673** (about US\$346,000 based on the exchange rate in December 2017).
- Principal investigator (PI), NUS Tier I Academic Research Fund (2017-2020), Project Title: *Catch Your Attention through Approach and Avoidance Control in Video Advertising*, S\$78,300 (about US\$57,000).
- Collaborator, National Natural Science Foundation of China (NSFC) Grant (2018-2021), Title: *Emotion Bias and Boundary Disturbance in Social Media Privacy Behavior: Influence Mechanism and Prevention Strategy*, PI: Prof. Liu, Z., RMB470K (about US\$72K).
- Co-PI, IDS Grant (2017-2020), Project Title: *Big Cyber-Physical Data Analytics for Intelligent Social Event Sensing*, S\$180,000 (about US\$132,000).
- Principal investigator (PI), NUS Tier I Academic Research Fund (2014-2016), Project Title: *Innovating the Designs for Video Advertising*, PI, S\$116,050 (about US\$92,000).
- Collaborator, National Natural Science Foundation of China (NSFC) Key Project (2014-2018), Title: *The Impact of Online Mass Customization Designs on Consumer Behavior*, PI: Prof. Wang, K., RMB2.15M (about US\$350K).
- Principal investigator (PI), NUS Tier I Academic Research Fund (2013-2015), Project Title: *Designing Social Media Platforms for Enhanced Privacy Management and Protection*, S\$104,659 (about US\$85,000).
- Principal investigator (PI), NUSRI (NUS Research Institute) Grant (2011-2013): Project Title: *Transforming Online Commerce through Social Media*, US\$100,000.
- Principal investigator (PI), **Singapore MOE Tier II Academic Research Fund** (2009-2013), Project Title: *The New Frontier of ECommerce: An Investigation of Collaborative Online Shopping*, **S\$750,020** (about US\$620,000 based on the exchange rate in August 2011).
- Principal investigator (PI), NUS Tier I Academic Research Fund (2008-2011), Project Title: *From Index Search to Social Sensemaking: An Investigation of Internet Product Search Mechanism*, S\$49,001.

RESEARCH STUDENTS/STAFF PLACEMENTS

- Jie Yu (Ph.D., Co-supervised, graduated in 2010)
 - Current Position: Associate Professor, *University of Nottingham Ningbo*.
- Cheng Yi (Ph.D., graduated in 2011)
 - Current Position: Associate Professor, *Tsinghua University*, School of Economics and Management.
- Ben Choi (Ph.D., graduated in 2014)
 - First Placement: Assistant Professor, *University of New South Wales (UNSW)* - Australian School of Business.
 - Current Position: Assistant Professor, *Nanyang Technological University (NTU)*, Nanyang Business School.
- Yanzhen Yue (Ph.D., graduated in 2015)
 - First Placement: Research Scientist, *Institute of High Performance Computing*.

- Cheng Luo (Ph.D., graduated in 2016)
 - First Placement: Assistant Professor, *Tianjin University*, College of Management and Economics.
- Yang Liu (Ph.D., graduated in 2019)
 - First Placement: Assistant Professor, *Xi'an Jiaotong University*, School of Management.
- Hyung Jin Kim (Research Fellow, received Ph.D. from Yonsei University in 2010)
 - First Placement: Research Professor, *Yonsei University*
- Xiaojuan Ma (Research Fellow, received Ph.D. from Princeton University in 2010)
 - Current Position: Assistant Professor, *Hong Kong University of Science and Technology*, Department of Computer Science and Engineering.
- Dong Zhang (M.Sc. graduated in 2007), *Shell*, Singapore

JOURNAL PUBLICATIONS (Refereed)

1. Luo, C., Jiang, Z., Li, X., Yi, C. and Tucker, C. "The Effects of Choice on Users' Attention to Online Video Advertising," forthcoming *Management Science*.
2. Yi, C., Jiang, Z. and Zhou, M. "Investigating the Effects of Product Popularity and Time Restriction: the Moderating Role of Consumers' Goal Specificity," forthcoming *Production and Operations Management*.
3. Jiang, H., Siponen, M., Jiang, Z. and Tsohou, A. "The Impact of Internet Monitoring on Employees' Cyberloafing and Organizational Citizenship Behavior: A Longitudinal Field Quasi-Experiment," forthcoming *Information Systems Research*.
4. Li, M., Jiang, Z., and Ma, G. "The puzzle of experience vs. memory: Peak-end theory and strategic gamification design in M-commerce," forthcoming *Information & Management*.
5. Liu, Y., Jiang, Z. and Choi, B. "Pushing Yourself Harder: The Effects of Touch Modes on Users' Self-Regulation," *Information Systems Research*, Vol. 34, No. 3, 2023, pp. 996-1016.
6. Yi, C., Jiang, Z., Li, X. and Lu, X. "Leveraging User-Generated Content for Product Promotion: The Effects of Firm-highlighted Reviews," *Information Systems Research*, Vol. 30, No. 3, 2019, pp. 711-725.
7. Liu, Y, Jiang, Z. and Chan, H. C. "Touching Products Virtually: Facilitating Consumer Mental Imagery with Gesture Control and Visual Presentation," *Journal of Management Information Systems*, Vol. 36, Issue 3, 2019, pp. 823-854.
8. Gu, R., Jiang, Z., Wang, K. and Oh, L. "Exploring the Impact of Optimum Stimulation Level on Individual Perceptions of IT Innovations: A Trait Hierarchical Model Perspective," *ACM SIGMIS Database: the Data Base for Advances in Information Systems*, vol. 49, Issue 1, 2018, pp. 67-92.
9. Yi, C., Jiang, Z., and Benbasat, I. "Designing for Diagnosticity and Serendipity: An Investigation of Social Product-Search Mechanisms," *Information Systems Research*, Vol. 28, No. 2, 2017, pp. 413-429.

10. Jiang, Z., Wang, W., Tan, B. and Yu, J. "The Determinants and Impacts of Aesthetics in Users' First Interaction with Websites," *Journal of Management Information Systems*, Vol. 33, No. 1, 2016, pp. 229-259.
11. Li, M., Jiang, Z., Fan, Z. and Hou, J. "Expert Or Peer? Understanding The Implications Of Virtual Advisor Identity On Emergency Rescuer Empowerment In Mobile Psychological Self-Help Services," *Information & Management*, Vol. 54, Issue 7, pp. 866-886.
12. Choi, B., Kim, S., and Jiang, Z. "Influence of Firm's Recovery Endeavors upon Privacy Breach on Online Customer Behavior," *Journal of Management Information Systems*, Vol. 33, No. 3, 2016, pp. 904-933.
13. Choi, B., Jiang, Z., Xiao, B. and Kim, S. "Embarrassing Exposures in Online Social Networks: An Integrated Perspective of Relationship Bonding and Privacy Invasion," *Information Systems Research*, Vol. 26, No. 4, December 2015, pp. 675-694.
14. Yi, C., Jiang, Z. and Benbasat, I. "Enticing and Engaging Consumers Via Online Product Presentations: The Effects Of Restricted Interaction Design," *Journal of Management Information Systems*, Vol. 31, No. 4, Spring 2015, pp. 213-242.
15. Jiang, Z., Heng, C. and Choi, B. "Privacy Concerns and Privacy-Protective Behavior in Synchronous Online Social Interactions," *Information Systems Research*, Vol. 24, No. 3, September 2013, pp. 579-595.
16. Yu, J., Jiang, Z. and Chan, H. "The Influence of Sociotechnological 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.
17. 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.
18. 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.
19. Jiang, Z., Chan, J., Tan, B., and Chua, W., "Effects of Interactivity on Website Involvement and Purchase Intention," *Journal of the Association for Information Systems*, Vol. 11, Issue 1, pp. 34-59, 2010.
20. 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.
21. 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.
22. 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.
23. Jiang, Z. and Benbasat, I. "Virtual Product Experience: Effects of Visual and 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.

24. 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.
25. Chen, G. and Jiang, Z. "IT adoption stages for Chinese enterprises," *Applications of the Computer Systems*, Vol.9, 1999.
26. Jiang, Z. and Chen, G. "IT and Virtual Enterprise Operations," *Journal of Enterprise Management*, January 1999.

CONFERENCE PAPERS

1. Gao, Y., Jiang, Z., Chen, H., and Goh, K. "Unlocking the Psychology of Online Travel Booking: How Price Expectations Affect Consumers," *the International Conference on Information Systems (ICIS)*, Hyderabad, India, 2023.
2. Gao, Y. and Jiang, Z. "Compliments to Accomplishments: The Effect of Compliments by Digital Platforms on Consumer Behavior," *Pre-ICIS SIG-HCI Workshop*, Copenhagen, Denmark, 2022.
3. Tang, J. and Jiang, Z. "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Financial Crimes," *the International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, 2022.
4. Lan, Y., Jiang, Z., and Hahn, J. "Will They Still Pay? A Study Of Consumer Behavior In An Unmanned Retail Environment," *the International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, 2022.
5. Gao, Y., Jiang, Z., Goh, K.Y., and Chen, H. "Digital Nudging through Manipulation of Price Expectations: Evidence from a Randomized Field Experiment," *the Eighteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2022)*, Madrid, Spain, June 2022.
6. Cui, W. and Jiang, Z. "Move Text Out of Picture: Impacts of Spatial Relationship Between Text and Picture on Consumer Attention to Online Ads," *the International Conference on Information Systems (ICIS)*, Austin, Texas, 2021.
7. Cui, W., Rajan, V. and Jiang, Z. "Expect the Unexpected: Engaging Users via Serendipitous Recommendations," *the International Conference on Information Systems (ICIS)*, Austin, Texas, 2021. (This paper is **Nominated for the Best Short Paper Award.**)
8. Tang, J. and Jiang, Z. "The Effects of Physiological Arousal and Message Framing on Fitness App Users' Privacy Decisions," *Pre-ICIS SIG-HCI Workshop*, virtual conference, 2020.
9. Liu, Y. and Jiang, Z. "Harder and Smoother on Touchscreens? How Interaction Mode Affects Consumer Product Judgment," *Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, 2020.
10. Luo, C., Shen, Y., Liu, Y. and Jiang, Z. "Look and Feel: The Importance of Sensory Feedback in Virtual Product Experience," *the International Conference on Information Systems (ICIS)*, Munich, 2019.
11. Alashoor, T. M. A., Keil, M. and Jiang, Z. "Data Donations for Advancing Medical Research: Mitigating the Negative Effect of Privacy Concerns on Data Donation Decisions," *Annual Meeting of the Academy of Management (AOM)*, Boston, 2019.
12. Gao, Y., Jiang, Z. and Phan, T. "Will Product Scarcity Messages Persuade Consumers? Evidence from a Field Experiment," *Workshop on Information Systems and Economics (WISE)*, San Francisco, 2018.

13. Miao, X. and Jiang, Z. "The Magic of Cinemagraphs: Investigation of Different Image Formats in Online Product Presentation," *the International Conference on Information Systems (ICIS)*, San Francisco, 2018.
14. Choi, B. and Jiang, Z. "Encouraging Active Lifestyle with Social Sharing: A Study on Mobile Fitness App," *the International Conference on Information Systems (ICIS)*, San Francisco, 2018.
15. Miao, X. and Jiang, Z. "Does the Activation Make a difference? The Effects of Video Initiating Formats on Video Advertising Effectiveness," *the International Conference on Information Systems (ICIS)*, Seoul, South Korea, 2017.
16. Gao, Y. and Jiang, Z. "Social Identity and Information Privacy Preference," *the International Conference on Information Systems (ICIS)*, Seoul, South Korea, 2017.
17. Choi, B. C.F. and Jiang, Z. "Privacy Utility and Privacy Disutility Expectancy: An Empirical Study on Social App Usage," *the International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016.
18. Liu, Y., Chan, H.C. and Jiang, Z. "Push Yourself a Bit Harder: The Impacts of Force-based Gestures on Consumer Decisiveness and Self-Regulation," *the International Conference on Information Systems (ICIS)*, Dublin, Ireland, 2016.
19. Qiu, L., Wang, W., Pang, J. and Jiang, Z. "The Persuasive Impact of Emoticons in Online Word-Of-Mouth Communication," *Pacific Asia Conference on Information Systems (PACIS)*, Chiayi, Taiwan, 2016.
20. Choi, B., Yu, J., Wu, Y. and Jiang, Z. "Social Network Privacy Dispositions: An Objective Measurement Scale and A Causal Model," *Pacific Asia Conference on Information Systems (PACIS)*, Chiayi, Taiwan, 2016.
21. Yue, Y., Ma, X. and Jiang, Z. "Influence of Content Layout and Motivation on Users' Herd Behavior in Social Discovery," *the ACM Conference on Human Factors in Computing Systems (CHI)*, San Jose, USA, 2016.
22. Choi, B. and Jiang, Z. "Identity Interruption on Social Media," *Pre-ICIS SIG-HCI Workshop*, Fort Worth, 2015.
23. Tam, J., Choi, B. and Jiang, Z. "The Effect Of Online Privacy Information On Privacy Evaluations In Using Mobile Fitness Applications," *Pacific Asia Conference on Information Systems (PACIS)*, Singapore, 2015.
24. Choi, B., Jiang, Z., Ramesh, B. and Dong, Y. "Privacy Tradeoff and Social Application Usage," *Hawaii International Conference on System Sciences (HICSS)*, Kauai, Hawaii, 2015.
25. Yi, C., Jiang, Z. and Zhou, M. "The Effects of Social Popularity and Deal Scarcity at Different Stages of Online Shopping," *the International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014.
26. Liu, Y., Bhattacharya, P. and Jiang, Z. "Video-Evoked Perspective Taking on CrowdFunding Platforms: Impacts on Contribution Behavior," *the International Conference on Information Systems (ICIS)*, Auckland, New Zealand, 2014.
27. Gu, R., Jiang, Z., Oh, L. and Wang, K. "Exploring The Influence Of Optimum Stimulation Level On Individual Perceptions Of It Innovations," *Pacific Asia Conference on Information Systems (PACIS)*, Chengdu, China, 2014.
28. Yue, Y., Ma, X. and Jiang, Z. "Share your View: Impact of Co-Navigation Support and Status Composition in Collaborative Online Shopping," *the ACM Conference on Human Factors in Computing Systems (CHI)*, Toronto, Canada, 2014.

29. Yue, Y. and Jiang, Z. "Enhancing Shared Understanding in Collaborative Online Shopping," *the International Conference on Information Systems (ICIS)*, Milan, Italy, 2013.
30. Choi, B. and Jiang, Z. "Trading Friendship for Value: An Investigation of Collective Privacy Concerns in Social Application Usage," *the International Conference on Information Systems (ICIS)*, Milan, Italy, 2013.
31. Choi, B. and Jiang, Z. "Responses to Social Predicament on Online Social Networks," *the 19th Americas Conference on Information Systems (AMCIS)*, Chicago, 2013.
32. Goonawardene, N., Jiang, J., Tan, S., and Jiang, Z., "Online Health Information Seeking and Adolescents' Intention towards Health Self-Management," *Pacific Asia Conference on Information Systems (PACIS)*, Jeju Island, Korea, 2013.
33. Cheng, Y., Yue, Y., Jiang, Z. and Kim, H. "The Effects of Navigation Support and Group Structure on Collaborative Online Shopping," *15th International Conference on Human-Computer Interaction (HCI)*, Las Vegas, US, 2013.
34. Luo, C. Jiang, Z., and Yi, C. "Effects of Undesired Online Video Advertising Choice on User Behavior and Attitude", *the International Conference on Information Systems (ICIS)*, Orlando, Florida, US, 2012.
35. Choi, B. and Jiang, Z. "The Effects of Social Structure Overlap and Profile Extensiveness on Social Connectivity Regulation," **Best Paper Nominee**, *Pre-ICIS SIG-HCI Workshop 2012*, Orlando, Florida, US, 2012.
36. Yue, Y. and Jiang, Z. "Co-Navigability, Tracking Fulfillment and Autonomy in Collaborative Online Shopping," *Pre-ICIS SIG-HCI Workshop 2012*, Orlando, Florida, US, 2012.
37. 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.
38. 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.
39. 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.
40. 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.
41. 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 16th Americas Conference on Information Systems (AMCIS)*, Lima, Peru, 2010.
42. 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.
43. 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.
44. 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.

45. 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.
46. 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.
47. 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 (AMCIS)*, Keystone, Colorado, USA, 2007.
48. 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.
49. Yi, C. and Jiang, Z. "The Antecedents of Online Consumers' Perceived Usefulness of Website: A Protocol Analysis Approach," *12th International Conference on Human-Computer Interaction*, Beijing, China, 2007.
50. 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.
51. 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.
52. 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.
53. 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.
54. 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.

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.

BUSINESS CASE

1. Huang, S. Yan, S., Jiang, Z., and Huang, M. "[ESG at WeChat Pay to Support SMEs](#)," HKU Asia Case Research Centre, Ref. No.: 22/729C, 2022.

WORKING PAPERS

- Ashoor, T. A., Mark, K. and Jiang, Z., Exploring Data Donations for Medical Research in the Face of Privacy Concerns, *MIS Quarterly*, minor revision.
- Tang, J. and Jiang, Z. “The Dark Side of Dark Mode: How Does Screen Display Mode Affect Users’ Online Fraudulent Behaviors,” under review at Information Systems Research.
- Gao, Y, Jiang, Z., Chen, H. and Tan, Y. “Prosocial Behavior during the Pandemic: Evidence from Online Donation Data amid COVID-19,” working paper.
- Cui, W., Rajan, V. Kankanhalli, A. and Jiang, Z. “An Intelligent Recommender System for Unlocking Serendipity,” working paper.
- Zhu, R., Cheng, Y. and Jiang, Z. “Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior,” working paper
- Lan, Y., Jiang, Z., Hahn, J., Tang, J. “Understanding Privacy-preserving Features in Digital Contact Tracing: An Extended Privacy Calculus Perspective,” working paper.
- Jiang, Z., Kim, H., Liu, Y. and Luo, C. “An Empirical Investigation of Awareness Enhancement and Interference Suppression in Synchronous Online Collaboration,” working paper.
- Kuem, J., Kim, S. Jiang, J. and Liu, R. “Work Automaticity, Repeated Exposure to Phishing, and Their Impacts on Antiphishing Behavior: Longitudinal Field Experiments,” working paper.
- Jiang, Z., Cui, W., Qiu, L. and Yue, Y. “Effects of Virtual Shelf Layout on Consumer Information Search Behavior: An Eye-Tracking Study,” working paper.

TEACHING INTERESTS

- Digital Innovation, Business Model, E-Commerce, Human Computer Interaction, Social Media, and Experimental Research Methodology.

TEACHING EXPERIENCE

- Teaching at HKU Business School
 - IIMT4602: Digital Innovation
 - IMBA6119 Digital Innovation From Practices to Methodologies
 - PMBA6097: Managing Digital Innovation
 - PMBA6042: Information and Operations Management
 - DBAP7027: Frontiers in Management Research
 - IIMT6004: Research Methods for Information System
 - IIMT6006: Research Seminars in Information System
- Teaching at NUS School of Computing
 - IS4261: Designing IT-enabled Business Innovations
 - IS4102: E-Business Capstone Project
 - IS4260: E-Commerce Business Models
 - IS5002: Contemporary IS Management
 - IS6002: Quantitative Methods for IS Research

- CS3240: Human Computer Interaction (prior to 2012)
- IS6005 (co-instructor): Seminars in Information Systems
- EMBA and Executive Teaching at NUS Business School
 - BMC5011 (EMBA): Special Topics on E-Commerce
 - Executive Education: Big Data and Internet Finance
- Executive Teaching at NUS Lee Kuan Yew School of Public Policy
 - Topic: Big Data Applications in Business Management
- MBA Teaching at Tsinghua University (2012 Spring Semester)
 - International MBA Module: E-Commerce
- Teaching at Hong Kong University of Science and Technology (2012 Spring Short Term)
 - Ph.D. Seminar: Advanced Topics in Information Systems
- Teaching at University of British Columbia, 2002-3
 - COMM335: Information Systems Technology and Development (Database Management)

INTERNATIONAL ACADEMIC SERVICES

- Mentor, *International Conference on Information Systems (ICIS) 2023 Doctoral Consortium*, Hyderabad, India, 2023.
- Senior Advisor, CUHK (Shenzhen) Workshop on Information Systems Research, 2023 August.
- Conference Co-Chair, *Pacific Asia Conference on Information Systems (PACIS)*, 2023 (Nanchang, China).
- Organizing Committee member, *The 12th POMS-HK Chapter International Conference*, 2022 (Hong Kong).
- Track Chair (“Digital Commerce and Digitally Connected Enterprises”), *International Conference on Information Systems (ICIS)*, virtual conference, 2020.
- Track Chair (“General Topics”), *Pacific Asia Conference on Information Systems (PACIS)*, virtual conference, 2020.
- Organizing Committee member, *The 11th POMS-HK Chapter International Conference*, 2020 (Hong Kong).
- Program committee: *Conference on Information Systems and Technology (CIST)* at 2019 INFORMS (Seattle).
- Associate Editor (“Human Computer/Robot Interaction”), *International Conference on Information Systems (ICIS)*, 2018 (San Francisco, US).
- Co-Chair, the 11th *China Summer Workshop on Information Management (CSWIM)* 2017 (Nanjing, China)
- Associate Editor (“Social Media and Digital Collaboration”), *International Conference on Information Systems (ICIS)*, 2017 (Seoul, South Korea).
- Co-Chair, the 15th *Pre-ICIS HCI/MIS Research Workshop*, 2016 (Dublin, Ireland).

- Associate Editor (“Human Behavior in IS”), *International Conference on Information Systems (ICIS)*, 2016 (Dublin, Ireland).
- Research-in-Progress Chair, European Conference on Information Systems (ECIS), 2016 (Turkey).
- Track Chair (“Human Computer Interaction”), *International Conference on Information Systems (ICIS)*, 2015 (Ft. Worth, Texas).
- Organizing Committee Chair, *Pacific Asia Conference on Information Systems (PACIS)*, 2015 (Singapore).
- Associate Editor: (“Social Media and Digital Collaborations”), *International Conference on Information Systems (ICIS)*, 2014 (Auckland).
- Associate Editor: (“Human Computer Interaction”), *International Conference on Information Systems (ICIS)*, 2013 (Milan).
- Track Chair (“Human Computer Interaction”), *International Conference on Information Systems (ICIS)*, 2012 (Orlando).
- Min-Track Chair (“Trust in Information Systems”), *Americas Conference on Information Systems (AMCIS)*, 2012 (Seattle).
- Track Chair (“Social Media”), *Pacific Asia Conference on Information Systems (PACIS)*, 2012 (Huchiminh City).
- Associate Editor: *International Conference on Information Systems (ICIS)* 2007 (Montreal), 2009 (Phoenix), 2010 (Saint Louis), and 2011 (Shanghai).
- Min-Track Chair (“Trust in Information Systems”), *Americas Conference on Information Systems (AMCIS)*, 2011 (Detroit).
- 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), 2011 (Harbin), 2012 (Beijing), 2013 (Tianjin), 2014 (Chengdu), 2015 (Hefei), and 2016 (Dalian).
- 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.

KEYNOTE SPEECHES AND INVITED TALKS

- “Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior,” Zhejiang University, October 18, 2023.
- General Large Language Model: Evaluation Schemes and Methods, 2023 Hong Kong International Talents Summit, October 9, 2023.
- “Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior,” Nanjing University, July 17, 2023.
- “Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior,” University of Mannheim, July 28, 2023.
- “Pushing Yourself Harder: The Effects of Touch Modes on Users’ Self-Regulation,” Hefei University of Technology, May 31, 2023.
- “Algorithm and Human: Design for the Unexpected,” in *New Trend for the Development of AI and Interaction Technologies*, Tsinghua Universities, December 17, 2022.
- “Algorithm and Human: Design for the Unexpected,” *Online Forum on Artificial Intelligence in Information Management*, co-organized by Nanjing University and the University of Hong Kong, November 5, 2022.
- Keynote Speech, 7th International Conference on Neuroeconomics and Neuromanagement (ICNN), virtual conference, organized by Zhejiang University, November 7, 2020.
- Nanyang Technological University, Nanyang Business School, April 2018.
- University of Minnesota, Carlson School of Management, November 2017.
- Peking University, Guanghua School of Management, May 2017.
- Didi (the No. 1 Ride-Sharing Company in China), May 2017.
- Chinese University of Hong Kong, CUHK Business School, January 2017.
- Tsinghua University, School of Economics and Management, November 2016.
- Renmin University, School of Business, June 2016.
- Dalian University of Technology, Faculty of Management and Economics, June 2016.
- Dongbei University of Finance & Economics, School of Business Administration, June 2016.
- South China University of Technology, School of Business Administration, May 2016.
- University of Texas at Dallas, Jindal School of Management, December 2015.
- University of British Columbia, Sauder School of Business, December 2015.
- Zhejiang University, School of Management, June 2015.
- Northeastern University, School of Business Administration, June 2015.
- Tianjin University, College of Management and Economics, June 2015.
- Wuhan University, Economics and Management School, June 2015.

- Huazhong University of Science and Technology, School of Management, June 2015.
- Chinese University of Hong Kong, CUHK Business School, January 2015.
- University of New South Wales, Australia Business School, Dec. 2014.
- Peking University HSBC Business School, Nov. 2014.
- Sun Yat-Sen University, Business School, June 2014.
- Xiamen University, School of Management, June 2014.
- NUS Lee Kuan Yew School of Public Policy, July 2013.
- HEC Paris, France, April 2013.
- ESSEC Business School, France, April 2013.
- Erasmus University, Rotterdam School of Business, Netherlands, November 2012.
- University of Massachusetts Boston, College of Management, November 2012.
- New York University, Stern School of Business, October 2012.
- Boston College, Carroll School of Management, October 2012.
- University of Wisconsin-Madison, Wisconsin Business School, October 2012.
- Georgia Institute of Technology, Scheller College of Business, October 2012.
- Georgia State University, J. Mack Robinson College of Business, October 2012.
- University of Georgia, Terry College of Business, October 2012.
- University of British Columbia, Sauder School of Business, September 2012.
- Tsinghua University, School of Economics and Management, June 2012.
- Renmin University, School of Business, June 2012.
- Peking University, Guanghua School of Management, June 2012.
- Xi'an Jiaotong University, the School of Management, May 2012.
- Fudan University, School of Management, May 2012.
- University of Nottingham Ningbo, Nottingham University Business School, May 2012.
- Nanyang Technological University, Nanyang Business School, February 2012.
- Nanjing University, School of Business, June 2011.
- University of British Columbia, Sauder School of Business, May 2011.
- Alibaba Taobao Research Institute (www.taobao.com), April 2011.
- Peking University, Guanghua School of Management, April 2011.
- Tsinghua University, School of Economics and Management, March 2011.
- Nanjing University, School of Business, June 2010.
- Georgia Institute of Technology, College of Management, April 2010.
- Nanjing University, School of Business, September 2008.
- City University of Hong Kong, Faculty of Business, September 2008.
- Hong Kong University of Science and Technology, HKUST Business School, September 2008.

- Fudan University, School of Management, July 2008.
- McMaster University, DeGroote School of Business, December 2007.
- Chinese University of Hong Kong, CUHK Business School, September 2007.

ACADEMIC AWARDS and HONORS

- Essential Science Indicator (ESI) Highly Cited Paper: Top 1% in the Academic Field of Social Sciences (general), 2022.
- Outstanding Achievement Award by China Information Economics Society, 2019
- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2018.
- Special Term Visiting Professor, Guanghua School of Management, Peking University, 2017
- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2016.
- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2015.
- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2014.
- Best Paper Nominee, Pre-ICIS SIG-HCI Workshop 2012, Orlando, Florida, US, 2012.
- 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.

EXTERNAL EXAMINER/REVIEWER

- External programme reviewer for HKU SPACE, 2020 December
- Research Grant Council (RGC) of Hong Kong, 2012-2017
- Social Sciences and Humanities Research Council of Canada (SSHRC), 2014
- Singapore NRF (National Research Foundation) Competitive Research Programme (CRP)*, 2013

** The CRP scheme funds a broad base of research programmes through a competitive bottom-up approach, each from a range of \$5mil to \$10mil.*

- Erasmus University Rotterdam, 2012
- Research Committee of City University of Hong Kong, 2012

ENTREPRENEURIAL EXPERIENCE

- Founder, An AR-based Mobile Advertising Company, Singapore, since 2014

MEDIA COVERAGE AND KNOWLEDGE EXCHANGE

- 明德大学堂 seminar series, [“The ‘Dark Side’ of Technology: Serendipity in Designing Information Search.”](#) June 30, 2020.
- Today, [“8-Start-Ups Picked For MediaCorp's Incubator Project,”](#) July 24, 2015.
- Xinhua News Net, the largest and most authoritative media network in China, September 21 2012, http://yn.xinhuanet.com/info/2012-09/21/c_131865244.htm.