Last updated May 2026

Keongtae Kim

CUHK Business School, Chinese University of Hong Kong
908, Cheng Yu Tung Building
12 Chak Cheung Street, Shatin, NT, Hong Kong

Phone: (852) 39439284
Email: keongkim@cuhk.edu.hk
Homepage: https://keongkim.github.io

ACADEMIC EMPLOYMENT

2024 -	**Professor**, CUHK Business School, Chinese University of Hong Kong
2023 -	**Associate Director**, MSc Information and Technology Management, CUHK Business School, Chinese University of Hong Kong
2020 - 2024	**Associate Professor**, CUHK Business School, Chinese University of Hong Kong
2017 - 2020	**Assistant Professor**, CUHK Business School, Chinese University of Hong Kong
2014 - 2017	**Assistant Professor**, College of Business, City University of Hong Kong

EDUCATION

Ph.D., Information Systems (Minor: Economics), University of Maryland, 2014
M.S., Management Engineering, KAIST Business School, Korea, 2006
B.S., Mechanical & Aerospace Engineering, Seoul National University, Korea, 2000

PROFESSIONAL EXPERIENCE

2007 – 2009	**Junior Research Fellow**, Samsung Research Institute of Finance
2005 – 2007	**Actuarial Specialist**, Korean Reinsurance Company
2001 – 2003	**Sergeant**, Republic of Korea Army

RESEARCH INTERESTS

Substantive areas: Economics of IS/IT; Digital Finance/Blockchain; Digital Innovation/Entrepreneurship; Economics of AI/ML
Methods: Applied econometrics; Machine learning; Experiments

PEER-REVIEWED JOURNAL PUBLICATIONS

Myeong, Jaeho, Yongjin Park, Francis Joseph Costello, **Keongtae Kim**, and Jae-Hyeon Ahn, "From Bytes to Bites: Examining the Online and Offline Spillover Impacts of Food Delivery Platform Subscriptions", Accepted at *Management Science*

Li, Xinyu and **Keongtae Kim** (2025), "The Impacts of Generative AI on User Contributions: Evidence from a Coding Q&A Platform", *Marketing Letters* 36

Ryu, Sunghan, **Keongtae Kim,** and Jungpil Hahn (2023), "Crowdfunding Success Effects on Financing Outcomes for Start-ups: A Signaling Theory Perspective", *MIS Quarterly* 47(3)

Chung, Sunghun, **Keongtae Kim**, Chulho Lee, and Wonseok Oh (2023), "Interdependence between Online Peer-to-Peer Lending and Cryptocurrency Markets and Its Effects on Financial Inclusion", *Production and Operations Management* 32(6)

- *Runner-up for the Best Paper Award of 2019 INFORMS eBusiness cluster, October 2019*
- *Nominated for the INFORMS Conference on Information Systems and Technology (CIST) Best Paper Award, November 2018*
- *Featured at China Business Knowledge@CUHK (2024)*

Kim, Keongtae, Jooyoung Park, Yang Pan, Kunpeng Zhang, and Michael Zhang (2022), "Risk Disclosure in Crowdfunding", *Information Systems Research* 33(3)

Kim, Keongtae, Jeongsik "Jay" Lee, and Anand Gopal (2022), "Soft but Strong: Software-based Innovation and Product Differentiation in the IT Hardware Industry", *MIS Quarterly* 46(2)

- *Nominated for the International Conference on Information Systems (ICIS) Best Paper Award, and Winner, Best Track Paper in Track 'Innovation, Entrepreneurship, and Digital Transformation', December 2018*

Ryu, Sunghan, Jooyoung Park, **Keongtae Kim**, and Young-Gul Kim (2020), "Reward versus Altruistic Motivations in Reward-based Crowdfunding", *International Journal of Electronic Commerce* 24(2)

Kim, Keongtae and Siva Viswanathan (2019), "The Experts in the Crowd: The Role of Experienced Investors in a Crowdfunding Market", *MIS Quarterly* 43(2) (**Lead Article**)

- *Best Student Paper Award at the TPRC Research Conference on Communication, Information, and Internet Policy, September 2013*

Kim, Keongtae and Il-Horn Hann (2019), "Crowdfunding and the Democratization of Access to Capital: An Illusion? Evidence from Housing Prices", *Information Systems Research* 30(1)

- *Best Student Paper Award at the INFORMS Conference on Information Systems and Technology (CIST), November 2013*
- *Featured at Dong-A Business Review (2020) and China Business Knowledge@CUHK (2020)*

Kim, Keongtae, Sunil Mithas, and Michael Kimbrough (2017), "IT Investments and Firm Risk Across Industries: Evidence from the Bond Market", *MIS Quarterly* 41(4)

Kim, Keongtae, Anand Gopal, and Gerard Hoberg (2016), "Does Product Market Competition Drive CVC Investment? Evidence from the U.S. IT Industry", *Information Systems Research* 27(2)

- *Best Student Paper Award at the KrAIS Research Workshop, December 2012*

Kim, Keongtae, Sunil Mithas, Jonathan Whitaker, and Prasanto K. Roy (2014), "Industry-Specific Human Capital and Wages: Evidence from the Business Process Outsourcing Industry", *Information Systems Research* 25(3)

MANUSCRIPTS UNDER REVIEW

Park, Jooyoung, **Keongtae Kim**, Ying-Yi Hong, and Jungkeun Kim, "Beauty, Gender, and Online Charitable Giving", R&R at *Information Systems Research*

- *Nominated for the International Conference on Information Systems (ICIS) Best Paper Award, and Winner, Best Track Paper in Track 'Sharing Economy and Crowd Markets', December 2018*
- *Featured at China Business Knowledge@CUHK (2020)*

Seong, Nohyoon, Youngchan Hwang, Jooyoung Park, **Keongtae Kim**, and Sunil Mithas, "Balancing Expertise in Equity Crowdfunding: How Investor Composition Affects Startup Performance", R&R at *MIS Quarterly*

Li, Xinyu, Francis Joseph Costello, **Keongtae Kim**, and Michael Zhang, "Exploring Altered Open Source Software Development Patterns in a Time of Generative AI", R&R at *Management Science*

Zhou, Yingxin, **Keongtae Kim**, and Ling Xue, "How Machine-generated Ratings and Social Exposure Affect Human Reviewers: Evidence from Initial Coin Offerings", R&R at *Information Systems Research*

- *Nominated for the INFORMS ISS Cluster Best Paper Award, October 2023*
- *Nominated for the HICSS Best Paper Award, January 2024*

Han, Jin Soo, Gunwoong Lee, and **Keongtae Kim**, "Mobile Location-Based Recommendation Systems and Local Economy", R&R at *Information Systems Research*

- *Best Paper Runner-up at the KrAIS Research Workshop, December 2022*

Jin, Bruce Siyuan, Ying Hao, Hongfei Li, **Keongtae Kim**, and Kar Yan Tam, "When Supply Lowers Demand: Evidence from an Invitation-Only Policy Reform in Digital Asset Marketplaces", R&R at *Information Systems Research*

Jin, Bruce Siyuan, Dongwon Lee, **Keongtae Kim**, and Kar Yan Tam, "Voting-Based Governance in Product Development and Sustained Engagement: Evidence from a Blockchain-Based K-pop Community", R&R at *Information Systems Research*

- *Nominated for the ICIS Best Paper Award, December 2024*

Jeong, Bora, **Keongtae Kim**, Gunwoong Lee, "Digital Piracy of Live Content and Illegal Online Gambling: Evidence from Live Sports Broadcasts", Reject and Resubmit at *Production and Operations Management*

Costello, Francis Joseph, Jooyoung Park, **Keongtae Kim**, and Jason Thatcher, "Gen(X)AI: Boosting Explainable Artificial Intelligence for Al", Under review at *Management Science*

Song, Mingi, Miaozhe Han, Gunwoong Lee, and **Keongtae Kim**, "Attention Reallocation and Asymmetric Spillovers: Evidence from Live Streaming Commerce", Under review at *Management Science*

WORKING PAPERS

Hwang, Youngchan, Jin Soo Han, and **Keongtae Kim**, "Leveraging Crowd Wisdom: The Role of Crowd-Generated Ratings in Equity Crowdfunding"

Song, Mingi, **Keongtae Kim**, and Gunwoong Lee, "Bridging Gaps in Urban Mobility: The Economic and Equity Impacts of Public Bike-Sharing Programs"

- *Nominated for the ICIS Best Paper Award, December 2023*

Kim, Keongtae, Jooyoung Park, Sunil Mithas, and Xinyu Li, "Crowdfunding Adoption: Influences of Online Social Connections and Exceptional Success"

WORK IN PROGRESS

Sellers and consumption patterns (with Minkyung Kim, Joe Costello, and Yongjin Park)
Use of web technologies for startups (with Xinyu Li and Wen Wen)
Layoffs and mobility (with Xinyu Li, Joe Costello, and Myunghwan Lee)
Analyzing business problems using LLM simulations (with Sun Woong Kim, Jin Soo Han and Moontae Lee)

HONORS, GRANTS, AND AWARDS

a) Awards

- **Research Excellence Award of the Chinese University of Hong Kong (2024)**
- Nomination for HICSS Best Paper Award (2024)
- Nomination for ICIS Best Paper Award (2023, 2024)
- **INFORMS Information Systems Society (ISS) Sandy Slaughter Early Career Award (2023)**
- Nomination for INFORMS ISS Cluster Best Paper Award (2023)
- KrAIS Research Workshop Best Paper Runner Up (2022)
- Best Paper Award for the KMIS Joint Conference (2022)
- Nomination for ICIS Kauffman Best Paper Award (2021)
- **Young Researcher Award of the Chinese University of Hong Kong (2020)**
- **AIS (Association for Information Systems) Early Career Award (2019)**
- Management Science Meritorious Service Award (2019, 2020)
- Best Paper Runner-up for INFORMS eBusiness Cluster (2019)
- ICIS Best Conference Paper Nomination and Best Track Paper for 'Sharing Economy and Crowd Markets' Track (2018)
- ICIS Best Conference Paper Nomination and Best Track Paper for 'Innovation, Entrepreneurship, and Digital Transformation' Track (2018)
- INFORMS CIST Best Conference Paper Nomination (2018)
- INFORMS CIST Best Student Paper Award (2013)
- TPRC Student Paper Competition Winner (2013)
- Post-ICIS LG CNS/KrAIS Workshop Best Paper Runner Up (2012)

b) Research grants

- Hong Kong GRF (General Research Fund) Research Grant (2025-2026), "Impact of Livestreaming on Online Sellers", Principal Investigator, HKD 562,000
- Matching fund under the Research Fellowship Scheme (RFS) of the Chinese University of Hong Kong (2024), HKD 440,000
- Hong Kong GRF (General Research Fund) Research Grant (2023-2024), "Equity Crowdfunding and Startup Performance", Principal Investigator, HKD 739,797
- Hong Kong UGC Special Grant for Strategic Development of Virtual Teaching and Learning (Inter-Institutional Collaborative Activities Project), "Developing an Assurance of Learning System for Online Learning Course Assessment", Principal Collaborator
- Matching fund under the Research Fellowship Scheme (RFS) of the Chinese University of Hong Kong (2019-2021), HKD 170,000
- Impact Research Grant of the Chinese University of Hong Kong (2019-2020), "Investor Behavior in Security-based Crowdfunding", Principal Investigator, HKD 180,000
- Direct Research Grant of the Chinese University of Hong Kong (2019-2021), "Disclosure of Project Risk and Crowdfunding", Principal Investigator, HKD 50,000

- Hong Kong GRF (General Research Fund) Research Grant (2019-2021), "Disclosure of Project Risk and Crowdfunding", Principal Investigator, HKD 338,400
- Hong Kong GRF (General Research Fund) Research Grant (2018-2020), "Design and Study of Dynamic Mechanisms for User Generated Contents in Crowdfunding Systems", Co-Principal Investigator, HKD 512,000
- Hong Kong GRF (General Research Fund) Research Grant (2016-2018), "How Does Software-Based Innovation in IT Industry Impact Firm Performance and Market Structure", Principal Investigator, HKD 423,500
- Hong Kong ECS (Early Career Scheme) Research Grant (2015-2017), "A Spatiotemporal Analysis of Crowdfunding Adoption", Principal Investigator, HKD 430,000
- City University of Hong Kong Startup Grant (2014-2016), "Research on Economics of Online Crowdfunding Market", Principal Investigator, HKD 300,000

c) Honors

- **AIS Distinguished Member – Cum Laude (2025)**
- ICIS Junior Faculty Consortium, Invited Participant (2016)
- ICIS Doctoral Consortium, Invited Participant (2013)
- NBER Entrepreneurship Research Boot Camp, Invited Participant (2013)
- Academy of Management TIM Doctoral Consortium, Invited Participant (2013)

REFERRED PROCEEDINGS

Mingi Song, Miaozhe Han, Gunwoong Lee, and **Keongtae Kim**, "From Attention to Advantage: The Market Spillovers of Live Streaming Commerce in Digital Retail Ecosystems". *2025 Proceedings of the International Conference on Information Systems (ICIS)*

Bruce Siyuan Jin, Dongwon Lee, **Keongtae Kim**, and Kar Yan Tam, "When K-Pop Meets Blockchain: Consumer Engagement Through Voting in DAO". *2024 Proceedings of the International Conference on Information Systems (ICIS)*

Zhou, Yingxin, **Keongtae Kim**, and Ling Xue, "How Machine-generated Ratings and Social Exposure Affect Human Reviewers: Evidence from Initial Coin Offerings". *2024 Proceedings of the Hawaii International Conference on System Sciences (HICSS)*

Jeong, Bora, Gunwoong Lee, and **Keongtae Kim,** "The Impact of Live Sports Broadcasting on Digital Piracy and its Societal Consequences". *2024 Proceedings of the Hawaii International Conference on System Sciences (HICSS)*

Song, Mingi, Gunwoong Lee, and **Keongtae Kim,** "The Impact of Bike Sharing Services on Local Business". *2023 Proceedings of the International Conference on Information Systems (ICIS)*

Seong, Nohyoon and **Keongtae Kim,** "Equity Crowdfunding and Startup Performance". *2021 Proceedings of the International Conference on Information Systems (ICIS)*

Zhou, Yingxin and **Keongtae Kim,** "How Regulations Affect Startup Locations: Evidence from Initial Coin Offerings". *2021 Proceedings of the International Conference on Information Systems (ICIS)*

Seong, Nohyoon, **Keongtae Kim**, and Siva Viswanathan**,** "Equity Crowdfunding and Startup Performance". *2021 Academy of Management Proceedings*

Kim, Keongtae, Jeongsik Lee, and Anand Gopal, "Software-based Innovation, Product Market Competition, and Value Creation in the IT Hardware Industry". *2019 Academy of Management Proceedings*

Ryu, Sunghan, **Keongtae Kim**, and Jungpil Hahn, "The Effect of Crowdfunding Success on Subsequent Financing Outcomes of Start-ups". *2019 Academy of Management Proceedings*

Park, Jooyoung and **Keongtae Kim**, "The Role of Beauty in Donation Crowdfunding". *2019 Proceedings of the Hawaii International Conference on System Sciences (HICSS)*

Kim, Keongtae and Jeongsik "Jay" Lee, "Soft but Strong: Software-based Innovation, Product Market Competition, and Value Creation in the IT Hardware Industry". *2018 Proceedings of the International Conference on Information Systems (ICIS)*

Park, Jooyoung and **Keongtae Kim**, "Beauty Premium versus Beauty Discount in Crowdfunding Platforms". *2018 Proceedings of the International Conference on Information Systems (ICIS)*

Kim, Keongtae, "A Spatiotemporal Analysis of Adoption Behavior at a Crowdfunding Platform". *2017 Proceedings of the Special Interest Group on Geographic Information Systems at the International Conference on Information Systems (ICIS)*

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, "Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk" (2017). *Academy of Management Proceedings 2017*

Ryu, Sunghan, **Keongtae Kim**, and Young-Gul Kim, "Reward versus Philanthropy Motivation in Crowdfunding Behavior" (2016). 2016 *Pacific Asian Conference on Information Systems Proceedings*

Ryu, Sunghan and **Keongtae Kim**, "Crowdfunding Success as a Quality Signal to Venture Capital" (2016). *2016 Americas Conference on Information Systems Proceedings*

Kim, Keongtae, Anand Gopal, and Gerard Hoberg, "Product Market Competition and Corporate Venture Capital Investments: Evidence from the US IT Industry" (2012). *Academy of Management Proceedings 2012*

Kim, Keongtae and Sunil Mithas, "How Does Bond Market View IT Investments of Firms? An Empirical Analysis of Bond Ratings and Yield Spread" (2011). *2011 Proceedings of the International Conference on Information Systems (ICIS)*

TEACHING INTERESTS

Business Analytics and Intelligence; FinTech; Blockchain; Platform Strategy; Database and Big Data Management; Digital Innovation and Entrepreneurship

TEACHING EXPERIENCE

CHINESE UNIVERSITY OF HONG KONG

Database and Big Data Management, MBA	Winter 2024, 2025
Fintech Analytics, MBA	Fall 2024
Fintech Analytics, Master	Spring 2024-2026
Advanced MIS Research Seminar, PhD	Fall 2023
Blockchain and its Application, Master	Spring 2022-
Business Intelligence Techniques and Applications, Master	Spring 2018-2023
Business Analytics, Undergraduate	Spring 2019-2023
Business Information Systems, Undergraduate	Spring 2018/Fall 2019

CITY UNIVERSITY OF HONG KONG

E-Business, Undergraduate	Fall 2016/Spring 2017
Business Intelligence and Analytics, Undergraduate	Spring 2016
Management Support and Business Intelligence Systems, Master	Summer 2015
Business Analytics for Marketing, Undergraduate	Spring 2015/2016

KOREA UNIVERSITY

Emerging Trends & Developments in Global IT Industry, MBA	Fall 2021

UNIVERSITY OF MARYLAND

Introduction to Information Systems, Undergraduate	Spring 2012/2013

Short guest lectures at various institutions including KAIST Business School, Kyun Hee University, Pusan National University

ACADEMIC SUPERVISION

Doctoral advising

Letian Kong (Chinese University of Hong Kong) (Co-supervisor)
Xinyu Li (Chinese University of Hong Kong) (Supervisor)
Miaozhe Han (Chinese University of Hong Kong, 2024) (Co-supervisor) (first placement: Hong Kong University of Science and Technology)
Ying Hao (Chinese University of Hong Kong, 2023) (Co-supervisor) (first placement: Hong Kong PolyU)
Pei Siqi (Chinese University of Hong Kong, 2021) (Co-supervisor)
Lu Tao (Chinese University of Hong Kong, 2020) (Committee member)
Youngchan Hwang (KAIST Business school, 2025) (External committee member)

Post-doctoral advising

Dr. Joe Costello (2024-)
Dr. Sunghan Ryu (first placement: Shanghai Jiao Tong University)

CONFERENCE PRESENTATIONS AND INVITED TALKS (* presented by a coauthor)

Generative AI in GitHub

Nova School of Business and Economics IS Seminar, Nov 2025, Cascais, Portugal*
Shanghai Jia Tong University IS Seminar, Oct 2025, Shanghai, China
Korea University IS Seminar, Sep 2025, Seoul, Korea
LSE IS Seminar, Sep 2025, London, UK
AIEA-NBER Conference on Innovation and Entrepreneurship, Aug 2025, Hong Kong

IE University IS Seminar, Jun 2025, Madrid, Spain
SKKU Systems Management Engineering Seminar, Apr 2025, Seoul, South Korea
Biz AI Conference, Apr 2025, Dallas, TX*
Artificial Intelligence in Management (AIM) Conference, Mar 2025, Los Angeles, CA
KAIST Business School IS Seminar, Mar 2025, Seoul, South Korea
SNU Business School IS Seminar, Mar 2025, Seoul, South Korea

Enhancing XAI with GenAI
INFORMS Conference on Information Systems and Technology, Oct 2025, Atlanta, GA*
Workshop on Information Technologies and Systems (WITS), Dec 2024, Bangkok, Thailand*

Crowd-based Ratings in Crowdfunding
Workshop on Information Systems and Economics (WISE), Dec 2024, Bangkok, Thailand*
INFORMS Conference on Information Systems and Technology, Oct 2024, Seattle, WA*

Consumer Engagement Through Voting in DAO
McGill University IS Seminar, Dec 2025, Montreal, Canada*
International Conference on Information Systems (ICIS), Dec 2024, Bangkok, Thailand*
INFORMS Conference on Information Systems and Technology, Oct 2024, Seattle, WA*

Spillover Impacts of Food Delivery Subscription Platforms
Global Convergence Research Seminar, Kyung Hee University, Sep 2025, Seoul, Korea
INFORMS International Meeting, Jul 2025, Singapore
City Univ of Hong Kong IS Summer workshop, Jun 2025, Hong Kong*
Korea University IS Seminar, Sep 2024, Seoul, Korea
KrAIS Summer Workshop, Jul 2024, Seoul, Korea*

Effect of Generative AI on Q&A Communities
DRUID24, Jun 2024, Nice, France
Workshop on Information Systems and Economics (WISE), Dec 2023, Hyderabad, India*
INFORMS annual meeting, Oct 2023, Phoenix, AZ*

How Machine-Generated Ratings and Social Exposure Affect Human Reviewers
Business of Blockchain Technology Conference, May 2024, Miami, FL
Hawaii International Conference on System Sciences (HICSS), Jan 2024, Waikiki, HI*
INFORMS annual meeting, Oct 2023, Phoenix, AZ*

Digital Piracy of Live Content and Online Illegal Gambling
Hawaii International Conference on System Sciences (HICSS), Jan 2024, Waikiki, HI
INFORMS Conference on Information Systems and Technology, Oct 2023, Phoenix, AZ*

Livestreaming and Seller Competition
Statistical Challenges in Electronic Commerce, Jun 2026, Tokyo, Japan*
Yonsei IS Seminar, Mar 2026, Seoul, Korea
KrAIS Summer Workshop, Jul 2025, Seoul, Korea*
The University of Seoul IS Seminar, May 2024, Seoul, Korea
SKKU IS Seminar, Mar 2024, Seoul, Korea
USC-Yonsei Digital Transformation Conference, Nov 2023, Seoul, Korea
Pusan National University IS Seminar, Oct 2023, Pusan, Korea

INFORMS Conference on Information Systems and Technology, Oct 2023, Phoenix, AZ*
KAIST Business School IS Seminar, Sep 2023, Seoul, Korea

The Influence of Prior Backers on Subsequent Backers' Pledge Decisions
KrAIS Summer workshop, Jul 2023, Seoul, Korea*

Promotion Strategies for Product Success
Statistical Challenges in Electronic Commerce, Jun 2023, Bogota, Colombia*

Role of Different Types of Bidders in the NFT Market
Statistical Challenges in Electronic Commerce, Jun 2023, Bogota, Colombia
Business of Blockchain Technology Conference, May 2023, Miami, FL

Bike Sharing and Local Economy
International Conference on Information Systems (ICIS), Dec 2023, Hyderabad, India*
Post-ICIS KrAIS Research Workshop, Dec 2022, Copenhagen, Denmark*
The Korean MIS Joint Conference, Jun 2022, Busan, Korea*

Mobile Location-Based Recommendation Systems and Local Economy
KrAIS Summer workshop, Jul 2023, Seoul, Korea*
Peking University HSBC Business School, May 2023, Shenzhen, China
Chinese University of Hong Kong IS Seminar, May 2023, Hong Kong*
Beijing Institute of Technology IS Seminar, Apr 2023, Beijing, China
Post-ICIS KrAIS Research Workshop, Dec 2022, Copenhagen, Denmark
Statistical Challenges in Electronic Commerce, Jun 2022, Madrid, Spain*
Korea University IS Seminar, May 2022, Seoul, Korea
KAIST Business School IS Seminar, Apr 2022, Seoul, Korea*
University of Hong Kong IS Seminar, Apr 2022, Hong Kong

How Regulations Affect Startup Locations: Evidence from Initial Coin Offerings
International Conference on Information Systems (ICIS), Dec 2021, Austin, TX*

Equity Crowdfunding and Startup Performance
International Conference on Information Systems (ICIS), Dec 2021, Austin, TX*
Korea University IS Seminar, Sep 2021, Seoul, Korea
Academy of Management Annual Meeting, Aug 2021 (Virtual)*
Statistical Challenges in Electronic Commerce, Jun 2020, Madrid, Spain (Virtual)

Beauty, Gender, and Charitable Giving
City University of Hong Kong Marketing Seminar, Feb 2019, Hong Kong*
Hawaii International Conference on System Sciences (HICSS), Jan 2019, Maui, HI
International Conference on Information Systems (ICIS), Dec 2018, San Francisco, CA
Hong Kong Polytechnic University Marketing Seminar, Dec 2018, Hong Kong*

Cryptocurrency and Peer-to-Peer Lending Markets
Production and Operations Management Society (POMS) HK Chapter International Conference, Jan 2020, Hong Kong
Beijing Institute of Technology IS Seminar, Nov 2019, Beijing, China
University of Hong Kong IS Seminar, Nov 2019, Hong Kong
INFORMS annual meeting, Oct 2019, Seattle, WA

Korea University IS Seminar, Sep 2019, Seoul, Korea
Statistical Challenges in Electronic Commerce, Jun 2019, Hong Kong
Santa Clara University IS Seminar, Jan 2019, Santa Clara, CA*
McGill University IS Seminar, Dec 2018, Montreal, Canada*
Post-ICIS KrAIS workshop, Dec 2018, San Francisco, CA*
INFORMS Conference on Information Systems and Technology, Nov 2018, Phoenix, AZ*

Software-based Innovation and Product Differentiation in the IT Hardware Industry
KAIST Business School IS Seminar, Oct 2021, Seoul, Korea
Seoul National University IS Seminar, Sep 2021, Seoul, Korea
Academy of Management Annual Meeting, Aug 2019, Boston, MA*
Workshop on Information Systems and Economics (WISE), Dec 2018, San Francisco, CA
International Conference on Information Systems (ICIS), Dec 2018, San Francisco, CA
INFORMS Conference on Information Systems and Technology, Nov 2018, Phoenix, AZ
DRUID, Jun 2018, Copenhagen, Denmark*
Chinese University of Hong Kong IS Seminar, Dec 2017, Hong Kong

Spatial Diffusion of Crowdfunding
Post-ICIS KrAIS Research Workshop, Dec 2019, Munich, Germany
INFORMS annual meeting, Oct 2019, Seattle, WA
Pre-ICIS SIGGIS Workshop on Location Analytics, Dec 2017, Seoul, Korea

Risk Disclosure in Crowdfunding
Temple University IS Seminar, Feb 2021, Philadelphia, PA
(**Keynote speaker**) International Conference on Cross Management and Fintech, Dec 2019, Seoul, South Korea
Association for Consumer Research Annual Conference, Oct 2018, San Diego, CA*
KAIST Business School IS Seminar, Apr 2018, Seoul, Korea
AIEA-NBER Conference on Innovation and Entrepreneurship, Aug 2017, Hong Kong
Academy of Management Meetings, Aug 2017, Atlanta, GA*
Statistical Challenges in Electronic Commerce, Jun 2017, Ho Chi Minh, Vietnam
ZEW Conference on the Economics of Information and Communication Technologies, Jun 2017, Mannheim, Germany
City University of Hong Kong IS Summer Workshop, May 2017, Hong Kong
Kyungpook National University Business School IS Seminar, May 2017, Daegu, Korea
Korea University Business School IS Seminar, May 2017, Seoul, Korea
Winter Conference on Business Analytics, Mar 2017, Snowbird, UT*
Chinese University of Hong Kong IS Seminar, Jan 2017, Hong Kong
University of Hong Kong IS Seminar, Jan 2017, Hong Kong
Peking University HSBC Business School, Dec 2016, Shenzhen, China
INFORMS Annual Meeting, Nov 2016, Nashville, TN
INFORMS Conference on Information Systems and Technology, Nov 2016, Nashville, TN
Open and User Innovation Conference, Aug 2016, Boston, MA
City University of Hong Kong IS Seminar, Apr 2016, Hong Kong

Crowdfunding and Venture Capital
Academy of Management Annual Meeting, Aug 2019, Boston, MA*
MISQ PACIS 2019 Author Development Workshop, Jun 2019, Xian, China*

INFORMS Conference on Information Systems and Technology, Nov 2018, Phoenix, AZ
KAIST Business School, Mar 2017, Seoul, Korea*
Post-ICIS KrAIS workshop, Dec 2016, Dublin, Ireland*
Americas Conference on Information Systems, Aug 2016, San Diego, CA*
City University of Hong Kong IS Summer Workshop, Jun 2016, Hong Kong*

Contributor Motivation in Reward-based Crowdfunding
Pacific Asian Conference on Information Systems, Jun 2016, Chiayi, Taiwan*

The Differential Effects of Social Media Engagements on Funding Performance of Crowdfunded Projects
Workshop on Information Technology and Systems, Dec 2015, Dallas, TX
City University of Hong Kong IS Summer Workshop, Jun 2015, Hong Kong*

The Experts in the Crowd: The Role of Experience Investors in a Crowdfunding Market
Hong Kong University of Science and Technology IS Seminar, Sep 2016, Hong Kong
Chinese University of Hong Kong IS Seminar, Jul 2016, Hong Kong
Yonsei University IS Seminar, Apr 2016, Seoul, Korea
Seoul National University IS Seminar, Aug 2015, Seoul, Korea
Yonsei University School of Information Seminar, May 2015, Seoul, Korea
Workshop on Information Systems and Economics, Dec 2014, Auckland, NZ
TPRC Research Conference on Communication, Information, and Internet Policy, Sep 2013, Arlington, VA
ZEW SEEK Workshop on Social Network Formation and Peer Effects, Jun 2013, Mannheim, Germany

Crowdfunding and the Democratization of Access to Capital: An Illusion? Evidence from Housing Prices (an early version circulated by 'Housing Prices, Collateral, and Online Crowdfunding')
Annual Academic Symposium on Crowdfunding, Sep 2014, UC Berkeley, CA
ZEW Conference on the Economics of Information and Communication Technologies, Jun 2014, Mannheim, Germany*
New York University IS Seminar, Feb 2014, NY
Singapore Management University IS Seminar, Feb 2014, Singapore
Johns Hopkins University IS Seminar, Feb 2014, Baltimore, MD
Fordham University IS Seminar, Jan 2014, NY
University of Calgary IS Seminar, Jan 2014, Calgary, Canada
Hong Kong University of Science and Technology IS Seminar, Jan 2014, Hong Kong
City University of Hong Kong IS Seminar, Jan 2014, Hong Kong
Temple University IS Seminar, Dec 2013, Philadelphia, PA
INFORMS Conference on Information Systems and Technology, Nov 2013, Minneapolis, MN

Does Product Market Competition Drive CVC Investment? Evidence from the U.S. IT Industry
Darden & Judge Entrepreneurship and Innovation Research Conference, May 2013, Charlottesville, VA
INFORMS Conference on Information Systems and Technology, Oct 2012, Phoenix, AZ
Academy of Management Meetings (Included in Best Paper Proceedings (top 10% of accepted papers)), Aug 2012, Boston, MA

Statistical Challenges in eCommerce Research, Jun 2012, Montreal, Canada

IT Investments and Firm Risk Across Industries: Evidence from the Bond Market (formerly circulated by 'How Do Bondholders View Risks Associated with IT Investments across Industries')
International Conference on Information Systems (ICIS), Dec 2011, Shanghai, China
INFORMS Conference on Information Systems and Technology, Nov 2011, Charlotte, NC

Information Technology and Baumol's "Disease" How Information Technology Influences Productivity of Service Activities
INFORMS Conference on Information Systems and Technology, Nov 2010, Austin, TX*

EXTERNAL SERVICE

- Editorial review board for *Information Systems Research* (2025-)
- Mentor, Doctoral Consortium of *Pacific Asia Conference on Information Systems* (2026)
- Mentor, ISR Paper Development Workshop @ CIST 2025 (2025)
- Mentor, Junior Faculty Consortium of *Pacific Asia Conference on Information Systems* (2023)
- Associate editor for *Decision Support Systems* (2024-)
- Associate editor for *Asia Pacific Journal of Information Systems* (2018-)
- Workshop co-chair, Joint University Summer Workshop on Information Systems (JUSWIS) (2025)
- Workshop co-chair, Post-ICIS KrAIS Research Workshop (2024)
- Conference co-organizer, *Workshop on e-Business (WeB)* (2022)
- Information Systems Cluster Chair of the INFORMS International Meeting (2025)
- Track chair for conferences including the *International Conference on Information Systems (2024) and Pacific Asia Conference on Information Systems* (2019, 2024)
- Associate editor for conferences including the *International Conference on Information Systems* (2014-2023, 2025)
- Program committee member for conferences including the *INFORMS Conference on Information Systems and Technology* (2015-2017, 2022-2025), *Digital Innovation, Transformations, and Society Conference* (2018), *International Conference on Electronic Commerce* (2015-2017), *International Summit on Smart Finance* (2016, 2017), and *KrAIS Research workshop* (2015-2024)
- Publicity chair for *International Conference on Smart Finance* (2022)
- Session chair for conferences including the *AIM (AI in Management) Conference* (2025), *International Conference on Information Systems* (2017, 2018), and POMS HK (2020)
- Guest scholar for PhD Student Theory Development Workshop on Digital Innovation and Management at the HKU Business School (2023)
- Referee for journals including the *Management Science, Information Systems Research, MIS Quarterly, Journal of Marketing, Journal of MIS, Production and Operations Management, Journal of Operations Management, Journal of the Association for Information Systems, Journal of Economics and Management Strategy, Journal of Business Venturing, Entrepreneurship Theory and Practice, Communications of the Association for Information Systems, Decision Support Systems, Decision Sciences, Managerial and Decision Economics, Information Systems Journal, Asian-Pacific Journal of Information Systems, Electronic Commerce Research and Applications, and IT Professionals*
- Referee for conferences including the *International Conference on Information Systems* (2010-2017), *Academy of Management* (2012, 2017, 2021), *American Conference on Information*

Systems (2012), *European Conference on Information Systems* (2015), *Hawaii International Conference on System Sciences* (2017, 2019), and *Pacific Asia Conference on Information Systems* (2013, 2015, 2017)

- Referee for research grants organizations including *Social Sciences and Humanities Research Council of Canada* and *Social Science Humanities and Research Thematic Grant (SSHR-TG) of Singapore*
- Discussant for conferences including the *AIEA-NBER Conference on Innovation and Entrepreneurship* (2017, 2018), *Workshop on Information Systems and Economics* (2015, 2017, 2019, 2023), Darden-Cambridge Judge-HKU FBE Entrepreneurship and Innovation Research Conference (2018), *ZEW Conference on Economics of Information and Communication Technologies* (2017), and *Workshop on Health Information Technology and Economics* (2013)
- KrAIS (Association for Information Systems Korean Chapter) communication director and newsletter editor (2017-2019)

UNIVERSITY SERVICE

CHINESE UNIVERSITY OF HONG KONG

a) CUHK (University)

- Faculty Representative on the Faculty Core Group (2022-)
- Judging Panel Member of PCKKSCA (Professor Charles K. Kao Student Creativity Award) (2025)

b) CUHK Business School

- Member of the Board of FBA (2024-)
- Member of the MBA Interview Panel (2024-)
- Member of the Faculty RAE Panel (2023-)
- Faculty representative of the Research Data Management training (2023)
- Member of the Survey and Behavioral Research Ethics Committee (2022-2026)
- Member of the Faculty Research Panel (2022-2026)
- Member for the Sub-group on Talent Attraction and Development of the Faculty Strategic Plan 2025 (2021)
- Member for faculty lab & LAN management committee (2017-2022)
- Interviewer for CUHK Business School JUPAS admission (2018)

c) Department of Decision Sciences and Managerial Economics

- Associate Director for MScITM program (2023-)
- Member for MScI(S)TM program committee (2020-)
- Member for IS faculty search committee (2019-)
- Member for MPhil/PhD panel (2019-2023, 2024-)
- IS area coordinator for PhD students recruitment summer workshop (2018-2022)
- Interviewer for PhD/MPhil applicants (2018)

d) Lee Woo Sing College

- Scholarships and Bursaries Committee (2021-)
- Hostel and College Facilities Management Committee (2019-)

CHINESE UNIVERSITY OF HONG KONG (SZ)

a) School of Management and Economics

- External Reviewer (2021-)

CITY UNIVERSITY OF HONG KONG

a) College of Business

- Interviewer for CB JUPAS admission (2015)

b) Department of Information Systems

- Organizer for departmental research seminar series (2016-2017)

MEMBERSHIP

Association for Information Systems (AIS)
Institute for Operations Research and the Management Science (INFORMS)
Association for Consumer Research (ACR)