

Curriculum Vitae

Xin XU

Associate Professor

Department of Management & Marketing, Faculty of Business

The Hong Kong Polytechnic University

Phone: (852) 34003947

Email: xin.xu@polyu.edu.hk

Academic Positions

08/2007 – 07/2013

Assistant Professor

Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong

08/2013 – present

Associate Professor

Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong

Education

01/2001 – 07/2007

Ph.D. in Information Systems

Department of Information Systems, Business Statistics,
& Operations Management
School of Business and Management
Hong Kong University of Science & Technology, Hong Kong

09/1997 – 07/2000

MPhil. in Economics

Department of Economics
Nankai University, China

09/1993 – 07/1997

Bachelor in Business Administration

Department of Business Administration
Nanjing University, China

Research Interests

- Mobile Computing
- Social Media & Business Analytics
- Consumer Learning and Use of ICT Innovation
- Computer-User Interaction Design
- Gamification in Education & Professional Training

Professional Service and Affiliation

- Associate Editor, *MIS Quarterly*, 2015 ~ Present
- Member of the Academy of Management (AoM)
- Member of the Association of Information Systems (AIS)

I. Research

1. Research Publications

1.1. Journal Publications

Publications in the Top Journals of the Information Systems Field¹

- Venkatesh, V., Thong, J.Y.L., and **XU, X.** (2016) “Unified theory of acceptance and use of technology: A synthesis and the road ahead,” *Journal of the Association for Information Systems* (17:5), Article 1.
- **XU, X.**, Venkatesh, V., and Thong, J.Y.L. (2014) “Effects of ICT service innovation and its complementary strategies on brand equity and customer loyalty in a consumer technology market,” *Information Systems Research* (25:4), pp. 710-729.
- Venkatesh, V., Thong, J.Y.L., and **XU, X.** (2012) “Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology,” *MIS Quarterly* (36:1), pp. 157-178 (*Ranked in Social Science Research Network’s Top Ten Download List as of May 4, 2016*).
- **XU, X.**, Venkatesh, V., Tam, K. Y., and Hong, S. J. (2010) “Model of migration and use of platforms: Role of hierarchy, current generation and complementarities in consumer settings,” *Management Science* (56:8), pp. 1304-1323.

Other Journal Publications

- Thong, J. Y. L., Venkatesh, V., **XU, X.**, Hong, S. J., and Tam, K. Y. (2011) “Consumer acceptance of personal information and communication technology services,” *IEEE Transactions on Engineering Management* (58:4), pp. 613-625.
- **XU, X.**, MA, W. W. K., and See-To, E. W. K. (2010) “Will mobile video become the killer application for 3G mobile Internet? A model of media convergence acceptance,” *Information Systems Frontier* (12:3), pp. 311-322.

Notes: 1. <https://aisnet.org/?SeniorScholarBasket>

1.2. Conference Publications

- Cheuk, H. A.; Fung, W; and **Xu, Xin**. (2016) “Using Board Game Design and Animation Creation for Assessment - A Case Study in a Subject of Information Systems Audit and Control,” 8th IEEE International Conference on Engineering Education (ICEED 2016), 7-8 December 2016, Kuala Lumpur.
- Li, Jing; Ngai, E. W. T.; and **Xu, Xin**. (2016) "An Examination of the Joint Impacts of Review Content and Reviewer Characteristics on Review Usefulness—the Case of Yelp.com." In Proceedings of the 22nd American Conference on Information Systems (AMCIS 2016), August 11-14, San Diego, U.S.A.
- He, Wei; Cho, Vincent; Qi, Cong; **Xu, Xin**; and Lu, Feng, (2013) "Linking Knowledge Sharing and Employee Creativity: Decomposing Knowledge Mode and Improving the Measure of Tacit Knowledge Sharing," *Pacific Asia Conference on Information Systems (PACIS) 2013 Proceedings*. Paper 219.
- **XU, X.** and Ding, A. (2012) “An examination of the impact of service climate on service productivity in the organizational context,” *Americas Conference on Information Systems (AMCIS) 2012 Proceedings*. Paper 57.
- Ho, S. Y. and **XU, X.** (2012) “Individuals’ adoption of cloud services: A technology base switching decision,” *Pacific Asia Conference on Information Systems (PACIS) 2012 Proceedings*, Hochiminh City, Vietnam.
- Ding, A., **XU, X.**, Ngai, W. T., Cho, V. (2011) “An investigation of the role of the IT department in achieving ERP Success,” *European, Mediterranean, & Middle Eastern Conference on Information Systems (EMCIS) 2011 Proceedings*, Athens, Greece. (***Overall Best Paper Award***)
- Ho, K.W., See-to, E.W.K., and **XU, X.** (2010) “The impacts of information privacy, monetary reward, and buyers’ protection excess on consumers’ utility using e-payment gateways: A conjoint analysis,” *Australian Conference on Information Systems (ACIS) 2010 Proceedings*. Paper 36.

2. Working Papers / Research Projects

- *User Innovation, Gamification Platform, and Learning/Training Outcomes—A New Approach to Gamification in Business Education & Training*
- *A Picture is worth One Thousand Words, or is it? —An Investigation of the Joint Impacts of User-Generated Pictures and Text on Consumer Information Processing in the eWOM Context*
- *The Dark Side of Experts—A Study of the Inhibition Effects of Opinion Leaders on Knowledge Accumulation on Social Media*
- *Content Strategy on Social Media, Brand Community Practices, and Customer Relationship Performance—A Study of Facebook Fan Page*

2. Working Papers / Research Projects (Cont.)

- *Social Media and Online Team Dynamics—a Cross-culture Investigation*, with Prof. Linying Dong, Ryerson University, Canada

3. Industrial Collaborations

- *NGOs' Adoption and Use of ePayment Services in Hong Kong*
- *Live Chat Analysis for Better Online Customer Conversion Rate*
- *In-time Demand Forecast for Cold Supply Chain*

4. Research Postgraduate Students (Graduated)

Student	Duration	Degree Program	Institution	My Role
Zhou Yi	2008~2010	DBA	Hong Kong Polytechnic University	Chief-supervisor
Ding Bin	2010~2012	Master of Philosophy	Hong Kong Polytechnic University	Chief-supervisor

5. Funded Projects (as Principal Investigator)

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount Awarded</i>	<i>My Role</i>
Internal Competitive Research Grant	The Dynamics of Enterprise Resource Planning System Implementation in China—A Longitudinal and Comparative Study	2008 ~ 2013	HK\$ 140,900	Principal Investigator
Newly Recruited Junior Academic Staff Grant	Effects of ICT Service Innovation and Its Complementary Strategies on Customer Loyalty in the Mobile Data Service Marketplace	2011 ~ 2013	HK\$ 149,450	Principal Investigator
PolyU Central Research Grant	An Examination of the Complementary Effects of ICT Service Innovation Strategies on ICT Service Providers' Brand Equity and Customer Loyalty	2013 ~ 2015	HK\$ 150,000	Principal Investigator
International Collaboration Fund, PolyU, Hong Kong and Ryerson U, Canada	Social Media and Online Team Dynamics—a Cross-culture Investigation	2015 ~ Present	HK\$ 350,000	Principal Investigator

II. Teaching

DBA (Executive) Courses

<i>Strategic Management of IT</i>	2015~Present
Statistical Analysis for Business Research	2016~Present

MBA Courses

<i>Marketing Management</i>	2010/2011, 2011/2012
<i>Business Research Methods</i>	2012~Present

Undergraduate Courses

<i>IT for Business</i>	2007~2016
<i>E-commerce for Management</i>	2007~Present

Innovations in Teaching and Learning

- **New Course Development: Managing High-tech Innovations**

This undergraduate course provides students with concepts and principles of technology management with a focus on ICT innovation. New technology often leads to shortened product life cycles, continual product updates, increases in the perceived risk of adoption by customers, increased requirements for intensive customer service and relationships, and growing reliance on business partners (suppliers, vendors, and distributors). This course focuses on understanding these challenges and developing the successful strategies and tactics for managing technology innovations.

- **Course Redesign: Information Technology for Business**

To improve the quality of students' learning experience, I have collaborated with my colleagues to reform the course of *IT for Business* by adopting a new textbook and revising the course syllabus. I also collaborated with my colleagues to design a series of workshops on basic IT skills for business, such as business data analysis and reporting by Microsoft Excel and Access.

Mentoring Students in Business Plan Competitions

I mentored a number of undergraduate student teams in various business plan competitions, such as the HSBC Young Entrepreneur Awards. I provide advice on and contribute my ideas to each team's business idea, business plan, and team project report and presentation, etc. Two teams have won the following awards in past competitions:

- GSC: PolyU Pre-Challenge 2009/10, **Diamond Award**, the *Googlor* project, Co-supervision with Dr. Vincent Cho
- GSC: PolyU Pre-Challenge 2011/12, **Excellence Award**, the *Idea for You* project

III. Service

Professional/Community Service

- **Associate Editor**, *MIS Quarterly*, 2015~present
- **Editorial Board Member**, *Journal of Communication and Education*, the official publication by the Hong Kong Association for Educational Communications and Technology, 2012~present.
- **Track Co-Chair**, the IS Implementation, Adoption, and Diffusion track, the *2013 Pacific Asia Conference on Information Systems*. Jeju Island, Korea, June 2013.
- **Associate Editor**, the Human Behavior in IT Adoption & Use track, the *2012~2015 International Conference on Information Systems*, 2012~2015.
- **Program Committee Member**, the *2008 iadis International Conference on Information Systems*, Algarve, Portugal, April 2008.

Administrative Roles at the Hong Kong Polytechnic University

- **Program Director** (PolyU Side): Euro-Asia DBA Program
- **Program Coordinator**: Double Degree Program in Business Administration and Engineering, 2010~Present

I am responsible for coordinating the program activities between the Faculty of Engineering and the Department of Management & Marketing.