

Tat Koon Koh

Hong Kong University of Science and Technology
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Academic Position

Hong Kong University of Science and Technology (HKUST)

2012–Now Assistant Professor, Information Systems

Education

Carnegie Mellon University

2012 Ph.D., Industrial Administration (Information Systems)

2009 M.Sc., Industrial Administration (Information Systems)

Nanyang Technological University

2001 B. Business, Applied Economics

Honors & Awards

2016 Winner, Franklin Prize for Teaching Excellence (Undergraduate Teaching), HKUST

2015 Finalist, Franklin Prize for Teaching Excellence (Undergraduate Teaching), HKUST

2010 Doctoral Consortium (OCIS), Academy of Management

2009 Best Paper Award, 1st Runner-Up (OCIS), Academy of Management

2007–2010 William Larimer Mellon Fellow, Carnegie Mellon University

2001 2nd Class (Upper) Honors, Nanyang Technological University

1999–2000 Dean's List, Nanyang Technological University

Research

Areas of Interest

Digital Economy, Digital Marketing, Open Innovation and Crowdsourcing, Platform Design and Strategy, Tech startups

Journal Articles

1. **Tat Koon Koh** and Mark Fichman. *Multi-Homing Users' Preferences for Two-sided Exchange Networks*. **MIS Quarterly**, 2014, 38(4): 977-996.
2. Kenneth Goh, David Krackhardt, and Laurie Weingart, and **Tat Koon Koh**. *The Role of Simmelian Friendship Ties on Retaliation within Triads*. **Small Group Research**, 2014, 45(5): 471-505.
3. **Tat Koon Koh**, Mark Fichman, and Robert E. Kraut. *Trust across Borders: Buyer-Supplier Trust in Global Business-to-Business E-Commerce*. **Journal of the Association for Information Systems**, 2012, 13(11): 886-922.
 - An abridged version appears in *Academy of Management Annual Meeting Proceedings*, 2009, 1: 1-6. * *Best Paper Award (1st Runner-Up), OCIS Division*
4. Thompson S. H. Teo and **Tat Koon Koh**. *Lessons from Multi-Agency Information Management Projects: Case of the Online Business Licensing Service (OBLS) Project, Singapore*. **International Journal of Information**

Management, 2010, 30(1): 75-83.

Presentations

Nanyang Technological University, Nanyang Business School, 2015
International Conference on Information Systems (ICIS), 2014
City University of Hong Kong, College of Business, 2014
INFORMS Conference on Information Systems and Technology (CIST), 2013
Academy of Management Annual Meeting (AOM), 2013
Academy of Management Annual Meeting (AOM), 2012
INFORMS Conference on Information Systems and Technology (CIST), 2010
Nanyang Technological University, Nanyang Business School, 2010
National University of Singapore, School of Computing, 2010
Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2010
Academy of Management Annual Meeting (AOM), 2009

Grants & Funding

2016	<i>General Research Fund (456,200 HKD), Hong Kong Research Grants Council</i>
2014	<i>Early Career Scheme (858,656 HKD), Hong Kong Research Grants Council</i> <i>School-based Initiatives (44,791 HKD), HKUST</i> <i>Research Infrastructure Grant (25,000 HKD), HKUST</i>
2012	<i>Faculty Initiation Grant (100,000 HKD), HKUST</i>
2009, 2010, 2012	<i>Graduate Student Assembly/Provost Conference Funds, Carnegie Mellon University</i>
2008, 2012	<i>Graduate Student Small Project Help Funds, Carnegie Mellon University</i>

Teaching

Hong Kong University of Science & Technology

ISOM 5390 Digital and Social Media Strategy (MBA Elective)
(*Previous course code/title: ISOM6000D Digital Marketing Strategy and Analytics*)

- Spring 2016/17 (40 students)
- Spring 2015/16 (46 students) * *New Course; Dean's Recognition of Excellent Teaching*

ISOM 2010 Introduction to Information Systems (Undergraduate Business Core Course)

- Spring 2016/17 (215 students)
- Spring 2015/16 (286 students) * *Dean's Recognition of Excellent Teaching*
- Spring 2014/15 (298 students) * *Dean's Recognition of Excellent Teaching*
- Spring 2013/14 (256 students) * *Dean's Recognition of Excellent Teaching*
- Spring 2012/13 (173 students) * *Dean's Recognition of Excellent Teaching*

Executive Teaching

- Platform Disruptions, Webinar, January 2017
- Platform Strategy for Business, CITIC Pacific, June 2016

Carnegie Mellon University

Systems Analysis and Design (Undergraduate Elective Course), 2010

Chartered Institute of Marketing (Singapore)

Executive e-Business Marketing courses and workshops, 2005–2007

Singapore Polytechnic

e-Marketing (Adv. Diploma Program), 2004–2006

Professional Services

Conference Program Committee

International Conference on Information Systems (ICIS)

- Associate Editor (Human Behavior and IS), 2017
- Associate Editor (Social Media and Digital Collaboration), 2016
- Associate Editor (e-Business and e-Government), 2015
- Associate Editor (Social Media and Digital Collaboration), 2014

Pacific Asia Conference on Information Systems (PACIS)

- Associate Editor (IT and Open Innovation), 2018
- Track Co-Chair (IT and Open Innovation), 2015 * [Conference Theme Track](#)

Reviewer for Journals

Information Systems Research, MIS Quarterly, Management Science, Organization Science, Journal of the Association for Information Systems, Electronic Commerce Research and Applications, Journal of Electronic Commerce Research, Information Systems Frontiers, Information Systems Journal, Information and Management

Reviewer for Conferences

International Conference of Information Systems, INFORMS Conference on Information Systems and Technology, Academy of Management Annual Meeting, Hawaii International Conference on System Sciences, Pacific Asia Conference on Information Systems

Academic Services

Department Committees

PhD/MPhil (IS) Committee, Member, HKUST, 2015/2016/2017/2018

UG (BBA-IS) Committee, Member, HKUST, 2015/2016/2017/2018

Post-Graduate Student Thesis Committees

- Pengfei Zhao (Ph.D., Computer Science and Engineering, Thesis Examiner, 2016. *Thesis: Novelty and diversity based recommendation system*)
- Zike Eric Cao (Ph.D., ISOM, Thesis Examiner, 2016. *Thesis: Three Essays on Economics of Online Communities and Platforms*)
- Weifang Wu (Ph.D., ISOM, Thesis Examiner, 2015. *Thesis: The Role of Social Media in the Financial Market: Evidence from Wikipedia and Twitter*)
- Jinjin Huang (M.Phil, ISOM, Thesis Supervisor, 2014. *Thesis: Knowledge or No Knowledge? Norms or No Norms? How they influence online banner ad design*)

Student Advising

- Learning Community Fellow (Entrepreneurship), HKUST, 2017-2018
- Advisor, MBA Case Competition Teams, HKUST, 2015-2017
- Coach/Advisor, Undergraduate Case Competition Team, HKUST, 2014-2017

Professional Positions

1998–2007 Co-founder and Director, Online Exchange Startup
2001–2002 eBusiness Executive, Ministry of Trade and Industry (Singapore)

Professional Affiliations

Academy of Management (AOM)
Association for Information Systems (AIS)
Institute of Operations Research and Management Science (INFORMS)