

TAT KOON KOH

koh@ust.hk

ACADEMIC EXPERIENCE

2012–Present Assistant Professor, Department of ISOM, HKUST

EDUCATION

2012 Ph.D., Carnegie Mellon University
2009 MSc., Carnegie Mellon University
2001 B. Business, Nanyang Technological University

HONORS & AWARDS

2016 Franklin Prize for Teaching Excellence Winner (Undergraduate Teaching), HKUST
2015 Franklin Prize for Teaching Excellence Finalist (Undergraduate Teaching), HKUST
2013–2019 Dean’s Recognition of Excellent Teaching, HKUST
2010 Doctoral Consortium (OCIS), Academy of Management
2009 Best Paper Award, 1st Runner-Up (OCIS), Academy of Management Annual Meeting
2007–2010 William Larimer Mellon Fellow, Carnegie Mellon University

RESEARCH

Journal Articles

- [05] Tat Koon Koh (2019), “Adopting Seekers’ Solution Exemplars in Crowdsourcing Ideation Contests: Antecedents and Consequences.” *Information Systems Research*, 30(2): 486-506.
- [04] Tat Koon Koh and Mark Fichman (2014), “Multi-Homing Users’ Preferences for Two-sided Exchange Networks.” *MIS Quarterly*, 38(4): 977-996.
- [03] Kenneth Goh, David Krackhardt, and Laurie Weingart, and Tat Koon Koh (2014), “The Role of Simmelian Friendship Ties on Retaliation within Triads.” *Small Group Research*, 45(5): 471-505.
- [02] Tat Koon Koh, Mark Fichman, and Robert E. Kraut (2012), “Trust across Borders: Buyer-Supplier Trust in Global Business-to-Business E-Commerce.” *Journal of the Association for Information Systems*, 13(11): 886-922.
- [01] Thompson S. H. Teo and Tat Koon Koh (2010), “Lessons from Multi-Agency Information Management Projects: Case of the Online Business Licensing Service (OBLs) Project, Singapore.” *International Journal of Information Management*, 30(1): 75-83.

Selected Working Papers

- [03] Tat Koon Koh, “Optimal vs. Rational: Bias in and Debiasing Solver Behaviors in Crowdsourcing Ideation Contests.”
- [02] Tat Koon Koh and Muller Y. M. Cheung, “Effects of Seeker Exemplars on Quantitative Ideation Outcomes in Crowdsourcing Ideation Contests.”

- [01] Bingjie Qian, Tat Koon Koh, and Michael X. Zhang, "The Effect of Identity Disclosure on Online Community Participation: A Natural Experiment."

Research Grants

- [05] Hong Kong Research Grants Council, General Research Fund (GRF), 2018-2020. "Feedback Adoption in Innovation Tournaments." HK\$391,464 (approx. US\$49,944)
- [04] Hong Kong Research Grants Council, General Research Fund (GRF), 2016-2018. "Beyond Text and Numbers: Impacts of Users' Product Photos in Online Reviews." HK\$456,200 (approx. US\$58,203) (Co-PI: Jing Wang)
- [03] Hong Kong Research Grants Council, Early Career Scheme (ECS), 2015-2018. "Impacts of Problem Familiarity, Example Familiarity, and Problem-Example Relevance in Crowd-Based Design Contests." HK\$858,656 (approx. US\$109,550)
- [02] HKUST, School-based Initiatives Grant, 2014-2015. HK\$44,635 (approx. US\$5,695)
- [01] HKUST, Direct Allocation Grant, 2013-2014. HK\$100,000 (approx. US\$12,758)

Research Presentations

- [18] Chinese University of Hong Kong, 2020
- [17] Academy of Management Annual Meeting (AOM), 2019
- [16] University of Auckland, 2019
- [15] INFORMS Annual Meeting, 2019
- [14] International Conference on Information Systems (ICIS), 2018
- [13] National University of Singapore, 2018
- [12] International Open and User Innovation Conference (OUI), 2018
- [11] Nanyang Technological University, 2015
- [10] International Conference on Information Systems (ICIS), 2014
- [09] City University of Hong Kong, 2014
- [08] INFORMS Conference on Information Systems and Technology (CIST), 2013
- [07] Academy of Management Annual Meeting (AOM), 2013
- [06] Academy of Management Annual Meeting (AOM), 2012
- [05] INFORMS Conference on Information Systems and Technology (CIST), 2010
- [04] Nanyang Technological University, 2010
- [03] National University of Singapore, 2010
- [02] Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2010
- [01] Academy of Management Annual Meeting (AOM), 2009

TEACHING

Courses

- [02] Digital and Social Media Strategy (Elective course for MBA/MSc)
- [01] Introduction to Information Systems (Required course for undergraduates)

Executive Talks/Workshops

- [06] "The Science Behind the Art of Viral Marketing," HKUST Business Insight, 2019

- [05] "Social Media for Media Industry," Journalism Education Foundation (Hong Kong) and Hong Kong News Executives' Association, 2019
- [04] "Crowdsourcing and Behavioral Economics," SmarTone, 2017
- [03] "Platform Disruptions," Executive Education Webinar, 2017
- [02] "Platform Strategy for Business," CITIC Pacific, 2016
- [01] "Creative Crowdsourcing," HKUST Business Insight, 2013

STUDENT SUPERVISION AND ADVISING

PhD Supervisor/Examiner

- [06] Bingjie Qian (Information Systems), Supervisor, On-going
- [05] Wing Fung Cheng (Economics), Thesis Examiner, 2019
- [04] Zhixing Zhang (Information Systems), Thesis Examiner, 2019
- [03] Pengfei Zhao (Computer Science and Engineering), Thesis Examiner, 2016
- [02] Zike Eric Cao (Information Systems), Thesis Examiner, 2016
- [01] Weifang Wu (Information Systems), Thesis Examiner, 2015

Advisor/Coach, Case Competition

- [08] InnovateChina*, CEIBS, 2019 (Winner)
- [07] NUS Case Competition#, 2018 (Finalist)
- [06] Marketing Analytics Summit*, Wake Forest University, 2017 (Second Place)
- [05] International Business Ethics Case Competition (Santa Monica)*, 2017 (Winner)
- [04] NUS Case Competition#, 2016
- [03] NUS Case Competition#, 2015
- [02] Australian Undergraduate Business Case Competition#, 2014
- [01] NUS Case Competition#, 2014

* MBA Case Competition # Undergraduate Case Competition

Faculty Advisor, HKUST Undergraduate Corporate Projects (SBMT 3200)

- [03] Sony, 2020
- [02] GlaxoSmithKline, 2019
- [01] Klook, 2018

SERVICES

Department

- [05] MSc (Information Systems Management) committee
- [04] Coordinator, IS research seminars
- [03] BBA (Information Systems) committee
- [02] PhD/MPhil (Information Systems) committee
- [01] IS faculty search committee

School/University

- [08] Research mentor for new faculty

- [07] Judge, Deloitte x HKUST Hackathon (Theme: Smart City)
- [06] Fellow, Living Learning Community (Entrepreneurship)
- [05] Teaching mentor for new faculty
- [04] Assessment panel committee for media planning and placement for MBA program
- [03] Coordinator, ECON-ISOM Behavioral Research Lab
- [02] Sample class for school and university undergraduate recruitments
- [01] Interview panel for undergraduate admission (local and international)

Conference Program Committee

- [09] International Conference on Information Systems, Associate Editor, 2020
- [08] International Conference on Information Systems, Associate Editor, 2019
- [07] Academy of Management, Program Committee, 2019
- [06] Pacific Asia Conference on Information Systems, Associate Editor, 2018
- [05] International Conference on Information Systems, Associate Editor, 2017
- [04] International Conference on Information Systems, Associate Editor, 2016
- [03] International Conference on Information Systems, Associate Editor, 2015
- [02] Pacific Asia Conference on Information Systems, Conference Theme Track Co-Chair, 2015
- [01] International Conference on Information Systems, Associate Editor, 2014