

# TAT KOON KOH

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## ACADEMIC POSITIONS

### *Hong Kong University of Science and Technology (HKUST)*

2020–Present Director, Global Business Program, School of Business and Management

2020–Present Associate Professor, School of Business and Management

2012–2020 Assistant Professor, School of Business and Management

## EDUCATION

Ph.D., Carnegie Mellon University

MSc., Carnegie Mellon University

B. Business, Nanyang Technological University

## RESEARCH

### *Journal Articles*

- [06] **Tat Koon Koh** and Muller Y. M. Cheung (Forthcoming) Seeker Exemplars and Quantitative Ideation Outcomes in Crowdsourcing Contests. *Information Systems Research*.
- [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.

### *Ongoing Projects*

- [05] Product recommendations and email marketing. w/ Yi Yang and Yingpeng Zhu.
- [04] Content attributes and user engagement on knowledge sharing platforms. w/ Bingjie Qian.
- [03] Relational structure in crowdfunding. w/ Yongsuk Kim. *Manuscript under review*.
- [02] Feedback in crowdsourcing contests. *Revising for resubmission*.
- [01] User identity and behaviors. w/ Bingjie Qian and Michael X. Zhang. *Revising for resubmission*.

### **Conference Papers and/or Presentations**

- [13] Bingjie Qian and **Tat Koon Koh** (2021) User Participation on Community-Based Question Answering Platforms. *International Conference on Information Systems (ICIS)*.
- [12] Bingjie Qian and **Tat Koon Koh** (2021) User Participation on Community-Based Question Answering Platforms. *Statistical Challenges in Electronic Commerce Research (SCECR)*.
- [11] **Tat Koon Koh** and Muller Y. M. Cheung (2019) Confirmation Bias in Adoption of Seeker Exemplars in Crowdsourcing Ideation Contests. *Academy of Management Annual Meeting (AOM)*.
- [10] **Tat Koon Koh** (2019) Adopting Seeker and Peer Feedback in Ideation Contests: An Anchoring Effect Perspective. *INFORMS Annual Meeting (INFORMS)*.
- [09] **Tat Koon Koh** (2018) Use of Seeker and Peer Feedback in Ideation Contests: An Anchoring Effect Perspective. *International Conference on Information Systems (ICIS)*.
- [08] **Tat Koon Koh** (2018) Use of Seeker and Peer Feedback in Ideation Contests: An Anchoring Effect Perspective. *International Open and User Innovation Conference (OUI)*.
- [07] **Tat Koon Koh** (2014) Participants' strategy in crowd-based design contests-A prospect theory perspective. *International Conference on Information Systems (ICIS)*.
- [06] **Tat Koon Koh** (2013) Selecting high-performance ads in design contests. *INFORMS Conference on Information Systems and Technology (CIST)*.
- [05] **Tat Koon Koh** (2013) Impact of client-provided design examples in crowd-based design contests. *Academy of Management Annual Meeting (AOM)*.
- [04] **Tat Koon Koh** and Mark Fichman (2012) Courting two-timers: Multi-homing users' preference for two-sided exchange networks. *Academy of Management Annual Meeting (AOM)*.
- [03] **Tat Koon Koh**, Mark Fichman, and Michael D. Smith (2010) Multi-homing Users' Preferences for Two-Sided Exchange Networks. *INFORMS Conference on Information Systems and Technology (CIST)*.
- [02] **Tat Koon Koh**, Mark Fichman, and Michael D. Smith (2010) Multi-homing users' preferences for two-sided exchange networks. *Statistical Challenges in Electronic Commerce Research (SCECR)*.
- [01] **Tat Koon Koh**, Mark Fichman, and Robert E. Kraut (2009) Buyer-supplier trust in global Business-to-Business e-commerce. *Academy of Management Annual Meeting (AOM)*. [\\*Best Paper Award \(1st Runner-Up\), OCIS Division](#)

### **Research Presentations**

- [07] Feedback Use in Crowdsourcing Ideation Contests: Bias and Debiasing. *Chinese University of Hong Kong, 2020*
- [06] Feedback Use in Crowdsourcing Ideation Contests: Bias and Debiasing. *University of Auckland, 2019*
- [05] Use of Seeker and Peer Feedback in Ideation Contests: An Anchoring Effect Perspective. *National University of Singapore, 2018*
- [04] Solvers' Strategy in Crowd-Based Design Contests – A Prospect Theory Perspective. *Nanyang Technological University, 2015*
- [03] Crowd-Based Contests and Online Banner Ads: Selecting Ad Designs and Managing Campaign Costs to Achieve Better Click-Through Performance. *City University of Hong Kong, 2014*

- [02] Crowding Out or Crowding In: Intra-Network Externalities in 2-Sided Markets. *Nanyang Technological University, 2010*
- [01] Crowding Out or Crowding In: Intra-Network Externalities in 2-Sided Markets. *National University of Singapore, 2010*

### **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)

## **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, 2021
- [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**

- [06] Tencent, 2021
- [05] Modojomo, 2021
- [04] Nike, 2021
- [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**

- [10] International Conference on Information Systems, Associate Editor, 2021
- [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

## **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