

TAT KOON KOH

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ACADEMIC POSITIONS

Hong Kong University of Science and Technology (HKUST)

Associate Professor, School of Business and Management, 2020–Present

Assistant Professor, School of Business and Management, 2012–2020

Administration

- Associate Dean (Undergraduate Programs), School of Business and Management, 2025–Present
- Director, Karen Lee Student Mentoring Center, School of Business and Management, 2025–Present
- Director, BBA. Global Business, School of Business and Management, 2020–Present

EDUCATION

Ph.D., Carnegie Mellon University

MSc., Carnegie Mellon University

B. Business, Nanyang Technological University

HONORS & AWARDS

Lee Heng Fellowship, HKUST, 2024–Present

Franklin Prize for Teaching Excellence, Winner (MBA Required Courses), HKUST, 2024

Franklin Prize for Teaching Excellence, Finalist (MBA Required Courses), HKUST, 2023

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

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

Dean's Recognition of Excellent Teaching, HKUST, 2013–2025

Doctoral Consortium (OCIS), Academy of Management, 2010

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

William Larimer Mellon Fellow, Carnegie Mellon University, 2007–2010

RESEARCH

Journal Articles

- [09] **Tat Koon Koh** (2025). "Optimal" Feedback Use in Crowdsourcing Contests: Source Effect and Priming Intervention. *Organization Science*, 36(4): 1489-1508.

- [08] Bingjie Qian, **Tat Koon Koh**, and Michael X. Zhang (2025). From Anonymity to Accountability: How Virtual Identity Disclosure Changes the Quantity and Quality of "Likes". *Information Systems Research*, 36(3): 1926-1937.
- [07] Yongsuk Kim and **Tat Koon Koh** (2023). Crowdfunding From Friends: Tie Strength and Embeddedness. *Decision Support Systems*, 168: 113931.
- [06] **Tat Koon Koh** and Muller Y. M. Cheung (2022) Seeker Exemplars and Quantitative Ideation Outcomes in Crowdsourcing Contests. *Information Systems Research*, 33(1): 265-284.
- [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.

Conference Papers, Posters, or Presentations

- [22] Kai Ye and **Tat Koon Koh** (2025) Idea Evaluation Bias and Debiasing in Crowdsourcing Contests. *International Conference on Information Systems (ICIS)*.
- [21] Kai Ye and **Tat Koon Koh** (2024) Contest Diversification and Solvers' Earning Performance. *Pacific Asia Conference on Information Systems (PACIS)*.
- [20] Kai Ye and **Tat Koon Koh** (2024) Idea Selection Bias and Debiasing in Crowdsourcing Contests. *China Summer Workshop on Information Management (CSWIM)*.
- [19] Kai Ye and **Tat Koon Koh** (2023) Problem Specification in Crowdsourcing Contests: A Natural Experiment. *International Conference on Information Systems (ICIS)*.
- [18] Kai Ye and **Tat Koon Koh** (2023) Idea Selection Bias and Debiasing in Crowdsourcing Contests. *AIS SIG Sourcing Annual Meeting*.
- [17] **Tat Koon Koh**, Yi Yang, and Yingpeng Zhu (2023) Miss the Mark but Not the Bull's-Eye: Recommending Products to Dormant Customers in Email Marketing. *Asia Pacific Marketing Academy Annual Conference*.
- [16] Kai Ye and **Tat Koon Koh** (2023) Problem Specification in Crowdsourcing Contests: A Natural Experiment. *Academy of Management Annual Meeting (AOM)*.
- [15] Kai Ye and **Tat Koon Koh** (2023) Contest Diversification and Solvers' Earning Performance. *Academy of Management Annual Meeting (AOM)*.
- [14] **Tat Koon Koh**, Yi Yang, and Yingpeng Zhu (2023) Miss the Mark but Not the Bull's-Eye: Recommending Products to Dormant Customers in Email Marketing. *AMA Winter Academic Conference*.
- [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)*.

Research Seminars and Invited Talks

- [10] GenAI and Crowdsourcing Innovation: Research Opportunities. *Chinese University of Hong Kong, Shenzhen (2nd Lakeside Management Conference), 2025*
- [09] Miss the Mark but Not the Bull's-Eye: Recommending Products to Dormant Customers in Email Marketing. *University of Hong Kong, 2023*
- [08] Miss the Mark but Not the Bull's-Eye: Recommending Products to Dormant Customers in Email Marketing. *Nanyang Technological University, 2022*
- [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*

Other Talks

- [01] How Asia's Top Universities are Transforming Curricula for a Changing World. *SCMP Principals' Forum "Reimagining Tomorrow's Success for the Next Generation", 2025*

Research Grants

- [06] Hong Kong Research Grants Council, General Research Fund (GRF), 2022-2024. Product Recommendations in Email Campaigns for Passive Customers. HK\$605,216 (approx. US\$77,134) (Co-PI: Yi Yang)
- [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

- [07] Integrated Business Simulation and Strategy (MBA elective course)
- [06] Information Systems Research in Business (DBA elective course)
- [05] Frontiers in Information Systems Research (DBA required course; 4.65/5)
- [04] Digital Strategy and Transformation (Undergraduate elective course; 4.58/5)
- [03] Information and Technology Management (MBA required course; 4.69/5)
- [02] Digital and Social Media Strategy (EMBA/MBA/MSc elective course; 4.74/5)
- [01] Introduction to Information Systems (Undergraduate required course; 4.52/5)

Executive Education

- [02] Digital Marketing for Executives
- [01] Digital Transformation

Executive Talks and 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 ADVISING

PhD/DBA Supervisor

- [05] Ke Wang (MPhil/Ph.D., Information Systems), 2025–Present
- [04] William Liu (DBA), 2025–Present
- [03] Vivian Chan (DBA), 2023–Present
- [02] Kai Ye (Ph.D., Information Systems), 2021–Present
- [01] Bingjie Qian (Ph.D., Information Systems), 2016–2021 [1st Placement: Assistant Professor, Harbin Institute of Technology]

Advisor/Coach, Case Competition

- [11] HSBC/HKU Case Competition (Asia Pacific)[#], 2024 (Winner)
- [10] HSBC/HKU Case Competition (Hong Kong)[#], 2024 (Winner)
- [09] Everyone's Business Global Case Competition*, USC Marshall, 2023 (Winner)
- [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

CITIC International Bank (2025), Lan Kwai Fong Group (2025), WeLab Bank (2023), TVB (2023), Oliver Wyman (2023), SmarTone (2022), Starbucks (2022), Lego (2021), Tencent (2021), Modojomo (2021), Nike (2021), Sony (2020), GlaxoSmithKline (2019), Klook (2018)

SERVICES

Department

- [04] Member, MSc (Information Systems Management) Committee
- [03] Member, BBA (Information Systems) Committee
- [02] Member, Ph.D./MPhil (Information Systems) Committee
- [01] Member, IS Faculty Search and Appointment Committee

School/University

- [14] Member, HKUST Senate
- [13] Member, Committee on Student Affairs (CSA)
- [12] Member, School Administrative Committee (SAC)
- [11] Chair/Member, Committee of Undergraduate Programs (CUP)
- [10] Member, Undergraduate Admissions Sub-Committee (UAS)
- [09] Member, Committee on Undergraduate Studies (CUS)
- [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 the MBA program
- [03] Coordinator, ECON-ISOM Behavioral Research Lab
- [02] Sample class for school and university undergraduate recruitment
- [01] Interview panel for undergraduate admission (local and international)

Conference Program Committee

- [13] Track Chair, Pacific Asia Conference on Information Systems, 2026
- [12] Associate Editor, International Conference on Information Systems, 2025
- [11] Associate Editor, International Conference on Information Systems, 2024
- [10] Associate Editor, International Conference on Information Systems, 2021
- [09] Associate Editor, International Conference on Information Systems, 2020
- [08] Associate Editor, International Conference on Information Systems, 2019
- [07] Program Committee, Academy of Management, 2019
- [06] Associate Editor, Pacific Asia Conference on Information Systems, 2018
- [05] Associate Editor, International Conference on Information Systems, 2017
- [04] Associate Editor, International Conference on Information Systems, 2016
- [03] Associate Editor, International Conference on Information Systems, 2015
- [02] Conference Theme Track Co-Chair, Pacific Asia Conference on Information Systems, 2015
- [01] Associate Editor, International Conference on Information Systems, 2014

DEFEATS

- Reject (R0), ISR, 2025
- Desk reject, OrgSci, 2025
- Desk reject, AMJ, 2025
- Not selected, Teaching Award, 2025
- Reject (R0), MISQ, 2025
- Reject (R0), ISR, 2024
- Reject (R0), MS, 2023