

ZIHING YUAN

EDUCATION

City University of Hong Kong, Hong Kong, China
Ph.D., Information Systems, Supervisor: Prof. Choon Ling Sia *Nov 4, 2021 - Sep 1, 2016*

Harbin Institute of Technology, Harbin, China
M.Phil., Management Science and Engineering *July 7, 2016 - Sep 1, 2014*
B.Sc., Information Management and Information System *June 27, 2014 - Aug 28, 2010*

POSITIONS HELD

Faculty of Business & City University of Macau
Assistant Professor *August 2026-Present*

The E-commerce Department, RB & Manon Business Co., Ltd.
Data Scientist *March 2024-August 2026*

Faculty of Business and Economics, University of Hong Kong
Post-doctoral Fellow, Supervisor: Prof. Hailiang Chen *2021-March 2024*

Faculty of Business and Economics, University of Hong Kong
Research Assistant *2020-2021*

JOURNAL PUBLICATIONS

Ziqing Yuan, Hailiang Chen. 2025. Heterogeneity in the Interaction between Mobile Channels: Evidence from a Large-Sample Study. *Information and Management* (Q1, IF: 8.2).62(6)104164.

Ziqing Yuan, Hailiang Chen, Choon Ling Sia. 2025. The Effect of Mobile App Initiatives on Stock Returns: A Market-driven Perspective. *Journal of the Association for Information Systems* (ABS 4*). Forthcoming.

WORKING PAPERS

Yingpeng Zhu, Ziqing Yuan, Zike Cao. 2025. The Impact of Concealing Content Engagement Updates on Users' Subsequent Engagement and Contribution: Evidence from a Natural Experiment. (Working Paper Available)

Youming Lv, Ziqing Yuan, Hailiang Chen. 2026. The Rise of Interest-Based E-Commerce: An Empirical Study of Advertising Efficiency on Douyin. (Working Paper Available)

CONFERENCE PROCEEDINGS AND PRESENTATIONS

“The Impact of Concealing Content Engagement Updates on Users’ Subsequent Engagement and Contribution: Evidence from a Natural Experiment” (with Yingpeng Zhu, Zike Cao), The 18th China Summer Workshop on Information Management (CSWIM 2025), Xi’an, China, June 2025.

”ScholarGPT: Fine-Tuning Large Language Models for Discipline-Specific Academic Paper Writing” (with Chuxue Cao, Hailiang Chen), The annual Pacific Asia Conference on Information Systems (PACIS 2024), Ho Chi Minh City, Vietnam, July 2024.

“The Impact of ChatGPT on the Demand for Human Content Generating and Editing Services: Evidence from an Online Labor Market”(with Hailiang Chen), International Conference on Information Systems (ICIS 2023), Hyderabad, India, November 2023.

“The Impact of ChatGPT on the Demand for Human Content Generating and Editing Services: Evidence from an Online Labor Market”(with Hailiang Chen), Conference on Information Systems and Technology (CIST 2023), Phoenix, USA, October 2023.

“Should a firm introduce a new mobile app? An investigation of the channel interaction between mobile apps and mobile websites” (with Hailiang Chen), Conference on Information Systems and Technology (CIST 2022), Indianapolis, USA, October 2022.

“Can Mobile App Usage Help Predict Firm-Level Stock Returns?” (with Hailiang Chen), International Conference on Information Systems (ICIS 2019), Munich, Germany, December 2019.

“The Interaction between Mobile App and Mobile Web Channels for Retailers” (with Hailiang Chen), Conference on Information Systems and Technology (CIST 2019), Seattle, USA, October 2019.

“Mobile Initiative and Firm Equity Value: An Event Study.” (with Hailiang Chen and Choon Ling Sia), International Conference on Information Systems (ICIS 2017), Seoul, South Korea., December 2017.

TEACHING EXPERIENCES

City University of Hong Kong *Fall 2017*

IS5940 Innovation and Technology Entrepreneurship

Evaluation: **6.69/7** (70.27% response ratio)

Received the **Ph.D. Student Teaching Excellence Award in the College of Business**

City University of Hong Kong

Fall 2016

CB2023 Mobile Applications for Business

Harbin Institute of Technology

Spring 2016

Applied Statistics

PROFESSIONAL SERVICES

Ad Hoc Reviewer

Journals & Conferences: Information Technology and Management; AMCIS, CIST, CSWIM, ECIS, ICIS, PACIS, WITS

HONORS AND AWARDS

The College of Business Ph.D. Student Teaching Excellence Award	<i>December 2018</i>
First Prize Graduate Fellowship, Harbin Institute of Technology	<i>September 2015</i>
Far Eastern Horizon Scholarship, Harbin Institute of Technology	<i>September 2014</i>
Third-class People's Scholarship, Harbin Institute of Technology	<i>June 2011</i>

TECHNICAL SKILLS

Database: MySQL, SQL Server, Microsoft Access, Microsoft Azure

Programming: Python, Stata, Java, C, Matlab, Databricks, and SPSS