

About the Hong Kong Polytechnic University

The Hong Kong Polytechnic University (PolyU) is a government-funded tertiary institution in Hong Kong with a total student headcount of about 27,000, including full-time and part-time students. The University offers a wide range of taught and research programmes up to doctoral level and is fully committed to academic excellence in a professional context with a view to designing, developing and delivering application-oriented education and training programmes. It offers programmes at various levels including Doctorate, Master's and Bachelor's degrees. The University has 29 academic departments and units grouped under 6 faculties and 2 schools. It has a full-time academic staff strength of around 1,400. The total annual consolidated expenditure budget of the University is in excess of HK\$7.4 billion.

The University has put in place its fifth Strategic Plan under the theme of "Shaping the Future" (2019/20 to 2024/25) with the vision to be a leading university that advances and transfers knowledge, and provides the best holistic education for the benefit of Hong Kong, the nation and the world. It engages in a broad portfolio of research and scholarly activities in a focused manner, with special emphasis on applied research. In addition to research funding obtained from external sources, the University provides internal funding for research. In 2018/2019, the internal funding allocated for research activities amounts to about HK\$168.5 million. Over the years, the University has developed a close and productive partnership with industries and commerce in Hong Kong and collaboration with numerous universities internationally. The University has established the Institute for Entrepreneurship to support industrial and commercial development in Hong Kong and the Region through knowledge transfer and entrepreneurship activities.

List of World Class Disciplines in PolyU:

Faculty/ School	Subject Area Department/School	World Rankings
School of Hotel and Tourism Management	Hospitality & Tourism Management	1 st (i) 5 th (ii)
Faculty of Construction and Environment	Civil & Structural Engineering <i>Dept of Civil & Environ Eng</i>	15 th (ii)
	Architecture & Built Environment <i>Dept of Building Services Eng</i>	20 th (ii)
	Transportation Science & Technology <i>Dept of Civil & Environ Eng</i>	23 rd (i)
	Remote Sensing <i>Dept of Land Surveying & Geo-Info</i>	26 th (i)
Faculty of Business	Management <i>Dept of Management & Marketing</i>	10 th (i)
Faculty of Engineering	Engineering in General	16 th (iii)
	Mechanical Engineering <i>Dept of Mech Eng</i>	29 th (i)
	Computer Science <i>Dept of Computing; Dept of Electronic & Info Eng</i>	34 th (iii)
School of Design	Art & Design	16 th (ii)
Faculty of Applied Science and Textiles	Art & Design <i>Institute of Textiles and Clothing</i>	16 th (ii)
	Mathematics <i>Dept of Applied Math</i>	1 st *, 74 th (iii)
Faculty of Health and Social Sciences	Nursing <i>School of Nursing</i>	31 st (ii)
Faculty of Humanities	Linguistics <i>Dept of English</i>	48 th (ii)

Note: Source of Rankings: (i) Shanghai Rankings 2018; (ii) QS World University Rankings 2019; (iii) U.S. News 2019

*percentage of highly cited papers that are among the top 1% most cited

Research with an impact Research for a better world



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Hong Kong PhD Fellowship Scheme (HKPFS)

www.polyu.edu.hk/ro/hkphd-fellowship/en

General enquiries

The Research Office

Address : Z404, 4/F, Block Z, PolyU,
Hung Hom, Kowloon, Hong Kong

Tel : (852) 3400 3635

Email : ro.student.matters@polyu.edu.hk



The Hong Kong PhD Fellowship offers:

- a monthly stipend of HK\$25,800 (~US\$3,289) for 3 years; and
- a yearly allowance of HK\$12,900 (~US\$1,644) for conference and research related travel allowance for 3 years.

In addition, PolyU offers:

- the 4th year stipend/allowance with the same provision, if required;
- tuition waiver scholarship for the entire normal study period; and
- guaranteed hall accommodation for 2 years.

Once the applicants are nominated by PolyU to RGC as candidates for HKPFS, they are:

- accepted as PhD students with a research studentship (guaranteed for the first year of their study with a possibility to be renewed in subsequent years subject to their good academic performance); or
- accepted as PhD students with International Postgraduate Scholarship. The Scholarship offers a research studentship of between 2 to 4 years (depending on the academic qualifications, international exposure and work experience of the applicant) and a waiver of tuition fees for the normal study period.

Applicants are encouraged to contact the potential Chief Supervisors for details of their research projects. The contact list of Chief Supervisors can be obtained at <http://www.polyu.edu.hk/study/rpg>.



Admission Requirements

1. Academic qualification

HKPFS candidates should possess:

- a Bachelor's degree with First Class Honours, or the equivalent, conferred by a recognised university; or
- a postgraduate degree containing a significant research component, such as a dissertation, conferred by a recognised university.

2. English requirement

- Exempted for candidates who have obtained a degree awarded by institutions where the medium of instruction was English; or
- IELTS ≥ 6.5 ; or
- TOEFL ≥ 550 for paper-based test; or
- TOEFL ≥ 80 for internet-based test.
- All English language test scores are considered valid for two years after the date of the test.

3. Others

- HKPFS candidates should also possess the following attributes: cultural diversity, leadership ability, societal responsibility, communication and interpersonal skills.

Application Procedures

STEP 1

Submit an initial application via the website of the Research Grants Council (RGC) at <https://cerg1.ugc.edu.hk/hkpf/initApplication.jsp> and obtain a HKPFS Reference Number.

STEP 2

Submit a full application at <https://www.polyu.edu.hk/admission>. A non-refundable fee of HK\$200 will be charged for each application.

Ranking of PolyU

- 7th in QS Top 50 Under 50 Rankings 2019
- 106th in QS World University Rankings 2019
- 31st in QS Asian University Rankings 2019





Dr Joongwon Shin

Assistant Professor

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Consumer Behaviour
- Food Psychology
- Services Marketing

Areas of Teaching Expertise

- Hospitality and Tourism Marketing
- Services Marketing
- Research Methods

Personal Introduction

Dr. Shin joined the School of Hospitality and Tourism Management as an Assistant Professor in 2019. She received her doctoral degree from the Pennsylvania State University, where she also served as an instructor of hospitality management courses. Her managerial experience in the foodservice industry has fostered her research interest in consumer behaviour, food psychology and services marketing.

Qualifications

[Academic Qualifications]

- PhD (2019) The Pennsylvania State University, USA
- MSc (2012) Seoul National University, South Korea
- BA (2010) Seoul National University, South Korea

[Professional Qualifications]

- Certified Hospitality Educator, American Hotel & Lodging Educational Institute, USA (2016)
- Dietitian's License, Ministry of Health and Welfare, South Korea (2011)

Publications

[Journal Articles]

- **Shin, J., & Mattila, A. S.** (in press). In search of diners responsive to health cues: Insights from U.S. consumers. *International Journal of Hospitality Management*, Accepted for publication.
- **Shin, J., & Mattila, A. S.** (2019). When organic food choices shape subsequent food choices: The interplay of gender and health consciousness. *International Journal of Hospitality Management*, 76, 94-101.

- Hwang, Y., **Shin, J.**, & Mattila, A. S. (2018). So private, yet so public: The impact of spatial distance, other diners and power on solo dining experiences. *Journal of Business Research*, 92, 36-47.
- **Shin, J.**, Hwang, Y., & Mattila, A. S. (2018). Dining alone? Solo consumers' self-esteem and incidental similarity. *Journal of Services Marketing*, 32(6), 767-776.
- **Shin, J.**, & Mattila, A. S. (2018). When pizza doesn't sound as good as usual: Restrained vs. unrestrained eaters' responses to gluten-free menu items. *Cornell Hospitality Quarterly*, 59(4), 397-410.
- Kim, S., Yoon, J., & **Shin, J.** (2015). Sustainable business-and-industry foodservice: Consumers' perception and willingness to pay a premium in South Korea. *International Journal of Contemporary Hospitality Management*, 27(4), 648-669.

[Conference Papers]

- **Shin, J.**, & Mattila, A. S. "Healthy taste of high-status: signaling status at restaurants." 24th Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 4 – 6, 2019.
- **Shin, J.**, & Mattila, A. S. "Going organic and letting go of healthy choices: The interplay between gender and health consciousness." 23rd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Fort Worth, TX. January 3 – 5, 2018.
- **Shin, J.**, Hwang, Y. & Mattila, A. S. "Connected by coincidence: The impact of incidental similarity cues on solo dining experiences." 22nd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 5 – 7, 2017.
- Hwang, Y., **Shin, J.** & Mattila, A. S. "We are dining solo: When in-group bias leads to more favorable dining experiences." 22nd Graduate Education & Graduate Research Conference in Hospitality & Tourism, Houston, TX. January 5 – 7, 2017.
- **Shin, J.**, Kim, S., Choi, J., Yun, S. Y., & Yoon, J. "Healthy foodservice from a marketing perspective: Analysis of international cases." 2014 Korean Scholars of Marketing Science International Conference, Seoul, South Korea. November 22 – 23, 2014.
- **Shin, J.**, Kim, S., & Yoon, J. "Comparison of the standards and guidelines for sustainable foodservices." 2011 Korean Academy of Marketing Science International Conference, Seoul, South Korea. May 28, 2011.
- Kim, S., **Shin, J.**, & Yoon, J. "Customers' perception on the status of green retailing in Korean discount store chains." 2011 Korean Academy of Marketing Science International Conference, Seoul, South Korea. May 28, 2011.

Additional Information

- Judge, Annual Undergraduate Exhibition, Pennsylvania State University, April 17, 2019.
- Judge, Annual Graduate Exhibition, Pennsylvania State University, March 24, 2019.

Curriculum Vitae

Xin XU

Associate Professor

Department of Management & Marketing, Faculty of Business

The Hong Kong Polytechnic University

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Email: xin.xu@polyu.edu.hk

Academic Positions

08/2007 – 07/2013

Assistant Professor

Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong

08/2013 – present

Associate Professor

Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong

Education

01/2001 – 07/2007

Ph.D. in Information Systems

Department of Information Systems, Business Statistics,
& Operations Management
School of Business and Management
Hong Kong University of Science & Technology, Hong Kong

09/1997 – 07/2000

MPhil. in Economics

Department of Economics
Nankai University, China

09/1993 – 07/1997

Bachelor in Business Administration

Department of Business Administration
Nanjing University, China

Research Interests

- Mobile Computing
- Social Media & Business Analytics
- Consumer Learning and Use of ICT Innovation
- Computer-User Interaction Design
- Gamification in Education & Professional Training

Professional Service and Affiliation

- Associate Editor, *MIS Quarterly*, 2015 ~ Present
- Member of the Academy of Management (AoM)
- Member of the Association of Information Systems (AIS)

I. Research

1. Research Publications

1.1. Journal Publications

Publications in the Top Journals of the Information Systems Field¹
<ul style="list-style-type: none"> • Venkatesh, V., Thong, J.Y.L., and XU, X. (2016) “Unified theory of acceptance and use of technology: A synthesis and the road ahead,” <i><u>Journal of the Association for Information Systems</u></i> (17:5), Article 1. • XU, X., Venkatesh, V., and Thong, J.Y.L. (2014) “Effects of ICT service innovation and its complementary strategies on brand equity and customer loyalty in a consumer technology market,” <i><u>Information Systems Research</u></i> (25:4), pp. 710-729. • Venkatesh, V., Thong, J.Y.L., and XU, X. (2012) “Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology,” <i><u>MIS Quarterly</u></i> (36:1), pp. 157-178 (<i><u>Ranked in Social Science Research Network’s Top Ten Download List as of May 4, 2016</u></i>). • XU, X., Venkatesh, V., Tam, K. Y., and Hong, S. J. (2010) “Model of migration and use of platforms: Role of hierarchy, current generation and complementarities in consumer settings,” <i><u>Management Science</u></i> (56:8), pp. 1304-1323.
Other Journal Publications
<ul style="list-style-type: none"> • Thong, J. Y. L., Venkatesh, V., XU, X., Hong, S. J., and Tam, K. Y. (2011) “Consumer acceptance of personal information and communication technology services,” <i><u>IEEE Transactions on Engineering Management</u></i> (58:4), pp. 613-625. • XU, X., MA, W. W. K., and See-To, E. W. K. (2010) “Will mobile video become the killer application for 3G mobile Internet? A model of media convergence acceptance,” <i><u>Information Systems Frontier</u></i> (12:3), pp. 311-322.

Notes: 1. <https://aisnet.org/?SeniorScholarBasket>

1.2. Conference Publications

- Cheuk, H. A.; Fung, W; and **Xu, Xin**. (2016) “Using Board Game Design and Animation Creation for Assessment - A Case Study in a Subject of Information Systems Audit and Control,” 8th IEEE International Conference on Engineering Education (ICEED 2016), 7-8 December 2016, Kuala Lumpur.
- Li, Jing; Ngai, E. W. T.; and **Xu, Xin**. (2016) "An Examination of the Joint Impacts of Review Content and Reviewer Characteristics on Review Usefulness—the Case of Yelp.com." In Proceedings of the 22nd American Conference on Information Systems (AMCIS 2016), August 11-14, San Diego, U.S.A.
- He, Wei; Cho, Vincent; Qi, Cong; **Xu, Xin**; and Lu, Feng, (2013) "Linking Knowledge Sharing and Employee Creativity: Decomposing Knowledge Mode and Improving the Measure of Tacit Knowledge Sharing," *Pacific Asia Conference on Information Systems (PACIS) 2013 Proceedings*. Paper 219.
- **XU, X.** and Ding, A. (2012) “An examination of the impact of service climate on service productivity in the organizational context,” *Americas Conference on Information Systems (AMCIS) 2012 Proceedings*. Paper 57.
- Ho, S. Y. and **XU, X.** (2012) “Individuals’ adoption of cloud services: A technology base switching decision,” *Pacific Asia Conference on Information Systems (PACIS) 2012 Proceedings*, Hochiminh City, Vietnam.
- Ding, A., **XU, X.**, Ngai, W. T., Cho, V. (2011) “An investigation of the role of the IT department in achieving ERP Success,” *European, Mediterranean, & Middle Eastern Conference on Information Systems (EMCIS) 2011 Proceedings*, Athens, Greece. (***Overall Best Paper Award***)
- Ho, K.W., See-to, E.W.K., and **XU, X.** (2010) “The impacts of information privacy, monetary reward, and buyers’ protection excess on consumers’ utility using e-payment gateways: A conjoint analysis,” *Australian Conference on Information Systems (ACIS) 2010 Proceedings*. Paper 36.

2. Working Papers / Research Projects

- *User Innovation, Gamification Platform, and Learning/Training Outcomes—A New Approach to Gamification in Business Education & Training*
- *A Picture is worth One Thousand Words, or is it? —An Investigation of the Joint Impacts of User-Generated Pictures and Text on Consumer Information Processing in the eWOM Context*
- *The Dark Side of Experts—A Study of the Inhibition Effects of Opinion Leaders on Knowledge Accumulation on Social Media*
- *Content Strategy on Social Media, Brand Community Practices, and Customer Relationship Performance—A Study of Facebook Fan Page*

2. Working Papers / Research Projects (Cont.)

- *Social Media and Online Team Dynamics—a Cross-culture Investigation*, with Prof. Linying Dong, Ryerson University, Canada

3. Industrial Collaborations

- *NGOs' Adoption and Use of ePayment Services in Hong Kong*
- *Live Chat Analysis for Better Online Customer Conversion Rate*
- *In-time Demand Forecast for Cold Supply Chain*

4. Research Postgraduate Students (Graduated)

Student	Duration	Degree Program	Institution	My Role
Zhou Yi	2008~2010	DBA	Hong Kong Polytechnic University	Chief-supervisor
Ding Bin	2010~2012	Master of Philosophy	Hong Kong Polytechnic University	Chief-supervisor

5. Funded Projects (as Principal Investigator)

<i>Fund Scheme</i>	<i>Project Title</i>	<i>Duration</i>	<i>Amount Awarded</i>	<i>My Role</i>
Internal Competitive Research Grant	The Dynamics of Enterprise Resource Planning System Implementation in China—A Longitudinal and Comparative Study	2008 ~ 2013	HK\$ 140,900	Principal Investigator
Newly Recruited Junior Academic Staff Grant	Effects of ICT Service Innovation and Its Complementary Strategies on Customer Loyalty in the Mobile Data Service Marketplace	2011 ~ 2013	HK\$ 149,450	Principal Investigator
PolyU Central Research Grant	An Examination of the Complementary Effects of ICT Service Innovation Strategies on ICT Service Providers' Brand Equity and Customer Loyalty	2013 ~ 2015	HK\$ 150,000	Principal Investigator
International Collaboration Fund, PolyU, Hong Kong and Ryerson U, Canada	Social Media and Online Team Dynamics—a Cross-culture Investigation	2015 ~ Present	HK\$ 350,000	Principal Investigator

II. Teaching

DBA (Executive) Courses

Strategic Management of IT 2015~Present

Statistical Analysis for Business Research 2016~Present

MBA Courses

Marketing Management 2010/2011, 2011/2012

Business Research Methods 2012~Present

Undergraduate Courses

IT for Business 2007~2016

E-commerce for Management 2007~Present

Innovations in Teaching and Learning

- **New Course Development: Managing High-tech Innovations**

This undergraduate course provides students with concepts and principles of technology management with a focus on ICT innovation. New technology often leads to shortened product life cycles, continual product updates, increases in the perceived risk of adoption by customers, increased requirements for intensive customer service and relationships, and growing reliance on business partners (suppliers, vendors, and distributors). This course focuses on understanding these challenges and developing the successful strategies and tactics for managing technology innovations.

- **Course Redesign: Information Technology for Business**

To improve the quality of students' learning experience, I have collaborated with my colleagues to reform the course of *IT for Business* by adopting a new textbook and revising the course syllabus. I also collaborated with my colleagues to design a series of workshops on basic IT skills for business, such as business data analysis and reporting by Microsoft Excel and Access.

Mentoring Students in Business Plan Competitions

I mentored a number of undergraduate student teams in various business plan competitions, such as the HSBC Young Entrepreneur Awards. I provide advice on and contribute my ideas to each team's business idea, business plan, and team project report and presentation, etc. Two teams have won the following awards in past competitions:

- GSC: PolyU Pre-Challenge 2009/10, **Diamond Award**, the *Googlor* project, Co-supervision with Dr. Vincent Cho
- GSC: PolyU Pre-Challenge 2011/12, **Excellence Award**, the *Idea for You* project

III. Service

Professional/Community Service

- **Associate Editor**, *MIS Quarterly*, 2015~present
- **Editorial Board Member**, *Journal of Communication and Education*, the official publication by the Hong Kong Association for Educational Communications and Technology, 2012~present.
- **Track Co-Chair**, the IS Implementation, Adoption, and Diffusion track, the *2013 Pacific Asia Conference on Information Systems*. Jeju Island, Korea, June 2013.
- **Associate Editor**, the Human Behavior in IT Adoption & Use track, the *2012~2015 International Conference on Information Systems*, 2012~2015.
- **Program Committee Member**, the *2008 iadis International Conference on Information Systems*, Algarve, Portugal, April 2008.

Administrative Roles at the Hong Kong Polytechnic University

- **Program Director** (PolyU Side): Euro-Asia DBA Program
- **Program Coordinator**: Double Degree Program in Business Administration and Engineering, 2010~Present

I am responsible for coordinating the program activities between the Faculty of Engineering and the Department of Management & Marketing.