

Juan Feng

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工作经历

2017-now 教授, 兼商务信息系统理学硕士项目负责人。香港城市大学商学院, 资讯系统系;
2012-2017 副教授 (终身教职), 兼商务信息系统理学硕士项目负责人。香港城市大学商学院, 资讯系统系
2009-2012 助理教授, 香港城市大学商学院, 资讯系统系,
2003-2009 助理教授, 信息系统和工业管理系, 佛罗里达大学沃灵顿商学院,
Summer 2002 暑期研究助理, NEC Research Institute
2000-2003 研究暨教学助理, 管理科学暨信息系统系,
1998-1999 教学助理, 范德比尔特大学经济系

教育程度

2003 工商管理博士, 并运筹学博士双学位, 宾夕法尼亚州立大学商学院
1998 本科, 中国人民大学, 经济系.

获奖项目:

- 香港城市大学校长奖 2016
- 香港城市大学商学院优秀研究奖 2013
- 国家自然科学基金获奖项目:
 - 2014-2017: 競價排名對搜索引擎公正性和效率的影響 (项目负责人)
 - 2019-2021: 互联网环境下经济激励对用户生成内容的“动机+竞争”双挤出效应研究 (项目共同负责人)
 - 2015-2019: 小微商户的社交商务: 具备社交网络的商务价值和影响行为对社交网络的影响 (项目共同负责人)
 - 2013-2016: 基于博弈分析和大数据实证方法研究电子商务中的价格悖论 (项目共同负责人)

香港政府优配研究金 (作为项目负责人)

- 2019-2020: Review on Service: A Blessing or Curse? (服务行业的在线评价能否提高服务质量?)
- 2017-2018: The Impact of Monetary Incentive on UGC Contributions (货币激励对在线内容贡献的影响)
- 2015-2016: Pricing in Multi-markets with the Existence of a Grey Market: An Analytical Model and Longitudinal Analyses (存在灰色市场时的多市场定价: 数学暨实证分析)
- 香港城市大学研究金 (作为项目负责人)
 - 2015 The Impact of Self-Disclosure and Social Media Behavior on Internet P2P Lending (社交媒体行为对互联网 P2P 贷款的影响)
 - 2014 Pricing in Multi-markets with the existence of a Grey Market: An Analytical Model and Longitudinal Analyses (存在灰色 (代购) 市场时的多市场定价: 数学暨实证分析)

- 2013 Price Premium and Seller Reputation --- A Comparative Study (競價排名對搜索引擎公正性和效率的影響)
- 2013 Sponsored Result in Intelligent Recommenders (智能搜索引擎上的竞价排名)
- 2012 Performance-based Advertising: Price and Advertising as Signals of Product Quality (基于点击量的在线广告：广告作为产品质量的信号)
- 2010 项目启动金, City University

Center on Global Internet Finance (CGIF) grant

Research Information Management Lab (RIM Lab) grant

Center for Social Media Marketing and Business Intelligence (CSMR) grant

其他获奖项目

- University of Florida Summer Research Grant: 2004-2009
- Penn State e-Business Research Center Research Award, 2003
- Penn State representative for ICIS 2002 Doctoral Student Consortium, Barcelona, Spain, Dec. 12-15, 2002
- “*One Auction or Two? Auctions With Multiple Units*”, winner of the Second Annual eBRC (e-Business Research Center) Doctoral Award Competition, 2002
- “*Multi-Unit Sequential Auctions*”, 2001, winner of the best paper award for the e-business seminar (2001), co-sponsored by the Penn State e-Business Center (eBRC) and Institute for the Study of Business Markets (ISBM)

已发表期刊文章

- Feng, Juan; Li, Xin; Zhang, X. Michael, “*Online Product Reviews-Triggered Dynamic Pricing: Theory and Evidence.*” (在线评论驱动下的动态产品定价：力量及实践) (forthcoming); In: *Information Systems Research*
- Ruyi Ge, Juan Feng, Bin Gu and Zhang Pengzhu, “*Predicting and Detering Default with Social Media Information in P2P Lending*” (用社交媒体信息预测 P2P 信贷市场上的坏债风险), *Journal of Management Information Systems*.
- Liu, Yang and Juan Feng and Xiuwu, Liao (Conditionally Accepted), “*Is More/Accurate Information Always Better?*”, *Information System Research*. (当在线评论遇到销售量：更多信息或者更准确的信息是不是总是创造更好的结果?)
- Zhongju Zhang, Juan Feng (accepted), “*Price with Unauthorized Distribution Channels: An Analytical Model and Empirical Analysis*” (灰色市场（代购市场）下的产品定价：理论和实证分析), *Information Systems Research*
- “*Mobile Technology in China: A Transformation of the Payments Industry (中国移动技术：支付行业的转型)*”, with Subrahmanyam, Vijaya and Nyayapati, Murthy, (May 2015), *China current*, 14, 5, 3
- “*Negative Price Premium Effect in Online Market —The Impact of Competition and Buyer Informativeness on the Pricing Strategies of Sellers with Different Reputation* (网络市场的负价格溢价效应—竞争和买方信息含量对不同声望的卖家的定价策略的影响)”, with Yewen Liu and K.K. Wei, *Decision Support Systems*, 54(1), December 2012, 681–690

- “*Performance-based Advertising: Advertising as Signals of Product Quality* (基于点击量的在线广告: 广告作为产品质量的信号)”, *Information Systems Research*, 23, 3-2, 1030-1041
- “*Cyclical Bid Adjustments in Search-Engine Advertising* (搜索引擎广告的周期性调整竞价)”, with Michael Zhang, *Management Science*, 2011, 57 (9), pp 1703-1719
- “*Entertainment without Borders: the Impact of Digital Technologies on Government Cultural Policy* (娱乐无国界: 数字技术对政府文化政策的影响)”, with Kenny Cheng and Gary Koehler and Sean Marston, *Journal of Management Information Systems*, 27, 3, 269 – 302
- “*Simultaneous Vs. Sequential Auctions, Intensity of Competition and Uncertainty* (同时或连续拍卖——竞争强度和不确定性)”, with Kalyan Chatterjee, *Decision Support Systems*, 49 (3), June 2010, Pages 251-260
- “*Keyword Auctions, Unit-Price Contracts, and the Role of Commitment* (关键字拍卖, 单价合同以及信用的作用)”, with Jianqing Chen and Andrew Whinston, *Production and Operations Management*, 19(3), Nov 2009, Pages 305 – 321
- “*Optimal Mechanisms for Selling a Set of Commonly Ranked Objects* (销售具有统一排名项目的最佳机制)”, *Marketing Science*, 27(3), May-June 2008, 501-512
- “*Ranked Items Auctions and Online Advertisement* (排名项目拍卖和在线广告)”, with Roger Zhan and Max Shen, *Productions and Operations Management*, 16 (4), August 2007, pp 510 - 522.
- “*Implementing Sponsored Search in Web Search Engines: Computational Evaluation of Alternative Mechanisms* (在网络搜索引擎实现付费搜索: 几种不同机制的计算评估)”, with Hemant Bhargava and David Pennock, *Infornis Journal on Computing*, 19(1), Winter 2007, pp. 137-148
- “*America Online's Internet Access Service: How to Deter Unwanted Customers* (美国在线的互联网接入服务: 如何阻止“坏”客户加入)”, with Hemant Bhargava, *Electronic Commerce Research and Application*, 4(1), Spring 2005, page 35-48

Professional Services

- Track Co-Chair, track of Economics of IS, PACIS (Pacific Asia Conference on Information Systems) 2017,
- Workshop Co-Chair, TEIS (Theory in Economics of Information Systems) 2017,
- Track Co-Chair, track of Economics and Value of IS, ICIS (International Conference of Information Systems) 2016,
- Program committee and Co-chair for the Sponsor Search Workshop in the ACM 05 E-commerce Conference, and ACM 06 E-commerce Conference;
- Program committee, track chair and Doctoral Consortium mentors for PACIS 2014;
- Program Committee for CIST 2016, 2015, 2014, 2013, 2007, 2006, 2005, 2004;
- Co-organizer, Annual DIS Workshop, 2006

杂志编委:

Information Systems Research (副编辑)
 Electronic Commerce Research and Applications (资深编辑)
 International Journal of Electronic Commerce Research
 Financial Innovations

杂志评审人

- Journal of Mathematical Operations Research
- Operations Research
- Management Science
- Information Systems Research
- MISQ
- POMS
- JAIS
- Journal of Management Information System (JMIS).
- ACM Transactions on Internet Computing
- CIST, WITS, ICIS

Refereed Conference Proceedings and Presentations

- Borrower's Self-Disclosure of Social Media Information in P2P Lending, with Bin Gu and Ruyi Ge, accepted for HICSS 2017
- Price Competition in the Software Market: On-premises vs. Software as a Service, with Kunhao Jia and Xiuwu Liao, accepted for CIST 2016 (Conference on Information Systems and Technology at INFORMS).
- “*When Online Reviews Meets Market Share Signal: Does More/Accurate Information Always Lead to A Happy Ending?*”, with Yang Liu and Xiuwu Liao, CSWIM 2014, Chengdu, China.
- “*Seller Reputation, Buyer Informativeness and Trust in the Market—How the healthiness of an Online Market Impact Price Dispersion*”, with Yuewen Liu, Theory in Economics of Information Systems, Monterey, CA, 2013
- “*Rising or Dropping: the Consumer Review-oriented Pricing Paradox*,” with Xin Li, ICIS 2011, Shanghai
- “*Co-development of Software and Community Formation*”, with Wei Yue and Leon Zhao, CSWIM 10, Wuhan, China
- “*Entertainment without Borders: the Impact of Digital Technologies on Government Cultural Policy*”, with Kenny Cheng and Gary Koehler and Sean Marston, CSIM 10, Hong Kong
- “*Multiple Winner Award Rules And Bidding Behavior In Buyer-Determined Online Reverse Auctions*”, with Qi Wang, Xuping Jiang and Jinhong Xie, WISE 09, Phoenix, AZ
- “*Optimal Balancing between Advertising and Programming Content in Online Information and Entertainment Publication*”, with Hemant Bhargava, CIST 09, San Diego, CA
- “*Sponsored Result in Intelligent Recommenders: Impact on Quality Signaling and Consumer Welfare*,” with Hemant Bhargava, WISE 08, Dec. 08, Paris
- “*Performance-based Advertising and Signalling*,” with Jinhong Xie, CIST 08, Oct. 08, Washington DC
- “*Price Cycles and Online Advertising Auctions* “, with Michael Zhang, ACM Ecommerce Conference 2007, San Diego
- “*Price Cycles and Online Advertising Auctions* “, with Michael Zhang, ICIS 2005, Las Vegas
- “*Optimal Allocation Mechanisms When the Ranking of Bidders Valuations is Common*”, CIST 2005, San Francisco
- “*Advertising, Spam and Anti-spam---An Equilibrium Analysis*”, presented at CIST 2004, Denver, CO
- “*Implementing Sponsored Search in Web Search Engines*”, presented at PACIS 2004 at Shanghai, P.R. China
- “*Optimal Allocation Mechanisms When the Ranking of Bidders Valuations is Common*”, presented at the 2004 North American Summer Meeting of the Econometric Society, June, Brown University, RI
- “*Pure vs Mixed Bundling: Why does AOL Force Proprietary Software with Internet Access?*”, presented in the 37th Hawaii International Conference on Systems Sciences (HICSS04), Big Island, Hawaii, Jan. 2004.
- “*Comparison of Allocation Rules for Paid Placement Advertising in Internet Search Engines*”, at the 5th International Conference of Electronic Commerce (ICEC03), Pittsburg, PA, Oct. 2003

- “*One Auction or Two: Simultaneous vs. Sequential Sales in Multi-unit Auctions*”, at Workshop of Information Systems & Economics (**WISE02**), Barcelona, Spain, Dec. 2002.
- “*Information Gatekeepers: Paid Placement and Competition*”, at the 23rd Annual International Conference on Information Systems (**ICIS02**), Barcelona, Spain, December 2002
- “*Paid Placement Strategy for Internet Search Engines*”, Proceedings of the 11th International World Wide Web Conference (**WWW 02**), Honolulu, Hawaii, May 2002
- “*Paid Placement Strategy for Information Gatekeepers*”, Proceedings of the 11th Workshop on Information Technologies and Systems (**WITS 01**), New Orleans, LA, Dec. 2001