

KAI-LUNG HUI, PhD (許佳龍)

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EXECUTIVE SUMMARY

Kai-Lung Hui is the Elman Family Professor of Business and Chair Professor of Information Systems, Business Statistics, and Operations Management at the Hong Kong University of Science and Technology (HKUST). His research examines the economics of security and privacy, information technology (IT) policy, FinTech, and electronic commerce, with a broader interest in how IT interacts with people, organizations, policy, and the environment to shape work quality, social outcomes, and welfare. His research employs analytical models and applied econometric and statistical techniques to study the impact of IT in real-world markets and organizations, with publications appearing in the leading journals of his field.

He is a **Distinguished Fellow of the INFORMS Information Systems Society (ISS)** and a **Fellow of the Association for Information Systems (AIS)**. He shares his research insights with the public through op-ed contributions and engagement with the mass media, and has served as an expert consultant and witness on topics including digital piracy, FinTech, mobile communications, AI, and electronic commerce.

At HKUST, Professor Hui has held a wide range of senior leadership roles, including Acting Dean of Business (2024–2026), Senior Associate Dean of Business (2021–2024), Associate Dean of Business (Research; UG Admissions and Marketing), Head and Deputy Head of the ISOM Department, and founding Director of two research centers. He currently serves as **Associate Provost for Academic Development**.

EDUCATION

Year	Degree	Institution
1996 – 2000	PhD, Information Systems	Hong Kong University of Science and Technology
1993 – 1996	BBA, Information Systems Management (First Class Honors)	Hong Kong University of Science and Technology

ACADEMIC APPOINTMENTS

Hong Kong University of Science and Technology (2008 – Present)

- **Associate Provost (Academic Development)**, February 2026 – present
- **Elman Family Professor of Business**, July 2019 – present
- **Chair Professor of ISOM**, July 2017 – present
- **Director, Center for Technology and Business Ecosystem (CTBE)**, June 2025 – present
- Acting Dean of Business, July 2024 – January 2026
- Head of ISOM, April 2024 – June 2024
- Academic Director, Kellogg–HKUST EMBA Program, January 2022 – April 2025
- Senior Associate Dean of Business, September 2021 – June 2024
- Acting Head of ISOM, August 2023 – March 2024
- Deputy Head of ISOM, August 2017 – July 2023
- Director, Center for Business and Social Analytics (CBSA), May 2020 – June 2024
- Academic Director, HKUST EMBA Program, October 2021 – December 2023
- Academic Director / Co-Director, MSc Program in Financial Technology, September 2018 – August 2022
- Associate Dean of Business (Research), March 2019 – August 2021
- Director, Risk Management and Business Intelligence Program, September 2019 – August 2021
- Co-Director, Dual-Degree Program in Technology and Management, January 2017 – August 2021
- Professor of ISOM, July 2013 – June 2017
- Associate Dean of Business (UG Programs), September 2013 – August 2015
- Associate Professor of ISOM (with tenure), September 2008 – June 2013

City University of Hong Kong (2006 – 2008)

- Associate Professor, Department of Information Systems

National University of Singapore (2000 – 2008)

- Associate Professor (with tenure), Department of Information Systems, 2007 – 2008
- Assistant Professor, Department of Information Systems, 2000 – 2006

HONORS AND AWARDS

- **Fellow, Association for Information Systems (AIS)**, 2025
- **Distinguished Fellow, INFORMS Information Systems Society (ISS)**, 2025
- **Distinguished Member, Cum Laude, Association for Information Systems**, since 2021
- Faculty of the Year, HKUST EMBA Program, Class of 2023
- Best Paper Award, Post-ICIS KrAIS Research Workshop, December 2023
- Best Reviewer Award, Workshop for Information Technologies and Systems (WITS), 2021
- Franklin Prize for Teaching Excellence (MBA/MSc non-required courses), 2010, 2013, 2022; Runner-up, 2017, 2020
- Dean's Faculty Service Award, HKUST Business School, 2017
- ISR Best Associate Editor Award, 2013
- Best Research Contribution Award, SMU Summer Institute on Analytics for Business, Consumer and Social Insights (BCSI), 2013
- Best Research-in-Progress Paper Runner-up, International Conference on Information Systems (ICIS), 2012
- Best Mini-Track Paper, HICSS, 2007
- Best Paper Runner-up, International Conference on Information Systems (ICIS), 2002
- Ernst and Young ICIS Doctoral Consortium, December 1999

PUBLICATIONS IN REFEREED JOURNALS

1. Zhou, J. and **K.L. Hui**. "Crowdsourcing from Hackers: Strategic Coopetition and Governance in Bug Bounty Programs," *Management Science*, forthcoming.
2. Zhou, J., **K.L. Hui**, and O. Kwon. "Incentivizing Crowds and Inter-Group Spillovers: Evidence from the Internet Bug Bounty Program," *Management Science*, forthcoming.
3. Cai, Y., H. Lim, A.H. Huang, and **K.L. Hui**. "After the Dust Settled: Online Participation and Adaptation in Hong Kong," *Journal of Contemporary China*, 34(154), July 2025, 707–725.

4. Pethig, F., H. Hoehle, **K.L. Hui**, and A. Lanz. "Behavior Toward Newcomers and Contributions to Online Communities," *MIS Quarterly*, 49(2), June 2025, 731–758.
5. Bouraffa, T. and **K.L. Hui**. "Regulating Information and Network Security: Review and Challenges," *ACM Computing Surveys*, 57(5), Article 126, January 2025, 1–38.
6. Hui, W., **K.L. Hui**, and W.T. Yue. "Cyber Insurance and Post-Breach Services: A Normative Analysis," *Service Science*, 16(2), June 2024, 124–141.
7. Wang, J., G. Li, and **K.L. Hui**. "Monetary Incentives and Knowledge Spillover: Evidence from a Natural Experiment," *Management Science*, 68(5), May 2022, 3549–3572.
8. Cao, Z., J. Chu, **K.L. Hui**, and H. Xu. "The Relationship Between Online Referral Marketing and Price Promotion: Evidence from a Large E-Commerce Platform," *Journal of Management Information Systems*, 38(3), December 2021, 855–888.
9. **Hui, K.L.**, P.F. Ke, Y. Yao, and W.T. Yue. "Liability-Based Contracts in Information Security Outsourcing," *Information Systems Research*, 30(2), June 2019, 411–429.
10. Yue, W.T., Q.H. Wang, and **K.L. Hui**. "See No Evil, Hear No Evil? Dissecting the Impact of Online Hacker Forums," *MIS Quarterly*, 43(1), March 2019, 73–95.
11. Cao, Z., **K.L. Hui**, and H. Xu. "When Discount Hurts Sales: The Case of Daily Deal Markets," *Information Systems Research*, 29(3), September 2018, 567–591.
12. Cao, Z., **K.L. Hui**, and H. Xu. "An Economic Analysis of Peer Disclosure in Online Social Communities," *Information Systems Research*, 29(3), September 2018, 546–566.
13. **Hui, K.L.**, S.H. Kim, and Q.H. Wang. "Cybercrime Deterrence and International Legislation: Evidence from Distributed Denial of Service Attacks," *MIS Quarterly*, 41(2), June 2017, 497–523.
14. Wang, Q.H. and **K.L. Hui**. "Technology Mergers and Acquisitions in the Presence of an Installed Base: A Strategic Analysis," *Information Systems Research*, 28(1), March 2017, 46–63.
15. Goh, K.Y., **K.L. Hui**, and I.P.L. Png. "Privacy and Market Externalities: Evidence from Do Not Call," *Management Science*, 61(12), December 2015, 2982–3000.
16. **Hui, K.L.** and I.P.L. Png. "Migration of Services to the Internet: A Federal Natural Experiment," *Information Systems Research*, 26(3), September 2015, 606–618.
17. Kuan, K.K.Y., **K.L. Hui**, P. Prasarnphanich, and J.H.Y. Lai. "What Makes a Review Voted? An Empirical Investigation of Review Voting in Online Review Systems," *Journal of the AIS*, 16(1), January 2015, 48–71.

18. **Hui, K.L.**, W. Hui, and W.T. Yue. "Information Security Outsourcing with System Interdependency and Mandatory Security Requirement," *Journal of Management Information Systems*, 29(3), December 2012, 117–155.
19. Wang, Q.H. and **K.L. Hui**. "Delayed Product Introduction," *Decision Support Systems*, 53(4), November 2012, 870–880.
20. Goh, K.Y., **K.L. Hui**, and I.P.L. Png. "Newspaper Reports and Consumer Choice: Evidence from the Do-Not-Call Registry," *Management Science*, 57(9), September 2011, 1640–1654.
21. Lai, Y.L., K.K.Y. Kuan, **K.L. Hui**, and N. Liu. "The Effects of Moving Animation on Recall, Hedonic and Utilitarian Perceptions, and Attitude," *IEEE Transactions on Engineering Management*, 56(3), August 2009, 468–477.
22. Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Consumer Privacy and Marketing Avoidance: A Static Model," *Management Science*, 54(6), June 2008, 1094–1103.
23. Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Overcoming Online Information Privacy Concerns: An Information Processing Theory Approach," *Journal of Management Information Systems*, 42(2), Fall 2007, 13–42.
24. **Hui, K.L.**, H.H. Teo, and T.S.Y. Lee. "The Value of Privacy Assurance: An Exploratory Field Experiment," *MIS Quarterly*, 31(1), March 2007, 19–33.
25. **Hui, K.L.**, B.C.Y. Tan, and C.Y. Goh. "Online Information Disclosure: Motivators and Measurements," *ACM Transactions on Internet Technology*, 6(4), November 2006, 415–441.
26. Hann, I.H., **K.L. Hui**, Y.L. Lai, T.S.Y. Lee, and I.P.L. Png. "Who Gets Spammed," *Communications of the ACM*, 49(10), October 2006, 83–87.
27. **Hui, K.L.** "Product Variety under Brand Influence: An Empirical Investigation of Personal Computer Demand," *Management Science*, 50(5), May 2004, 686–700.
28. **Hui, K.L.** and I.P.L. Png. "Piracy and the Legitimate Demand for Recorded Music," *Contributions to Economic Analysis & Policy*, 2(1), 2003, Article 11.
29. **Hui, K.L.** and K.Y. Tam. "Software Functionality: A Game Theoretic Analysis," *Journal of Management Information Systems*, 19(1), Summer 2002, 151–184.
30. **Hui, K.L.** and P.Y.K. Chau. "Classifying Digital Products," *Communications of the ACM*, 45(6), June 2002, 73–79.
31. **Hui, K.L.** and I.P.L. Png. "On the Supply of Creative Work: Evidence from the Movies," *American Economic Review (Papers and Proceedings)*, 92(2), May 2002, 217–220.

32. Chau, P.Y.K. and **K.L. Hui**. "Determinants of Small Business EDI Adoption: An Empirical Investigation," *Journal of Organizational Computing and Electronic Commerce*, 11(4), 2001, 229–251.
 33. Tam, K.Y. and **K.L. Hui**. "A Choice Model for the Selection of Computer Vendors and Its Empirical Estimation," *Journal of Management Information Systems*, 17(4), 2001, 97–124.
 34. Tam, K.Y. and **K.L. Hui**. "Price Elasticity and the Growth of Computer Spending," *IEEE Transactions on Engineering Management*, 46(2), 1999, 190–200.
 35. Chau, P.Y.K. and **K.L. Hui**. "Identifying Early Adopters of New IT Products: A Case of Windows 95," *Information and Management*, 33(5), 1998, 225–230.
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- Wei, O., J. Zhou, W. Hong, and **K.L. Hui**. "Does Platform Seclusion Build a Digital 'Sin City'? Evidence from Fine-tuned GenAI Models Platforms." *Major revision, MIS Quarterly*.
- Wei, O., J. Zhou, W. Hong, and **K.L. Hui**. "How Livestreaming E-commerce Reshapes Consumers' Product Returns: A Tri-processing Theory Perspective." *Major revision, Information Systems Research*.
- Wei, O., J. Zhou, W. Hong, and **K.L. Hui**. "The Impact of AI Summaries on Creators and Viewers of Video-Sharing Platforms." *Major revision, MIS Quarterly*.
- Pan, Y., Y. Ji, **K.L. Hui**, J. Wu, and L. Qiu. "Information Disclosure and Consumer Engagement: Evidence from a Field Experiment on Uncertainty Promotions." *Major revision, MSOM*.
- Kircher, T., J. Foederer, and **K.L. Hui**. "Third-party Tracking in Learning Apps – An Empirical Study of the Impact of Its Prohibition." *Under review*.
- Cai, Y. and **K.L. Hui**. "When Dr. Google Delays the Doctor: Online Health Information Seeking, Overconfidence, and Chronic Disease Outcomes?" *Under preparation*.
- Zhang, B., H. Xu, and **K.L. Hui**. "Advertising, Alignment, and Differentiation: How Engagement-Sensitive Monetization Shapes Positioning in Digital Content Platforms." *Under preparation*.
- Zhu, Y., **K.L. Hui**, A. Huang, and R. Kaur. "Cultural Fit in Digital Education: Synchronous Online Learning and Student Satisfaction." *Under preparation*.
- Cai, Y., **K.L. Hui**, and R. Padman. "EHR Adoption Raises Female Organ Discards." *Under preparation*.

- Rho, E., D. Lee, J. Baek, and **K.L. Hui**. "One Becomes Two: The Impact of Mobile App Unbundling on New App Adoption and Engagement." *Under preparation*.
- Cao, Z., J. Lei, and **K.L. Hui**. "Piracy Prevention, Online Word-of-Mouth and Legal Sales: The Case of Denuvo." *Under preparation*.
- Kuan, K.L., Y. Xu, C. Zheng, H.H.L. Kwok, J.C.P. Cheng, **K.L. Hui**, and A.K.H. Lau. "A Blockchain-based Approach for Enhancing Upfront Embodied Carbon Accounting and Reporting in Construction Supply Chain." *Under preparation*.

OTHER PUBLICATIONS

Book Chapters, Encyclopedia Entries, and Editorial Pieces

- Meng, Z. and **K.L. Hui**. "当平台治理直面国家战略：网飞，韩国影业与数字时代的治理思考," *Harvard Business Review China*, May-June 2026, 108-123.
- Meng, Z. and **K.L. Hui**. "当技术重塑社会 商学院究竟在培养怎样的判断力？" *Harvard Business Review China*, Mar-Apr 2026, 10-17.
- Meng, Z. and **K.L. Hui**. "重新定义企业成功：从利润最大化到生态共赢," *Harvard Business Review China*, Oct-Nov 2025, 28-33 (2025 年度特别奖).
- **Hui, K.L.** and J. Zhou. "The Economics of Hacking," *Oxford Research Encyclopedias, Business and Management*, December 17, 2020.
<https://doi.org/10.1093/acrefore/9780190224851.013.266>
- Van der Aalst, W.M.P., J. Becker, M. Bichler, H.U. Buhl, J. Dibbern, U. Frank, U. Hasenkamp, A. Heinzl, O. Hinz, **K.L. Hui**, M. Jarke, D. Karagiannis, N. Kliewer, W. Konig, J. Mendling, P. Mertens, M. Rossi, S. Voss, C. Weinhardt, R. Winter, and J. Zdravkovic. "Views on the Past, Present, and Future of Business and Information Systems Engineering," *Business and Information Systems Engineering*, 60(6), 2018, 443-477.
- **Hui, K.L.** "Book Review: Federal Trade Commission Privacy Law and Policy," *Journal of Economic Literature*, 55(2), 2017, 660-662.
- **Hui, K.L.**, A. Vance, and D. Zhdanov. "Securing Digital Assets," in *MIS Quarterly Research Curations*, A. Bush (ed.), May 27, 2016. <http://misq.org/research-curations>
- Spiekermann, S., A. Acquisti, R. Bohme, and **K.L. Hui**. "The Challenges of Personal Data Markets and Privacy," *Electronic Markets*, 25(2), 2015, 161-167.

- Ke, P.F., **K.L. Hui**, and W.T. Yue. "Information Security as a Credence Good," in *Financial Cryptography and Data Security*, Lecture Notes in Computer Science, vol. 7862, 2013.
- **Hui, K.L.**, Y.L. Lai, and S.J. Yee. "Empirical Advances for the Study of Weblogs: Relevance and Testing of Random Effects Models," in *Economics, Information Systems, and Electronic Commerce: Empirical Research*, Chapter 9, R.J. Kauffman and P.P. Tallon (eds.), M.E. Sharpe, NY, 2007.
- **Hui, K.L.** and I.P.L. Png. "The Economics of Privacy," in *Handbooks in Information Systems*, vol. 1, T. Hendershott (ed.), 2006, 471–497.

Business Cases

- **Hui, K.L.**, J. Wang, and J. Fernandez. "CUHKMC: Bridging the Gap between Private and Public Healthcare in Hong Kong," HKUST Business Case UST157, 2025.
- **Hui, K.L.**, T. Casas, and D.I. Thomas. "The Shy Investor: Cryptocurrencies," HKUST-SKOLKOVO Business Case HS2, 2018.
- **Hui, K.L.**, V. Lafon-Vinais, and M. Huang. "300cubits: A Blockchain Innovation for the Shipping Industry," HKUST Business Case UST069, 2018.
- **Hui, K.L.**, M. Huang, P.F. Ke, and A. Lai. "PopVote: Assessing the Risks of DDoS," Cases (A) to (C), HKUST Business Case 1504-039, 2015.
- **Hui, K.L.** and E. Law. "Centaline Property Agency: Changing Consumer Behavior through the Internet," HKUST Business Case #9-39708, November 1997.

Op-Eds, Letters, and Columns

Chinese-language opinion pieces:

- “科技大乘：數字系統互通 隱藏崩潰風險,” *Hong Kong Economic Journal*, July 6, 2026.
- “科技大乘：虛擬身份 走進現實應用,” *Hong Kong Economic Journal*, June 29, 2026.
- “科技大乘：AI 加速知識迭代 教與學內涵須重整,” *Hong Kong Economic Journal*, June 22, 2026.
- “科技大乘：防範網安風險 設定與維護並重,” *Hong Kong Economic Journal*, June 15, 2026.
- “科技大乘：網約車牌照量不與收費掛鉤,” *Hong Kong Economic Journal*, June 8, 2026.
- “科技大乘：人工智能價值在於場景應用,” *Hong Kong Economic Journal*, June 1, 2026.

- “科技大乘: AI 呈現巧拙兩面性 數據質量存隱憂,” *Hong Kong Economic Journal*, May 25, 2026.
- “科技大乘: 錢教授劃時代智慧 敢為天下先,” *Hong Kong Economic Journal*, May 18, 2026.
- “科技大乘: 互聯網創新商機 短視頻一騎先行,” *Hong Kong Economic Journal*, May 11, 2026.
- “科技大乘: 僱員採用 AI 工作量不減反增,” *Hong Kong Economic Journal*, May 4, 2026.
- “科技大乘: 預測市場集體智慧測準存疑,” *Hong Kong Economic Journal*, April 27, 2026.
- “科技大乘: 預測市場: 「錢」 瞻未來事件概率,” *Hong Kong Economic Journal*, April 20, 2026.
- “科技大乘: 萬物互聯發展 商機迭化變化,” *Hong Kong Economic Journal*, April 13, 2026.
- “科技大乘: 藉併購下架舊貨 保新產品高定價,” *Hong Kong Economic Journal*, March 30, 2026.
- “科技大乘: 電子產品折壽 催谷銷售利潤,” *Hong Kong Economic Journal*, March 23, 2026.
- “科技大乘: 6G 領域有突破 全面實現仍需時,” *Hong Kong Economic Journal*, March 16, 2026.
- “科技大乘: AI 搶飯碗殺埋身 貧富懸殊恐加劇,” *Hong Kong Economic Journal*, March 9, 2026.
- “科技大乘: 城市競爭力高低 看科技轉化共益,” *Hong Kong Economic Journal*, March 2, 2026.
- “科技大乘: 雙維度評估 10 領軍科技城市,” *Hong Kong Economic Journal*, February 23, 2026.
- “科技大乘: 協同行動識破網絡欺詐,” *Hong Kong Economic Journal*, February 16, 2026.
- “科技大乘: 未授權取覽網絡 免責條件可斟酌,” *Hong Kong Economic Journal*, February 9, 2026.
- “科技大乘: 懲治電腦網絡罪行 宜及早立法,” *Hong Kong Economic Journal*, February 2, 2026.

- “科技大乘: 健身室與郵局閉路電視判例啟示,” *Hong Kong Economic Journal*, January 26, 2026.
- “科技大乘: 錯用 AI 恐墮法網 宜釐清私隱概念,” *Hong Kong Economic Journal*, January 19, 2026.
- “科技大乘: 科技發展顛覆人類代際行為,” *Hong Kong Economic Journal*, January 12, 2026.
- “科技大乘: 從無償作答到直播收費開講,” *Hong Kong Economic Journal*, January 5, 2026.
- “科技大乘: 從星鏈看衛星通訊發展,” *Hong Kong Economic Journal*, December 29, 2025.
- “科技大乘: 通訊技術賦能提升國家競爭力,” *Hong Kong Economic Journal*, December 22, 2025.
- “科技大乘: 借鑑電訊發展史 警惕 AI 數碼鴻溝,” *Hong Kong Economic Journal*, December 15, 2025.
- “科技大乘: JPEX 騙案易令市民誤解區塊鏈,” *Hong Kong Economic Journal*, December 8, 2025.
- “科技大乘: 檢核機制不足 詐騙廣告難杜絕,” *Hong Kong Economic Journal*, December 1, 2025.
- “科技大乘: 從社媒到職場 留住新丁秘訣,” *Hong Kong Economic Journal*, November 24, 2025.
- “科技大乘: 辨識網絡詐騙訊號 免墮圈套,” *Hong Kong Economic Journal*, November 17, 2025.
- “科技大乘: 人面識別遭破解 討失款緣木求魚,” *Hong Kong Economic Journal*, November 10, 2025.
- “科技大乘: AI 未必準確 助決策應三思,” *Hong Kong Economic Journal*, November 3, 2025.
- “科技大乘: ChatGPT 效益成疑 AI 能走多遠,” *Hong Kong Economic Journal*, October 27, 2025.
- “科技大乘: 阿聯酋與沙特 憑軟資源扭轉油經濟,” *Hong Kong Economic Journal*, October 20, 2025.
- “科技大乘: 深耕 AI 結合企業 增個人就職實力,” *Hong Kong Economic Journal*, October 13, 2025.

- “科技大乘: 警惕 AI 剝奪年輕人就業機會,” *Hong Kong Economic Journal*, October 6, 2025.
- “科技大乘: 企業用 AI 難提效 歸因未革新流程,” *Hong Kong Economic Journal*, September 29, 2025.
- “科技大乘: AI 提升員工效率 企業收益卻無寸進,” *Hong Kong Economic Journal*, September 22, 2025.
- “科技大乘: 港元穩定幣供應調節考驗監管,” *Hong Kong Economic Journal*, September 15, 2025.
- “科技大乘: 顛覆性創新產品 成主流市場殺手,” *Hong Kong Economic Journal*, September 8, 2025.
- “科技大乘: 商學知識具雙重性 科學及專業兼備,” *Hong Kong Economic Journal*, September 1, 2025.
- “科技大乘: 大學揀科要素 着眼背後發展,” *Hong Kong Economic Journal*, August 25, 2025.
- “科技大乘: 從兩事例看過度依賴 AI 弊端,” *Hong Kong Economic Journal*, August 18, 2025.
- “科技大乘: AI 狂潮 人類獨立分析絕不可棄,” *Hong Kong Economic Journal*, August 11, 2025.
- “科技大乘: 代理式 AI 未跳出規則為本框架,” *Hong Kong Economic Journal*, August 4, 2025.
- “科技大乘: 餌誘鎖定用戶 過度競爭無贏家,” *Hong Kong Economic Journal*, July 28, 2025.
- “科技大乘: 反思科企崛起路 建構健康產業生態,” *Hong Kong Economic Journal*, July 21, 2025.
- “科技大乘: 穩定幣盈利收益 視乎買入贖回機制,” *Hong Kong Economic Journal*, July 14, 2025.
- “科技大乘: 穩定幣健康發展 有效監管最關鍵,” *Hong Kong Economic Journal*, July 7, 2025.
- “科技大乘: 額外收入兩源頭 支撐 AI 應用發展,” *Hong Kong Economic Journal*, June 30, 2025.
- “科技大乘: 衡量 AI 成效 端視提升生產力,” *Hong Kong Economic Journal*, June 23, 2025.

- “科技大乘: 理智認識 AI 勿過度解讀測試結果,” *Hong Kong Economic Journal*, June 16, 2025.
- “科技大乘: AI 技術結合工作 毋懼丟飯碗,” *Hong Kong Economic Journal*, June 9, 2025.
- “科技大乘: 包容二次創造 保護原作世界,” *Hong Kong Economic Journal*, June 2, 2025.
- “科技大乘: 從分流化解網約車與的士紛爭,” *Hong Kong Economic Journal*, May 26, 2025.
- “科技大乘: 從需求剖析機械人投資泡沫,” *Hong Kong Economic Journal*, May 19, 2025.
- “科技大乘: 美製造業外移難回歸 中國應借鑑,” *Hong Kong Economic Journal*, May 12, 2025.
- “科技大乘: 美國強迫製造業回流僅空想,” *Hong Kong Economic Journal*, May 5, 2025.
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- Cai, Y. and **K.L. Hui**. "Reducing Transparency? The Hidden Gender Cost of EHR Adoption in Organ Discards," Conference on Information Systems and Technology (CIST), Atlanta, USA, October 2025.
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- Shek, S. and **K.L. Hui**. "Disclosure or Disclosure Avoidance? Internet Users' Information Privacy and Emotions Experienced on a B2C Web Site," CSWIM, Wuhan, China, June 2010.

- Sun, Y.H., **K.L. Hui**, J. Ma, and Z.P. Fan. "Analysis of Joint Provision of Public Goods in Online Communities," HICSS, Hawaii, USA, January 2009.
- Goh, K.Y., **K.L. Hui**, and I.P.L. Png. "Social Interaction and Observational Learning: Diffusion Analysis of 'Do Not Call' Registration," WeB, Montreal, Canada, December 2007.
- Lai, Y.L., **K.L. Hui**, and N. Liu. "To Animate or Not to Animate? The Effects of Animation on Recall, Product Perceptions and Attitude," PACIS, Auckland, New Zealand, July 2007.
- Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Analyzing Online Information Privacy Concerns: An Information Processing Theory Approach," HICSS, Hawaii, USA, January 2007. (**Best Mini-Track Paper**)
- Lai, Y.L., **K.L. Hui**, and N. Liu. "To Animate or Not to Animate?" WeB, Milwaukee, USA, December 2006.
- Lai, Y.L., **K.L. Hui**, and S.J. Yee. "The Blogging Phenomenon: An Empirical Study of Factors Affecting Weblog Traffic," WeB, Milwaukee, USA, December 2006.
- Lai, Y.L. and **K.L. Hui**. "The Opt-in and Opt-out Debate: Is It Really Necessary?" Privacy-Enhanced Personalization Workshop, ACM CHI, Montreal, Canada, April 2006.
- Lai, Y.L. and **K.L. Hui**. "Does Opt-in and Opt-out Really Matter? Investigating the Roles of Frame, Defaults, and Privacy Concerns," ACM Computer Personnel Research Conference, Claremont, USA, April 2006.
- Wang, Q.H. and **K.L. Hui**. "Delayed Product Introduction," INFORMS Marketing Science Conference, Atlanta, USA, June 2005.
- Lai, Y.L. and **K.L. Hui**. "Luring the Prey: Attracting Online Consumer Participation through Choice Configurations," American Marketing Association Marketing and Public Policy Conference, Washington DC, USA, May 2005.
- Wang, Q.H. and **K.L. Hui**. "To Launch or Not to Launch: An Economic Analysis of Delayed Product Introduction," HICSS, Hawaii, USA, January 2005.
- Lai, Y.L. and **K.L. Hui**. "Opting-In or Opting-Out on the Internet: Does It Really Matter?" ICIS, Washington DC, USA, December 2004.
- Lu, Y., B.C.Y. Tan, and **K.L. Hui**. "Inducing Consumers to Disclose Personal Information to Internet Businesses with Social Adjustment Benefits," ICIS, Washington DC, USA, December 2004.
- Gwee, Y.T. and **K.L. Hui**. "The Influence of Technology on Internet Brand Loyalty: An Exploratory Study," PACIS, Shanghai, China, July 2004.

- Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Direct Marketing: Privacy and Competition," American Economic Association (AEA) Annual Meeting, San Diego, USA, January 2004.
- Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Direct Marketing: Privacy and Competition," WISE, Seattle, USA, December 2003.
- Xu, Y., B.C.Y. Tan, **K.L. Hui**, and W.K. Tan. "Consumer Trust and Online Information Privacy," ICIS, Seattle, USA, December 2003.
- Domingo II, G.E. and **K.L. Hui**. "The Effects of Retail Format Characteristics on E-Loyalty," AMCIS, Tampa, USA, August 2003.
- Tam, E.C., **K.L. Hui**, and B.C.Y. Tan. "What Do They Want? Motivating Consumers to Disclose Personal Information to Internet Businesses," ICIS, Barcelona, Spain, December 2002.
- Hann, I.H., **K.L. Hui**, T.S.Y. Lee, and I.P.L. Png. "Online Information Privacy: Measuring the Cost-Benefit Tradeoff," ICIS, Barcelona, Spain, December 2002. **(Best Paper Runner-up)**
- Gwee, Y.T., **K.L. Hui**, and P.Y.K. Chau. "Determinants of Brand Equity in E-Businesses: An Exploratory Study," ICIS, Barcelona, Spain, December 2002.
- Tan, C.H., H.H. Teo, T.S.Y. Lee, and **K.L. Hui**. "Effects of Visual Cues on Buyer Information Acquisition," PACIS, Tokyo, Japan, September 2002.
- Domingo II, G.E., T.S.Y. Lee, and **K.L. Hui**. "Perceived Web Retailer Qualities and Individual Differences," PACIS, Tokyo, Japan, September 2002.
- **Hui, K.L.** and I.P.L. Png. "Piracy and the Demand for Legitimate Recorded Music," American Economic Association (AEA) Annual Meeting, Atlanta, USA, 2002.
- **Hui, K.L.**, H.H. Teo, and P.L. Wong. "Soliciting Consumer Information on the Internet: The Role of Protection Mechanism, Reward, and Customization," WITS, New Orleans, USA, December 2001. **(Best Paper Nominee)**
- **Hui, K.L.**, S.L. Pan, and B.C.Y. Tan. "The Impact of Internet on Education: Towards an Emerging Paradigm," PACIS, Seoul, Korea, June 2001.
- **Hui, K.L.** "How Many Functions Should Software Vendors Include in Their Products? A Game Theoretic Analysis of Software Function Decisions," WITS, Charlotte, USA, December 1999.
- **Hui, K.L.** and K.Y. Tam. "Using Genetic Programming as a Learning Tool in Discovering Financial Trading Rules," AMCIS, Indianapolis, USA, August 1997.

RESEARCH GRANTS

Years	Title	Funding Body	Amount	Role
2025– 2026	Negative Feedback Spillover in Online Hacker Marketplaces	RGC GRF (16503124)	HK\$570,000	PI
2022– 2026	Developing Hong Kong as a Global Green Finance Centre	Theme-based Research Scheme (T31-603/21-N)	HK\$36,464,000	Co-PI
2021– 2023	Economic Analysis of Bug Bounty Programs	RGC GRF (16503620)	HK\$774,000	PI
2019– 2022	Contributing to the Development of Hong Kong into a Global Fintech Hub	Theme-based Research Scheme (T31-604/18-N)	HK\$20,659,000	Co-PI
2018– 2019	The Effectiveness of National Filtering Policies in Protecting Computer Systems	RGC GRF (16502417)	HK\$651,094	PI
2016– 2017	Cybercrime Deterrence and the Effectiveness of International Conventions	RGC GRF (16500715)	HK\$562,000	PI
2013– 2017	Media Industry Structure and the Quality of Financial Markets	UGC Research Infrastructure Grant	HK\$50,000	PI
2012– 2013	An Economic Analysis of Joint Quality Provision in Managed Security Services	RGC GRF (642411)	HK\$571,581	PI
2011– 2012	Voting and Online Review Helpfulness	HKUST SBI11BM02	HK\$20,668	PI
2010– 2012	Knowledge Contribution in Online Communities	HKUST DAG_S09/10.BM01	HK\$55,000	PI
2009– 2011	Information Presentation and Consumer Disclosure	HKUST DAG08/09.BM10	HK\$100,000	PI
2009– 2010	Delayed Product Introduction and Welfare Implications	RGC GRF (142808)	HK\$150,200	PI
2007– 2009	Do-Not-Call Registration and Marketing Solicitation in Hong Kong	RGC PPR (1001-PPR-3)	HK\$444,520	PI

Years	Title	Funding Body	Amount	Role
2004– 2007	Online Information Privacy and Consumer Preference	NUS RP (253-000-034-112)	S\$18,000	PI
2003– 2006	Information Privacy on the Internet	NUS RP (253-000-030-112)	S\$257,000	PI
2000– 2003	Choice of Computer Vendors	NUS RP (253-000-017-112)	S\$43,000	PI

INVITED TALKS AND KEYNOTES (Selected)

- Panel speaker, EMBA Council Asia Summit, Shanghai, July 2025.
- Panel speaker, GNAM Deans and Directors Meeting, Monterrey, May 2025.
- Speaker, AACSB Conference on AI Strategies for Business Schools, Kuala Lumpur, November 2024.
- Panel speaker, FSB RCG Asia and IOSCO APRC workshop, Hong Kong, October 2024.
- Panel speaker, Asian Insurance Forum 2023, Hong Kong, December 2023.
- Speaker, Global Public Security Cooperation Forum, Lianyungang, China, September 2023.
- Speaker, Information Security Summit, Hong Kong, September 2022.
- Keynote speaker, 2021 Fintech Symposium, NSFC and HKUST, December 2021.
- Panel speaker, Fintech Week, Hong Kong, November 2021.
- Session speaker, ISACA China Hong Kong Chapter Virtual Conference, December 2020.
- Keynote speaker, 9th International Conference on Internet Technologies & Society, Hong Kong, February 2019.
- Panel speaker, Cyberport Venture Capital Forum, Hong Kong, November 2018.
- Keynote speaker, SAS ERM-ESSEC CREAR Cyber Risk Conference 2018, Singapore, July 2018.
- Session and panel speaker, Blockchain NeXt, Warsaw, Poland, June 2018.
- Panel speaker, 13th Annual Meeting & Conference, AFIR, Hong Kong, June 2018.
- Panel moderator, Communications Association of Hong Kong, April 2017.

- Session and panel speaker, Office of the Privacy Commissioner for Personal Data, Hong Kong, May 2014.
- Speaker, Pei Hua Foundation Management Program for Chinese Government Officers, July 2010 & 2013.
- Public talks, Spanish/American Chambers of Commerce in Guangzhou, March 2012.
- Session speaker, NYU Abu Dhabi Workshop on Interdisciplinary Studies in Information Security and Privacy, October 2010.
- Session speaker, WIPO/OECD Expert Meeting on Counterfeiting and Piracy, Geneva, October 2005.

TEACHING

Courses Taught

- **Undergraduate:** Introduction to MIS, E-Commerce Technologies, Telecommunications for Business, IS Project Management, Business Simulation and Strategic Decisions
- **Postgraduate (MSc/MBA):** Electronic Commerce (Management and Technology), Strategic IT Management, Economics of Information Systems, Consumer Privacy Management, Computer and Internet Security Management, Integrated Business Simulation and Strategic Decisions
- **EMBA and Executive Education:** Technology Strategy; Blockchain and Cryptocurrency; AI, Big Data, and Business Analytics; Cybersecurity and Risk Management; FinTech; Data Privacy

PhD and Research Students Supervised

At HKUST:

- Yushan Yang (PhD main supervisor, current)
- Chun Yin (Harris) Wang (PhD main supervisor, current)
- Lanxi Yang (PhD co-supervisor, current)
- Bufan Sun (PhD co-supervisor, current)
- Oliver Yao (PhD co-supervisor, current)
- Bingqian Zhang (PhD main supervisor, current)
- Yuying Cai (PhD main supervisor, current)

- Hebe Yuan (PhD co-supervisor) — Lecturer, Hong Kong Polytechnic University
- Yao Zhao (PhD co-supervisor) — Assistant Professor, University of Queensland
- Jiali Zhou (PhD main supervisor) — Assistant Professor, American University; *ACM SIGMIS Best Dissertation Award, 2023*
- Gen Li (PhD co-supervisor) — Assistant Professor, Fudan University
- Ke Ping Fan (PhD main supervisor) — Assistant Professor, Singapore Management University
- Cao Zike Eric (PhD co-supervisor) — Associate Professor, Zhejiang University; *Second Runner-up, INFORMS ISS Nunamaker-Chen Dissertation Award, 2017*
- Jia Jia (PhD co-supervisor) — Senior Lecturer, HKUST

At City University of Hong Kong:

- Liu Yuewen (PhD co-supervisor) — Associate Professor, Xi'an Jiaotong University
- Yan Jiaqi (PhD co-supervisor) — Associate Professor, Nanjing University

At National University of Singapore:

- Wang Qiu Hong (PhD main supervisor) — Senior Lecturer, NUS; former Assistant Professor, SMU
- Lai Yee Lin (PhD main supervisor) — former Manager, Agency for Science, Technology and Research (A*Star)
- MSc main supervisor for: Michelle Gwee, Tang Wai Kiat, Wong Pak Lun, Gerardo E. Domingo II, Yang Fang

PROFESSIONAL SERVICE

Editorial Board Appointments

Journal	Role	Period
<i>Journal of Management Information Systems</i> (JMIS)	Editorial Board Member	2017–present
<i>Production and Operations Management</i> (POMS)	Senior Editor (Disruptive Technologies and Operations Management)	2023–present
<i>Business and Information Systems Engineering</i> (BISE)	Department Editor (Economics of IS)	2017–present

Journal	Role	Period
<i>Information & Media</i> (IM)	Advisory Board Member	2022–present
<i>Electronic Commerce Research and Applications</i> (ECRA)	Advisory Board Member	2017–present
<i>JMIS</i> Special Issue on Generative AI	Advisory Editor	2023–2024
<i>ECRA</i>	Co-Editor / Associate Editor	2009–2013
<i>Information Systems Research</i> (ISR)	Senior Editor / Associate Editor	2011–2022
<i>EJIS</i> Special Issue on Security and Privacy	Guest Editor	2016
<i>ISR</i> Special Issue on Ubiquitous IT and Digital Vulnerabilities	Guest Editor	2015
<i>Electronic Markets</i> Special Issue on Personal Data Markets	Guest Editor	2014
<i>Journal of the AIS</i> (JAIS)	Associate Editor	2008–2011
<i>MIS Quarterly</i> Special Issue on Information Security	Guest Editor	2010

Reviewer

Information Systems: Decision Support Systems, Electronic Commerce Research Journal, Electronic Commerce Research and Applications, European Journal of Information Systems, Information and Management, Information Systems Journal, Information Systems Research, Information Technology and Management, International Journal of Electronic Commerce, Journal of the AIS, Journal of Computer Mediated Communications, Journal of Cybersecurity, Journal of Electronic Commerce Research, Journal of Global Information Management, Journal of Management Information Systems, Journal of Organizational Computing and Electronic Commerce, MIS Quarterly.

Economics: Applied Economics, BE Journal of Economic Analysis and Policy, Eastern Economic Journal, Global Business and Economics Review, International Journal of

Industrial Organization, International Review of Law and Economics, Journal of Cultural Economics, Kyklos.

OR/MS: Decision Sciences Journal, Journal of Operations Management, Management Science, Technological Forecasting & Social Change.

Marketing: Journal of Interactive Marketing, Marketing Science.

Computing/Engineering Management: ACM Computing Surveys, Artificial Intelligence Review, Communications of the ACM, IEEE Transactions on Engineering Management, IEEE Transactions on Knowledge and Data Engineering, Telecommunications Policy.

Conference Program Committees

- **2026**: CIST, ICIS doctoral consortium faculty
- **2025**: CIST, PACIS
- **2024**: CIST
- **2023**: CIST, WITS
- **2022**: CIST, **ICIS (Program Co-Chair)**, WITS
- **2021**: CIST, ICIS (Track Co-Chair, General Topics), WITS
- **2020**: CIST, ICIS (Track Co-Chair, Cybersecurity, Privacy, Legal and Ethical Issues), WITS
- **2019**: CIST, WEIS, WITS
- **2018**: CSWIM, CIST, ICIS doctoral consortium faculty, WEIS, WITS
- **2017**: CSWIM, CIST, ICIS (Track Co-Chair, Economics and Value of IS), WEIS, WITS
- **2013–2016**: CSWIM, CIST, ICIS, WeB, WITS, Wuhan International Conference on E-Business
- **2010–2012**: Multiple roles including ICEC (Program Co-Chair, 2010), ICIS (Track Co-Chair, IS Security and Privacy, 2010), PACIS (Track Co-Chair), WeB (Track Co-Chair, 2011)
- **2002–2009**: Regular committee membership for ICIS, PACIS (Track Co-Chair multiple years), WeB, AMIGE, ACM CHI Workshop on Privacy-Enhanced Personalization

Other Professional Service

- ICIS Doctoral Consortium Faculty, 2018, 2026
- INFORMS ISS Nunamaker-Chen Dissertation Award Committee, 2019
- PACIS Doctoral Consortium Faculty, 2012

UNIVERSITY SERVICE

Hong Kong University of Science and Technology

University-Level Service

- Associate Provost (Academic Development), February 2026–present
- Advisory Board Member, Li & Fung Supply Chain Institute, February 2026–present
- Board Member, HKUST Foundation, April 2024–March 2027
- Council Member, March 2022–March 2025
- Ex-officio Member, Institutional Advancement and Outreach Committee, July 2024–June 2025
- University Administrative Committee (UAC) Member, March 2022–March 2025
- Court Member, November 2019–October 2025
- Senate Member, January 2019–December 2025
- Senate Research Committee Member, March 2020–February 2022; January 2024–December 2025
- Joint Academic Board (JAB) Member, January 2024–December 2025
- University Committee on Appointments of University Professor and Chair Professor, November 2022–October 2024
- Senate Student Disciplinary Committee, SBM Representative, 2018–December 2023; Acting Chairman, October 2020
- Honorary Awards Committee (HAC) Member, July 2021–June 2022
- University Appointment and Substantiation Committee (UASC), SBM Representative, 2017–2020
- Task Force on Research Assessment Exercise (RAE), ISOM Representative, 2012–2014, 2017–2019
- University Admissions Sub-committee (UAS), SBM Representative, 2013–2015
- Senate Scholarship Committee, SBM Representative, 2010–2012, 2014–2015
- Task Force on Student Housing Policy, Member, 2012–2014
- Selection Committee of the President's Cup, Member 2009–2010, Chair 2011–2012
- Working Group for the 4-Year Curriculum Development, Member, 2008–2010

School of Business and Management

- Acting Dean, July 2024–January 2026
- Director, Center for Technology and Business Ecosystem (CTBE), June 2025–present
- Senior Associate Dean, September 2021–June 2024
- Academic Director, Kellogg-HKUST EMBA Program, January 2022–December 2025
- Academic Director, HKUST EMBA Program, October 2021–December 2023
- School Appointment and Substantiation Committee (SASC): Chair, 2022–2024; Member, 2011–2017
- Co-Director / Director, MSc in Financial Technology, 2018–2022
- Member, Economics Department Head Search Committee, 2022
- Chair, Marketing Department Head Search Committee, 2021
- Associate Dean (Research), 2019–2021
- MBA Committee Member, 2012–2017 (intermittent)
- Associate Dean (UG Admissions), 2013–2015
- Task Force on UG Data Security, Member, 2013
- Task Force on UG Intake Quality and SBM Branding, Member, 2010–2011

Department of ISOM

- Head, August 2023–June 2024
- Deputy Head, August 2017–July 2023
- Director, Center for Business and Social Analytics (CBSA), 2020–2024
- Search and Appointment Committee, Member 2009–2011; Chair 2011–2023
- Department Merit Salary Review Committee, Member 2009–2017; Chair 2017–2023
- Department Executive Committee, DSPC, Resources Committee, Member, 2009–2023
- Director, Risk Management and Business Intelligence Program, September 2019–August 2021
- Department PG Committee (IS), Member, 2009–2017
- Department Head Search Committee, Member, 2010–2011, 2016–2017

Dual Degree Program in Technology and Management

- Co-Director, January 2017–August 2021
- Teaching Faculty Appointments and Merit Salary Review Committee, Member, 2014–2016

City University of Hong Kong

- Member of Department Executive Committee, 2007–2008
- Departmental Data Security and Privacy Officer, 2007–2008

National University of Singapore

- Member of Graduate Division Committee, 2002–2006
- Department Web Master, 2003–2006
- Member of Department Strategic Planning Committee, 2002

PUBLIC SERVICE

- **Honorary Advisor**, Hong Kong Police College, January 2019–present
- **Panel Member**, Resolvability Review Tribunal (RRT), April 2024–March 2028
- **Member**, Business Studies Panel of the Joint Research Schemes (JRS), Research Grants Council (RGC), March 2022–January 2028
- **Member**, Industry Advisory Committee on General Business, Insurance Authority, July 2025–June 2027
- **Member**, Cybersecurity Expert Panel, Insurance Authority of Hong Kong, 2018–present
- **Member**, Advisory Board for the LEO Dr David P. Chan Bachelor of Science (Honours) in Data Science, Lingnan University, September 2019–August 2025
- **Member**, Social Science and Humanities Research Expert Panel, Ministry of Education, Singapore, September 2020–August 2022
- **Specialist**, Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), 2015–2019
- **Member**, Membership Retention and Expansion Task Force, Hong Kong Boy Scout Association, 2017–2018

CONSULTING AND ADVISORY

- Insurance Authority, Hong Kong, 2020–present

- UC.NOW, 2017–present
- New iMedia, 2020–2021
- 300cubits.tech, 2017–2019
- Communications Association of Hong Kong, 2015
- Intellectual Property Department, the Hong Kong SAR Government, 2012–2013
- WKK Distributions Ltd, 2010
- World Intellectual Property Organization (WIPO), 2006–2007
- Ministry of Law, Singapore, 2002–2003

LANGUAGES

English; Chinese (Cantonese and Mandarin)

Last updated: July 2026