

## Curriculum Vitae



### **Dr Ren Jing**

Senior Lecturer, Business Analytics Programme  
School of Business

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## Education Qualifications

2018	PhD in Information Systems, Singapore Management University (SMU)
2011	Master of Engineering (honours), Hefei University of Technology
2006	Bachelor of Engineering (honours), Hefei University of Technology

## Academic and Professional Experience

2024 - Present	Associate Editor, Journal of Data Science and Management
2024 - Present	Senior Lecturer, School of Business, SUSS
2024 - Present	Editor, Journal of Business Leadership and Management
2020 - Present	Associate Editor, Journal of Electronic Commerce Research and Applications
2018 - 2023	Lecturer, School of Business, SUSS
2017 - 2019	Editorial Assistant, Journal of Electronic Commerce Research and Applications
2016 - 2018	Teaching Assistant, School of Information Systems, SMU
2015 - 2016	Exchange PhD Student, Heinz College, Carnegie Mellon University
2011 - 2012	Research Assistant, School of Information Systems, SMU
2006 - 2008	Instructor, Hefei University of Technology

## Memberships and Professional Activities

- Member of Association for Information Systems (AIS)
- Member of Global FinTech Institute (GFI)
- Committee member of conferences: ASSE, ICEBA, ICICM, ICEME
- Regular reviewer of Journal The Singapore Economic Review, Global Finance Journal, IEEE Systems Journal, Sustainability, etc.
- Regular reviewer of top conferences HICSS, ICIS, ECIS, PACIS, AMCIS, etc.

### Research Interests

- Artificial Intelligence
- Recommendation
- UGC Analysis
- Fintech

### Research Grant

- PI, Music NFT Marketplace  
SUSS ARC Grant - MOE Start-Up Fund (2022-2024), \$20k.
- First Co-PI, Mass Adoption of GameFi.  
SUSS ARC Grant - MOE Start-Up Fund (2023-2024), \$19.84k.

### Certificate

- Chartered FinTech Professional (CFtP)

### Selected Publications

--\*: Corresponding author

#### Journal

- Li, J., Dong, W., & **Ren, J.\*** (2024). The Effects of User- and Marketer-Generated Content on Customer Satisfaction: A Textual Analysis Approach. *Electronic Commerce Research and Applications (ECRA)*, 101407. <https://doi.org/10.1016/j.elerap.2024.101407> (SJR Q1, IF 6.0)
- Guan, C., Ding, D., **Ren, J.**, & Guo, J. (2024). Unveiling the aesthetic “wow factor”: The role of aesthetic incongruity and image quality in NFT art valuation with computer vision. *Electronic Markets*, 34(1). <https://doi.org/10.1007/s12525-024-00722-2> (ABDC A, IF 7.1)
- Zhang, Y., **Ren, J.**, Liu, W. and Ding, D. (2024) Application of text mining analysis in understanding GameFi adoption, *Int. J. Data Analysis Techniques and Strategies*. Forthcoming.
- Ge, W., Wang, X., Mao, Z., **Ren, J.** & Shen, J. (2024). StreamTrack: Real-time Meta-Detector for Streaming Perception in Full-speed Domain Driving Scenarios. *Applied Intelligence*. <https://doi.org/10.1007/s10489-024-05748-9> (SJR Q2, IF 3.9)
- Sun, J., Shen, J., Wang, X., Mao, Z., & **Ren, J.** (2023). Bi-Unet: A Dual Stream Lightweight Network for Real-time Highway Surface Segmentation, in *IEEE Transactions on Intelligent Vehicles*, vol. 8, no. 2, pp. 1549-1563, Feb. 2023. <https://ieeexplore.ieee.org/document/9940190> (SJR Q1, IF 8.2)
- Wang, Y., **Ren, J.**, Lim, C., & Lo, S. W. (2019). A Review of Fast-Growing Blockchain Hubs in Asia, the *Journal of the British Blockchain Association (JBBA)*, 2(2), 1-16, 2019. [https://doi.org/10.31585/jbba-2-2-\(5\)2019](https://doi.org/10.31585/jbba-2-2-(5)2019) (IF 1.7)
- Kauffman, R. J., Kim, K., Lee, S. Y. T., Hoang, A. P., & **Ren, J.** (2017). Combining Machine-based and Econometrics Methods for Policy Analytics Insights. *Journal of Electronic Commerce Research and Applications (ECRA)*, 2017(25), 115-140. <https://doi.org/10.1016/j.elerap.2017.04.004> (SJR Q1, IF 6.0)

- Jiang, J., & **Ren, J.\*** (2011). Fast Joint MRI Segmentation through an Adaptive Active Contour. Journal of Image and Graphics, China. 16(7):1199-1205.

### Working Papers

- Analyzing Lyric Content in Music Streaming Charts for Market Return Prediction. With Guan C., Yu Y., and Ding D.
- Exploring the Trading Trends and Sustainability of Music NFT Market. With Zhang Y., Liu W., and Ding D.

### Book Chapters

- **Ren, J.** (2021). Big Data and Data Science, in David Kuo Chuen Lee, Joseph Lim, Kok Fai Phoon & Yu Wang (Eds.) Fintech for Finance Professionals, Global Fintech Institute - World Scientific Series on Fintech. Vol. 3, World Scientific, December 2021
- **Ren, J.**, & Xu, K. (2021). Artificial Intelligence and Machine Learning, in David Kuo Chuen Lee, Joseph Lim, Kok Fai Phoon & Yu Wang (Eds.) Fintech for Finance Professionals, Global Fintech Institute - World Scientific Series on Fintech. Vol. 3, World Scientific, December 2021

### Referred Conference Papers

-- Rank A\*/A = Top-Tier Conferences in IS & CS

- **Ren, J.**, Zhang, Y., Liu, W., and Ding, D. (2024). To Buy or Not to Buy? Exploring the Trading Trends in Music NFT Market. In the 9th International Conference on Smart Finance (ICSF), Hefei, China. July 2024.
- Zhang, Y., **Ren, J.**, and Ding, D. (2024). Understanding the Trading Sustainability of Music NFTs. In the 9th International Conference on Smart Finance (ICSF), Hefei, China. July 2024.
- Guan, C., Yu, Y., **Ren, J.**, and Ding, D. (2024). Money in the Songs: Analyzing Lyric Content in Music Streaming Charts for Predicting Stock Prices. In the 11th Conference on Asia and Pacific Economies (CAPE), Suzhou, China. May 2024.
- Wang, W., Wu, C., Hung, Y., Liu, W., **Ren, J.**, & Horng, J. (2023). Mixed Attitude towards ChatGPT on Social Media: Digital Emotion Contagion or Knowledge Sharing. In ACIS 2023 Proceedings, 142, Wellington, New Zealand, December. <https://aisel.aisnet.org/acis2023/142> (**Rank A**)
- Tseng, Y., Chen, P., **Ren J.\***, Hung, Y., Liu, W., & Horng, J. (2023). Unraveling Consumer Engagement in Influencer Marketing: An Exploratory UGC Analysis. In the 23rd ICEB Proceedings, Chiayi, Taiwan, October 2023, 686-693. [https://iceb.johogo.com/proceedings/2023/ICEB2023\\_paper\\_90.pdf](https://iceb.johogo.com/proceedings/2023/ICEB2023_paper_90.pdf)
- Hsu, T., Tsai, Y., Hung, Y., Liu, W., **Ren, J.**, Ding, D., & Horng, J. (2023). Semantics as Persuasive Cues in Donation-Based Crowdfunding Campaigns: The Moderating Role of Donation Category. In the 23rd ICEB Proceedings, Chiayi, Taiwan, October 2023, 553-560. [https://iceb.johogo.com/proceedings/2023/ICEB2023\\_paper\\_93.pdf](https://iceb.johogo.com/proceedings/2023/ICEB2023_paper_93.pdf)
- Cheng, Y., Gan, E., **Ren, J.**, Hung, Y. (2023). IP Power in the Global Economy: Transformation and Sustainable Development - Decoding the AI Workforce. In the Global Forum on International Intellectual Property, Qingdao, China, August 19-20, 2023.

- Zhang, Y., **Ren, J.\***, Li, J., Shen, J. (2023). Free-to-Play or Play-to-Earn? Understanding the Mass Adoption of GameFi. In the 29th Recent Advances in Retailing and Consumer Sciences Conference, Lyon, France, July 24-27, 2023.
- Ho, Y., **Ren, J.** (2023). Empowering Student via Academic Coaching. In the IEEE 6th Eurasian Conference on Educational Innovation (ECEI), Singapore, February 3-5, 2023.
- **Ren, J.**, & Zhang, Y. (2021, August). Is All-Win Possible? A Novel Smart Contracts-based Music Recommendation System. In 2021 The 11th International Conference on Information Communication and Management (pp. 18-23) (Best Oral) <https://dl.acm.org/doi/abs/10.1145/3484399.3484402>
- **Ren, J.**, Kauffman, R. J., & King, D. (2019, January). Two-Sided Value-Based Music Artist Recommendation in Streaming Music Services. In Proceedings of the 52nd Hawaii International Conference on System Sciences (HICSS). <http://hdl.handle.net/10125/59705> **(Rank A)**
- **Ren, J.**, & Kauffman, R. J. (2018). Understanding Streaming Music Diffusion in a Semi-Closed Social Environment. In The 22nd Pacific Asia Conference on Information Systems (PACIS), 206-219. <https://aisel.aisnet.org/pacis2018/58/> **(Rank A)**
- **Ren, J.**, & Kauffman, R. J. (2017). Understanding Music Track Popularity in a Social Network. In The 25th European Conference on Information Systems (ECIS), 374-388. [https://ink.library.smu.edu.sg/sis\\_research/3960/](https://ink.library.smu.edu.sg/sis_research/3960/) **(Rank A)**
- **Ren, J.** (2017). Music Popularity, Diffusion, and Recommendation in Social Networks: A Fusion Analytics Approach. ECIS Doctoral Consortium. **(Rank A)**
- **Ren, J.**, Shen, J., & Kauffman, R. J. (2016). What Makes a Music Track Popular in Online Social Networks? In The 25th Intl World Wide Web Conference (WWW) 95-96. <https://dl.acm.org/doi/abs/10.1145/2872518.2889402> **(Rank A\*)**
- **Ren, J.**, Cheng, Z., Shen, J., & Zhu, F. (2014). Influences of Influential Users: An Empirical Study of Music Social Network. In The ACM Intl Conf. on Internet Multimedia Computing and Service (ICIMCS): 411. [https://ink.library.smu.edu.sg/sis\\_research/3207/](https://ink.library.smu.edu.sg/sis_research/3207/)
- Cheng, Z., **Ren, J.**, Shen, J., & Miao, H. (2013). Building a Large Scale Test Collection for Effective Benchmarking of Mobile Landmark Search. In The 19th Anniversary Intl Conf. on MultiMedia Modeling (MMM): 36-46. [https://link.springer.com/chapter/10.1007/978-3-642-35728-2\\_4](https://link.springer.com/chapter/10.1007/978-3-642-35728-2_4)
- Cheng, Z., **Ren, J.**, Shen, J., & Miao, H. (2011). Effects of Heterogeneous Information Combination on Large Scale Social Image Search. In The ACM Intl Conf. on Internet Multimedia Computing and Service (ICIMCS): 39-42. <https://dl.acm.org/doi/10.1145/2043674.2043686>

#### **Invited Talks and Presentations**

- **Ren, J.** (2024). Machine Learning and Applications in NFT Market. Shanghai University of International Business and Economics, July 2024.
- **Ren, J.**, Cheng, Y., & Hung, Y. (2023). Replacement or Collaboration? Transformation of the Service Labor Market under the Development of Generative AI. In CCIS-CE Symposium 2023. November, Perth, Australia.

- **Ren, J.**, & Liu, W., (2023). Unleashing the Future: Blockchain and AI in Entertainment. In the SkillsFuture X SUSS 2023 @IHL, on 3 August 2023.
- Hung, Y.C., **Ren, J.**, Liu, W., & Ding, D., (2023). Unravelling Donor Engagement from a Content Analysis Perspective, at WWF Singapore, on 26 July 2023.
- **Ren, J.**, Zhang, Y., Liu, W., & Lo, S. W. (2022). A Novel Recommendation System for Music NFT Marketplace. In the 22nd International Conference on Electronic Business, October 2022.
- **Ren, J.**, & Zhang, Y. (2020). Smart Contracts-based Customized Music Recommendation for Long-Tail Artists. In 2020 The 8th Intl Conf. on Information Technology: IoT and Smart City (ICIT) (Best Presentation)
- **Ren, J.** (2020). Keynote talk "AI Technologies and Applications", 3M Singapore Seminar (Feb. 21, 2020)

## Teaching Interests

### AI-related theory and application course modules

#### Undergraduate:

- ANL303: Fundamentals of Data Mining, Fall 2019 - 2020
- ANL305: Association and Clustering, Fall 2018 - Present
- ANL307: Predictive Modelling, Spring 2019 - Present
- ANL312: Text Mining and Applied Project Formulation, from Fall 2024
- ANL488: Applied Capstone Project, Spring & Fall 2018 - Present

#### Graduate:

- AIB504: Machine Learning in Business, Spring & Fall 2023 – Present
- ANL588: Applied Project for Master in Analytics and Visualisation, 2022 – Present
- BUS651: Managing Technology and Innovation, from Fall 2024
- FIN525: Machine Learning, Deep Learning and Applications in Finance, Spring 2021 – Present
- MSM551: Machine Learning and Business Applications, Fall 2024
- MSM552: Business Data Analytics, from Spring 2025

*Updated on 02 October 2024*