

Curriculum Vitae



Associate Professor Vanessa Liu

Associate Professor, Marketing Programme
School of Business

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Education Qualifications

- Ph.D. Information Systems (City University of Hong Kong)
- MPhil Information Systems (City University of Hong Kong)
- BA (1st Hon) Accountancy (City University of Hong Kong)

Academic and Professional Experience

- Associate Professor and Program Leader (Retail Management and Public Relations Management), Faculty of Management and Hospitality, Technological and Higher Education Institute of Hong Kong, Hong Kong SAR, China
- Program Leader (Retail and Service Management), School of Professional Education and Executive Development, The Hong Kong Polytechnic University, Hong Kong SAR, China
- Assistant Professor and Program Leader (International Business), School of Management and School of Computer Information Systems, New Jersey Institute of Technology, the United States
- Assistant Professor, Faculty of Engineering, The Hong Kong Polytechnic University, Hong Kong SAR, China

Memberships and Professional Activities

- Certified Management Accountant

Consultancy and Executive Experience

- Academic Advisor, A.S. Watson Group, Hong Kong
- Assessor, Retail Training Board, The Hong Kong Qualification Framework Secretariat, Hong Kong

Research Interests

- Online Consumer Behaviour

- Social Sustainability

Selected External Grants

- Principal Investigator -Funded by NParks on “Social Research Study on Management of Cats” 2021 June - 2023 December.
- Principal Investigator - Co-funded by the Ministry of Sustainability and the Environment (MSE) and MOE Start Up Fund (PI: Victor Seah) on “Applying Behavioural Interventions for Key Employee Green Behaviours Among Government Employees”, 2024-2025.
- Co-Principal Investigator, “Breaking the Vicious Cycle: Enhancing Social Mobility through Improving Equality in Access to Sports Resources” The National University of Singapore (NUS) LKU School of Public Policy, Social Mobility Foundation Grant, 2023 June - 2024 December.

Other Selected Funded Projects

- Principal Investigator - Funded by MOE Start Up Fund on “Video-based Misinformation”, 2022-2024.
- Principal Investigator - Funded by SUSS Internal Grant (RF19SBZ02) on Singapore Retailers Association’s study, 2019-2020.
- Co-Principal Investigator – Funded by MOE AcRF Tier 1 on “Development of a Framework for Assessment of Organisational Social Impact”, 2024-2026.
- Co-Principal Investigator - Funded by MOE Start Up Fund on “AI and Mental Health”, 2024-2025.
- Co-Principal Investigator - Funded by MOE Start Up Fund on “Caregiver Services”, 2024-2025.

Selected Publications

- Jiang, Z., **Liu, V.**, Erne, M. “Examining the Usefulness of Customer Reviews for Mobile Applications: the Role of Developer Responsiveness” *Journal of Database Management*, 2024 (ABDC: A)
- Lee, J.L.M., **Liu, V.** and Cheng, C. "Effect of green advertising attitude on collectivist consumer behavior: an integrative approach", *Asia Pacific Journal of Marketing and Logistics*, 2023, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJML-05-2022-0437> (SJR: Q1)
- Lee, J., Cheng, C. and **Liu, V.** “Core Chinese cultural values: Perceived justice and post-recovery satisfaction in higher education services” *Service Business*, April 2022, (Impact Factor: 4.86), available at DOI 10.1007/s11628-022-00490-z) (SJR: Q1)
- Khalifa, M., **Liu, V.** and Lee, M. K. O. “Knowledge Management Effectiveness - The Role of Information Technology,” *Information Resources Management Journal* (22: 3), July-September 2009, pp.73-89 (SJR: Q1).
- Khalifa, M. and **Liu, V.** “Online consumer retention: contingent effects of online shopping habit and online shopping experience,” *European Journal of Information Systems* (16:6), 2007, pp. 1-14 (ABDC: A*).
- Khalifa, M. and **Liu, V.** “Knowledge Acquisition Through Computer-mediated Discussions,” *OMEGA* (36:2), April 2008, pp. 252-266 (ABDC: A).

- Khalifa, M. and **Liu, V.** "Semantic Network Discussion Representation: Applicability and Some Potential Benefits" *IEEE Professional Communication* (49:1), March 2006, pp. 69-81 (SJR: Q1).
- Khalifa, M. and **Liu, V.** "Determinants of Satisfaction with Internet-based Services at Different Adoption Stages," *Journal of Association of Information Systems* (4), October 2003, pp. 206-232 (ABDC: A*).
- Khalifa, M. and **Liu, V.** "Satisfaction with internet-based services: the role of expectations and desires," *International Journal of Electronic Commerce*, Winter 2002/2003, pp. 331-351 (ABDC: A).
- Khalifa, M., Limayem, M. and **Liu, V.** "Online Consumer Stickiness: A Longitudinal Study," *Journal of Global Information Management* (10:3), 2002, pp. 1-14 (ABDC: A).
- Khalifa, M. and **Liu, V.** "The State of Research on Satisfaction" *Journal of Information Technology Theory and Application* (5:4), 2004, pp.37-49 (ABDC: A).

Selected Conference Papers/ Presentations

- **Liu, V.** and Cheng, C.W.O. "Exploratory Study on Factors Affecting Believability of Video-Based Misinformation" *INFORMS Annual Meeting*, 20-23 October, 2024, in Seattle, USA - Accepted in June 2024.
- Patel, A.S., Matthews, M., Antoine, G. E., **Liu, V.**, and Beaver, G. R. "Are You Really Going to Eat That?" Toward an Understanding of Workplace Food Shaming" *84th Annual Meeting of the Academy of Management*, 9 August - 13 August 2024, in Chicago, Illinois, USA - Accepted on March 28 2024 (ABDC: A*)
- Jiang, Z., **Liu, V.** and Erne, M. "Adoption or Co-creation? Redefining the Role of Customers in Mobile App Development" *Recent Advances in Retailing and Consumer Science Conference(RARCS)* (an annual conference affiliated with the Journal of Retailing and Consumer Services - JRCS 2023 (ABDC, A, IF:7.13)).
- Lee, J., Cheng, C. and Liu, V "Recovery Justice and Satisfaction in Higher Education: The Moderating Effects of Doctrine of Mean" *Global Conference on Advances in Business and Social Sciences* (ONLINE) on December 5-6, 2020.
- Jones, S., **Liu, V.**, Fan, F. "Evaluating Communication Effectiveness of YouTube Advertisements" , *IAMCR Conference online* 2020, July 12-16, 2020, Finland, Tampere University.
- Erne, M., Jiang, Z. and **Liu, V.** " Do User Reviews Matter? Empirical Evidence on the Role of User Involvement in Apps Performance " in *Proceedings of the 33rd Bled eConference - Enabling Technology for a Sustainable Society*. Bled, Slovenia, Jun 28 - Jul 1, 2020.
- Erne, M., Jiang, Z. and **Liu, V.** "Examining the Impact of User Reviews on Mobile Applications Development", *23rd Annual Southern Association for Information Systems Conference*, 2020, p. 20.
- Erne, M., Jiang, Z. and **Liu, V.** "Investigating the effect of user reviews on mobile apps: The role of customer led innovation," *IFIP WG8.6 Working Conference*, December 17-19, India, 2020.
- **Liu, V.** and Yong, P "Emerging needs of Chinese millennial tourists: Revisiting the Asian model of Maslow's Hierarchy of Needs," *International Conference on Management and Information Technology* (ICMIT), December 5-6, Sydney, Australia, 2019.

- Cheng, C., Yuen, S. and **Liu, V.** "The impact of the adoption of classroom response systems on university students' subject learning experience," *The 8th International Conference on Business, Management Governance* (ICBMG 2019), November 18-20, Perth, Australia, 2019.
- **Liu, V.**, Cheng, C., Lee, J. and So, J. "Enhancing generic competency development through study abroad programmes," *The International Academic Forum Conference for Higher Education Research* (IAFOR - CHER- Hong Kong 2019), November 8-10, 2019, Hong Kong.
- **Liu, V.** and Lee, J. "A Contingency Theory Explaining Channel Blending Decisions In The Context Of Online Shopping," (Awarded with the Best Paper Award) *American Applied Business Research Conference*, Jacksonville, Florida, USA , 6 - 7 November 2017.
- Yong, P. and **Liu, V.** "Effective Curriculum Design for Study Abroad to Enhance Leadership Development," presented at *Asia Pacific Association for International Education (APAIE) Conference and Exhibition 2017*, Kaohsiung, Taiwan, March 20-23, 2017.
- **Liu, V.** and Yong, P. "Effect of International Education on Leadership Development: A case study," presented at *International Conference on Language, Education and Innovation*, Singapore, Singapore, Oct 29-30, 2016.
- Yong, P. and **Liu, V.** "Impact of Management on Leadership and Development of Leadership Capabilities," presented at *European Conference on Management, Leadership and Governance*, Lisbon, Portugal, 11-13 November 2015.
- Lee, J. and **Liu, V.** "The Influence of Oriental Culture on Justice Perceptions in the Service Recovery of Higher Education," in *Proceedings of Annual Conference of the Comparative Education Society of Hong Kong*, Hong Kong, November 26, 2016.
- Lee, J. and **Liu, V.** "The Effect of Distributive and Interactional Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Cultural Variables," in *Proceedings of 2016 Annual Conference of the Comparative Education Society of Hong Kong*, Hong Kong, April 15-16, 2016.
- Jiang, Z., **Liu, V.**, Erne, M. "Examining the Usefulness of Customer Reviews for Mobile Applications: the Role of Developer Responsiveness" *Journal of Database Management*, 2024 (ABDC: A)

Selected Commentaries and Media Interviews

- Media interview by Zaobao fictitious reviews (Feb 8, 2024) at <https://www.zaobao.com.sg/news/singapore/story20240208-1467071> and <https://www.facebook.com/share/eGiGAht3KAvPJmra/?mibextid=WC7FNe>
- Media interview by TODAY (Nov 3 2023) "The Big Read: S\$85-a-cup specialty coffee, monthly subscriptions, cafes galore — all these and more in caffeine-crazy S'pore"
- TV interview on Channel 8 Hello Singapore, "Beauty Industry and Co-Working Space" (Jun 16, 2023), <https://www.8world.com/singapore/co-sharing-beauty-space-2161491>
- Lau Kong Cheen and **Liu, V.** "Shopee's new refunds and returns processing timelines: What difference do they make?" (May 17, 2023), <https://www.straitstimes.com/opinion/shopee-s-new-refunds-and-returns-processing-timelines-what-difference-do-they-make>

- Wang, P. and **Liu, V.** "Commentary: There's something brewing in Singapore's coffee scene (April 23, 2023), Channel News Asia, <https://www.channelnewsasia.com/commentary/singapore-coffee-chains-opening-luckin-tim-hortons-coach-cafe-3431941?cid=FBcna&fbclid=IwAR0X7gkL7a4PcqCtK2SUVzEhtQGq3uSDwg2BE82Dd4hDNmghDO3DuuOLg6k>
- **Liu, V.** and Wang, P. "Revamp of Cineleisure needed to lure youth back to Orchard Road " (April 13, 2023), <https://www.straitstimes.com/opinion/revamp-of-cineleisure-needed-to-lure-youth-back-to-orchard-road>
- **Liu, V.** and Lau Kong Cheen "Malaysia may get first Apple Store. Does S'pore have something to do with it?" (Feb 2, 2023), available at <https://www.straitstimes.com/opinion/malaysia-may-get-first-apple-store-does-singapore-have-something-to-do-with-it>
- The Straits Times: Interviewed and mentioned in "What getting booted off a S'pore airline reveals about managing crises", Jan 15, 2023
- Lau Kong Cheen and **Liu, V.**, "CNA Commentary: Airline, cruise ticket prices will rise if overbooking is scrapped" September 28, 2022.
- Straits Times Interview -, "Singapore Sale Back in Full Force to Woo Shoppers with COVID19 Curbs Eased" (Aug 29, 2022)
- Straits Times Interview "Make Great Singapore Sale great again - go beyond sales to focus on experiences: Retail observers" (Aug 29, 2022)
- CNA938 Radio Interview "Asia First" on iPods ceasing production, May 24, 2022, https://www.nama.com.sg/RADIO_NEWS/RADIOCLIP/TSUS/20220524_R65_938-AF-0700AM_1.MP3
- **Liu, V.** and Lau Kong Cheen, "Commentary: The iPod changed everything about how we listen to music" May 23, 2022, <https://www.channelnewsasia.com/commentary/apple-ipod-cease-production-portable-music-audio-streaming-2695096>
- Lau Kong Cheen and **Liu, V.**, "CNA Commentary: Smartphones last longer so why do some people still upgrade theirs each year?" September 22, 2021.
- **Liu, V.** and Lau Kong Cheen, "CNA Commentary: The iPod changed everything about how we listen to music" May 23, 2021.
- TV interviews on Channel 8 and Channel U "Electricity Retail Consumption" (https://www.nama.com.sg/WMV/TVCLIP/TRIA/20210507_T65_CNL_8-1000PM_10.MP4), May 7, 2021.
- TV interviews on Channel 8 and Channel U "New Business in Pandemic" (<https://www.8world.com/news/singapore/article/q1new-business-1445561>, April 10, 2021.
- TV interviews on CNA, Channel 8, Channel 5, Channel U (Jul 23, 2020) "Great Singapore Sale to go online this year with new norm shopping experience amid COVID-19 pandemic" (<https://www.mediaportal.com/mp/playnow.aspx?u=129755&p=149664127&key=23545191136242138107195482085112321517920207>)
- Media interview by The Straits Times "Getting career coaching online via song and dance" (https://www.straitstimes.com/business/invest/getting-careercoaching-online-via-song-and-dance-0?utm_source=whatsapp&utm_medium=socialmedia&utm_campaign=addtoany), Dec 20, 2020

- Interview by Digital Solutions.sg (<https://www.adoletweb.com/interview-with-dr-vanessaliu-from-singapore-university-of-social-sciences>), Oct 28, 2020.
- Media interview by the South China Morning Post "Chinese tech firms eye Singapore base amid US-China tensions, coronavirus border closures" (<https://www.scmp.com/weekasia/economics/article/3106117/chinese-tech-firms-eye-singaporebase-amid-us-china-tensions>), Oct 20, 2020.
- Media interview on Radio News 95.8FM (Morning and Lunch sessions) "New type of consumption about `buy-now, pay-later` has become popular, especially are the Millennial" (<http://www.mediaportal.com/mp/playnow.aspx?u=129755&p=1555791330&key=1322481005311310354102792246825443378>), Sep 21, 2020.
- TV interview on Channel 8, Channel U "Buy now pay later service is now a popular trend among the millennials" (<http://www.mediaportal.com/mp/playnow.aspx?u=129755&p=1555175003&key=204198157140117107772262281151792012467522570>), Sep 20, 2020.
- Media interview on Radio News 95.8FM "Hawker Centre Policy in Singapore", Aug 29, 2019.

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