

Curriculum Vitae



Dr Wang Yue

Head, Doctor of Business Administration Programme
School of Business

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Education Qualifications

2016	PhD (Marketing), National University of Singapore
2014	PhD visiting (Marketing), Rotman School of Management, University of Toronto
2010	Master (Economics), National University of Singapore
2008	Bachelor (Economics), Huazhong University of Science and Technology

Academic and Professional Experience

2018 - Present	Head of Programme, Doctor of Business Administration School of Business, Singapore University of Social Sciences
2016 - 2018	Head of Programme, Visual Communication with Business School of Business, Singapore University of Social Sciences
2020 - Present	Senior Lecturer School of Business, Singapore University of Social Sciences
2016 - 2019	Lecturer School of Business, Singapore University of Social Sciences
2008 - 2015	Tutor School of Business, National University of Singapore

Research Interests

- Adoption and influence of emerging technologies
- Consumer and organizational behaviour
- Emerging markets

Selected Publications

- **Wang, Y.**, Yun J., Shi, J., Ow, T. & Yang Y. (2024). The Impact of Technological Innovations on Consumer Behavior in E-Commerce: A Systematic Review. *Journal of Organizational and End User Computing*. (Forthcoming) [ABDC: B]
- **Wang, Y.**, Ge, C., Chu, Y., & Su, N. (2024). *Haidilao: Internationalization Strategy for Cuisine and Culture*. Ivey Publishing. (Forthcoming)
- Shi, J., Zheng, J, **Wang, Y.** & Lee, D. (2024). The Evolution and Future of Cryptocurrency-Based Fundraising Mechanisms. *Journal of British Blockchain Association*. [https://doi.org/10.31585/jbba-7-2-\(3\)](https://doi.org/10.31585/jbba-7-2-(3)).
- Tan, H., Sun, X., & **Wang, Y.** (2024). Trust Building Across and Within Cultures: A Study of Guinea, West Africa and China. *International Journal of Cross-Cultural Management*. <https://doi.org/10.1177/147059582412859> [Cultural Studies (Q1), Arts and Humanities (Q1)]
- Yu, E., **Wang, Y.**, Shi, J., Wang, X. (2024). Blockchain-based AI Agent and Autonomous World Infrastructure. In 2024 IEEE Conference on Artificial Intelligence (CAI).
- **Wang, Y.** and Shi, J., and Yu, J. and Wang, X. (2024). Blockchain-Enabled Decentralized AI Ecosystems: A Conceptual Framework and Bittensor Case Study. Available at SSRN: <https://ssrn.com/abstract=4938275> or <http://dx.doi.org/10.2139/ssrn.4938275> (Preprint).
- Shi, J., **Wang, Y.**, & Ow, T. (2024). MBTI and DAOs: A New Frontier in Organizational Behavior. Available at SSRN 4908080 (Preprint).
- Ding, Q., Ding, D., **Wang, Y.**, Guan, C., & Ding, B. (2023). Unraveling the Landscape of Large Language Models: A Systematic Review and Future Perspectives. *Journal of Electronic Business & Digital Economics*. DOI: 10.1108/JEBDE-08-2023-0015.
- Liu, K., Yu, M., Jin, Y., **Wang, Y.**, Yan, J., & Liu, X. (2023). Tokenomic Model of Friend.Tech Social Platform: A Data-driven Analysis. Conference proceeding from Blockchain Data Analytics Workshop, IEEE International Conference on Data Mining 2023.
- **Wang Y.** (2022). AI Reactance When People Are Under Evaluation. Conference proceeding from Colloquium on European Research in Retailing 2022. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4574594
- Deng, S., & **Wang, Y.** (2021). Impact of Situational Consumer Animosity and Ethnocentrism on Consumer Boycotts. Available at SSRN: <https://ssrn.com/abstract=4602169> or <http://dx.doi.org/10.2139/ssrn.4602169>.
- **Wang Y.**, Guan C., Hung Y., & Wei J. (2017). Should Independent Film Studios Use Super Stars? Conference proceeding from Australian and New Zealand Marketing Academy.
- Hung Y., Guan C., **Wang Y.**, Wei J., & Ding D. (2017). Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective. Conference proceeding from Australian and New Zealand Marketing Academy. [Best Paper in the track].

Book Chapter

- **Wang, Y.** and Yu, E. (2024). Financial Innovation through AI and Blockchain: Opportunities and Challenges, *Handbook of Blockchain, Digital Finance, and Inclusion*, Volume 3. Elsevier. (Forthcoming)

- Shi, J. and **Wang, Y.** (2024). Opportunities and Challenges of Fintech in Southeast Asia. Fintech and the Emerging Ecosystems around Centralised and Decentralised Financial Technologies. Springer Nature. (Forthcoming)
- Guan, C., Jiang, Z., Ding, D. and **Wang, Y.** (2020). The Emerging Business Models, Chapter 8, World Scientific. <https://www.worldscientific.com/worldscibooks/10.1142/11372#t=aboutBook>.

Grant

- 2024 - 2025: PI, "The Effect of AI Therapy on Mental Health Outcomes." MOE Start-Up Research Funding (\$20,000 SG dollar)
- 2024: Co-PI, "Empowering Adult Learning with Generative AI: Strategies for Enhancing Skills Development and Employment Outcomes in Singapore's Digital Economy." Submitted to WDARF Grant (Proposed \$1,094,600 SG dollar)
- 2018 - 2022: PI, "AI Reactance: The Role of Autonomy Threat from Being Controlled by A Machine." Center for Applied Research, SUSS (\$24,280 SG dollar)
- 2020: Collaborator, "The Current Status, Changes, and Response Strategies of China-ASEAN Civil Cooperation during the COVID-19 Pandemic and Post-Pandemic Period." Hua Zhi Global Governance Research Institute of Nanjing University (\$20,000 SG dollar)

Working Papers

- "Enhancing Critical Thinking in Business Education: GenAI as Cognitive Offloading Tool and Adaptive Scaffold" (The abstract was accepted and invited for a full paper at the British Journal of Educational Technology [ABDC: A])
- "To Do or Not? NFT Platform's Anti-Counterfeits Strategy" (with Xu Xiaoyan) submitted to Technovation [ABDC: A].
- "Adoption of Big Data Analytics by Small and Medium Enterprises and the impact on Firm Performance" (with Stephen Ho and Wee Chow Hou) submitted to Industrial Management & Data Systems [ABDC: A].
- "Vocational Aspirations and Ideals: An Empirical Investigation into Students' Vocational Callings" (with Bian Jiang) submitted to Economics of Education Review [ABDC: A].
- "Impact of Situational Consumer Animosity and Ethnocentrism on Consumer Boycotts" (with Deng Siqin) submitted to Journal of Business Review [ABDC: A*].
- "Blockchain-Enabled Decentralized AI Ecosystems: A Conceptual Framework and Bittensor Case Study" (with Willie Shi, Eric Yu and Wang Xun) submitted to Technovation [ABDC: A]
- "Olympic Opening Ceremonies: A Multidimensional Analysis of Brand Management and Cultural Communication in the Digital Age" (with Willie Shi) submitted to Global Business and Organizational Excellence [ABDC: A].
- Registered Report: "The Effect of Artificial Intelligence Therapy on Mental Health Outcomes" (with Vanessa Liu) submitted to Nature Human Behaviour [Psychology, Experimental (Q1), IF 21.4].

- “Assessment of Web3 Platform Data Management Efficiency with Simulation” (with Willie Shi and Terence Ow) submitted to Distributed Ledger Technologies: Research and Practice.

Work in Progress

- “Digital Financial Resilience in the Face of Natural Disasters: Evidence from Online Lending Behaviour in Indonesia” (with Xu Weibiao and Willie Shi)
- “Who Follow the Policy? Decoding Varied Responses to the Double Reduction Policy in Chinese Publishing Industry” (with Chu Yanlai)
- “The Impact of Movie Poster Features on Film Performance: The Impact of Movie Poster Features on Film Performance: A Multidimensional Analysis with Computer Vision” (with Ding Ding and Guo Jiancang)
- “AI and MBTI: A Synergistic Framework for Enhanced Team”
- “Advancing the Frontiers of Genomic Leadership: Integrating Biological Insights and Technological Advancements” (with Willie Shi)

Conference Presentation

- Blockchain-based AI Agent and Autonomous World Infrastructure. In 2024 IEEE Conference on Artificial Intelligence (CAI) (2024)
- Blockchain Technology in AI: From Decentralized Systems to Autonomous Worlds. SUSS-UOB-SMF Global Leadership Symposium (2024)
- “What does NFT offer? The effect of cobrand and digital product extension”, presentation at Recent Advances in Retailing and Consumer Science Conference (2023)
- “NFT marketplace’s anti-counterfeiting strategy and how players react”, presentation at International Conference of Crypto-marketing, Columbia University (2022)
- “AI Reactance: The Role of Autonomy Threat from Being Controlled by A Machine”, poster presentation accepted, EMAC (2020)
- “How does social impact group buying (social e-commerce)?”, presented at Marketing Science, Rome, Italy (2019)
- “I know It’s not real, but I like it!”, poster at Association for Consumer Research Conference, Dallas, USA (2018)
- “Should Independent Film Studios Use Super Stars?”, presented at ANZMAC Conference, Australia (2017)
- “Winning Box Office with Right Movie Synopsis”, ANZMAC Conference and awarded best paper, Australia (2017)
- “A Change-Point Model of Online Rating Dynamics”, presented at Marketing Science Conference, Baltimore, USA (2015)
- “Privacy Concern and Quality Competition”, presented at Chinese Journal of Marketing Conference, Xiamen, China (2014)

- “Price Controls and Tacit Collusion: A Meta-analysis of Oligopoly Experiments”, presented at The Seventh International Symposium on Multinational Business Management, Nanjing, China (2011)

Invited Talk and Panel

- AI PowerPanel: AI for Tomorrow’s Digital Banking Experience, APSARA Conference, Alibaba Group, 19-21/09/2024
- The Inaugural Academic Forum on Individual Economy, Nanjing University, China, 25-26/05/2024
- AI for Everyone: Shaping a Future with Accessible Artificial Intelligence, Singapore Federation of Chinese Clan Associations, 11/05/2024
- Alibaba Cloud AI Cloud Summit and Round Table Discussion on AI’s Impact on Education of Today’s Youth, Alibaba Cloud Singapore, 30-31/01/2004
- How will the use of ChatGPT improve our work efficiency? Singapore Federation of Chinese Clan Associations, 23/04/2023
- Blockchain, NFT and Metaverse, Singapore Federation of Chinese Clan Associations, 16/07/2022

Commentary and Media Coverage

- CNA TV live interview: AI tools helping social service agencies in Singapore save time, manpower <https://www.channelnewsasia.com/watch/ai-tools-helping-social-serviceagencies-singapore-save-timemanpower-4663656> (2024)
- Wang, Y. (2024). Rethinking education in the age of accessible AI. SIG-AILTA. <https://sigailta.com/2024/10/30/rethinking-education-in-the-age-of-accessible-ai/>
- Wang, Y. (2024). Revolutionizing course development with Claude 3.5: A case study in AI and marketing education. SIG-AILTA. <https://sigailta.com/2024/05/31/revolutionising-course-development-with-claude-3-5-a-case-study-in-ai-and-marketing-education/>
- Shi, J., Zheng, J., Wang, Y., & Lee, D. (2024). 加密货币革命: 重构现代金融的融资策略. <https://sussblockchain.com/news-articles/cryptocurrency-fundraising-strategy/>
- Wang, Y. (2021). Don’t be too quick to write off the sharing economy, even with COVID-19. https://www.channelnewsasia.com/commentary/is-sharing-economy-dead-covid-19-airbnb-grab-uber-341376?cid=linkedin_traffic_social_10082018_cna
- CNA TV live interview: MAS encourages Singaporeans to use e-hongbaos to reduce bank queues (2021)
- Media Corp Channel 8 TV news 十分访谈: 冠病衍生的信息疫情 (2021)
- Straits Times: Nothing likeable about growing up in ‘like’ culture (2021)
- Media Corp Channel 8 TV news 狮城有约: Fake news/scams episode series (2021)
- Straits Times: The secret of Squid Game’s success: Meme-ready themes primed it to go viral (2021)

- Media Corp Channel 8 TV news 科技一点通: 比应用程序省容量 小程序能否在本地崭露头角? (2020)
- Media Corp Channel 8 TV news 科技一点通: 直播视频传播对社会的影响 (2019)
- Straits Times: Whatsapp limiting message forwards (2019)
- Money FM 89.3: Speaking on consumer behaviour in the digital age and new technology adoption (2019)
- Media Corp Channel 8 TV news 十分访谈: 2018年社交媒体发展趋势 (2018)

Course Taught and Coordinated

Undergraduate Course:

- BUS103: Organizational Behavior (2020)
- MKT202: Marketing Management (2016)
- MKT202: Marketing Management (Prison school, 2021)
- MKT362: Pricing (2017)
- MKT372: AI and Marketing 5.0 (2024)
- MKT499: Marketing Applied Project (2017-2018)

Graduate Course:

- MKT542: Digital Marketing Analytics (2019-2023)
- MSM501: Contemporary Topics in Business and Social Development of Singapore (2024)
- MKT631 Marketing for the Future Economy (2019-2021, 2023)
- BUS601 Contemporary Topics in Business and Management (2019-2023)
- BUS603 Applied Research in Business and Management (2020-2023)
- DBA799: DBA Doctoral Dissertation (2021-2023)

Executive Management Program (EMP):

- Internet and Social Media Marketing (2018-2019)

Course development:

- MSM515: Digital Disruption
- DBA799: DBA Doctoral Dissertation
- MKT631: Marketing for the Future Economy

DBA student dissertation supervision

- Bian Jiang (Board member, Education sector of Perfect World, Graduated in 2024)

Dissertation topic: Vocation and Dreams: A Study on Students' Vocational Calling in the Context of the Upgrade and Transformation of Chinese Vocational Education.

- Stephen Ho (Group COO, Skylab, Graduated in 2024)

Dissertation topic: Investigating the factors impacting the adoption of Big Data Analytics (BDA) amongst Singapore Small and Medium Enterprises using the TOE-DOI framework.

- Zeya Thura Mon (Chairman/GEO, Zeya & Associates)

Dissertation topic: The Impact of Electricity on Economic Development of Tanintharyi Region in Myanmar: A Macroeconomic Perspective

- Jason Yeo (Chairman, JCS Group, Singapore)

Dissertation topic: JCS Group Investment Strategy and Exploration of Truth

- Fong Angen (Founder, Angen Fund Management)

Dissertation topic: Use the most inclusive and versatile financial tools to shape the sustainable liquidity of Singapore's capital market

Guest Editor

- World Scientific Annual Review of Fintech 2024, the theme is AI and digital marketing (call for paper)
<https://www.worldscientific.com/page/wsarft/callforpapers01>

Senior Editor

- Journal of Electronic Business & Digital Economics

Updated on 11 November 2024