

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
- Senior Lecturer and 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

Selected Publications

- **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.
- Khalifa, M., **Liu, V.** and Lee, M. K. O. "Knowledge Management Effectiveness - The Role of Information Technology" accepted by Information Resources Management Journal (22: 3), July-September 2009, pp.73-89.
- 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.
- Khalifa, M. and **Liu, V.** "Knowledge Acquisition Through Computer-mediated Discussions," OMEGA (36:2), April 2008, pp. 252-266.
- Khalifa, M. and **Liu, V.** "Semantic Network Discussion Representation: Applicability and Some Potential Benefits" IEEE Professional Communication (49:1), March 2006, pp. 69-81.
- 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.
- 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.
- Khalifa, M., Limayem, M. and **Liu, V.** "Online Consumer Stickiness: A Longitudinal Study," Journal of Global Information Management (10:3), 2002, pp. 1-14.
- Khalifa, M. and **Liu, V.** "Determinants of Successful Knowledge Management Programs," Electronic Journal of Knowledge Management, Vol.1, No. 2, December 2003.

- Khalifa, M. and **Liu, V.** “The State of Research on Satisfaction” Journal of Information Technology Theory and Application (5:4), 2004, pp.37-49.

Media Interview

- Oct 28, 2020 - Interview by Digital Solutions.sg (<https://www.adoletweb.com/interview-with-dr-vanessaliu-from-singapore-university-of-social-sciences>)
- Oct 20, 2020 - Interview by South China Morning Post (<https://www.scmp.com/week-asia/economics/article/3106117/chinese-tech-firms-eye-singapore-base-amid-us-china-tensions>)
- Sep 20, 2020 - Interview on “Hello Singapore” by Channel 8 (<https://www.youtube.com/watch?v=olkoP6jazG0&feature=youtu.be>)
- Jul 23, 2020 - Interview on “Hello Singapore” by Channel 8 (<https://www.8world.com/news/singapore/article/egss-campaign-1199771>) and CAN (<https://www.channelnewsasia.com/news/singapore/greatsingapore-sale-to-go-online-this-year-with-new-norm-12958408>)

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