

Curriculum Vitae



Dr Zhang Yimiao

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Education Qualifications

2019	PhD in Information Systems, Nanyang Technological University
2013	Master in Business Information Systems, City University of Hong Kong
2012	Bachelor in Computer Science, Chang'an University

Academic and Professional Experience

2024 - Present	Deputy Head of Programme, School of Business, Singapore University of Social Sciences
2024 - Present	Senior Lecturer, School of Business, Singapore University of Social Sciences
2019 - 2023	Lecturer, School of Business, Singapore University of Social Sciences
2019	Research Assistant, Nanyang Technological University
2017 - 2018	Teaching Assistant, Nanyang Technological University
2017	Instructor, Nanyang Technological University
2012 - 2013	Research Assistant, City University of Hong Kong

Memberships and Professional Activities

Journal reviewer:

- Electronic Commerce Research and Applications
- Journal of the Association for Information Systems

Conference reviewer:

- International Conference on Information Systems (ICIS)
- Pacific Asia Conference on Information Systems (PACIS)
- Annual Meeting of the Academy of Management (AOM)
- Workshop on Information Technologies and Systems (WITS)
- China Summer Workshop on Information Management (CSWIM)
- International Conference on E-Business and Application (ICEBA)

Research Interests

- Business Analytics and Business Intelligence
- Online Consumer Behaviour
- User-generated Content
- Application of blockchain and smart contract

Research Grant

- MOE Start-up Research Funding, Free-to-Play or Play-to-Earn? Understanding GameFi's Mass Players and Market using Text Analytics, Principle Investigator, July 2023 to June 2024
- MOE Start-up Research Funding, Is All-Win Possible? A Novel Recommendation System for Music NFT Platform, Co-Principal Investigator, September 2022 to March 2024

Selected Publications

- **Zhang Yimiao**, Ren Jing, Li Jin, Shen Junge, "Free-to-Play or Play-to-Earn? Understanding the Mass Adoption of GameFi", *the 29th International Conference on Recent Advances in Retailing and Consumer Science*, July 24-27, 2023, Lyon, France
- Ren Jing, **Zhang Yimiao**, Liu Wenting and Lo Swee Won, "A Novel Recommendation System for Music NFT Marketplace", *the 22nd International Conference on Electronic Business*, October, 2022
- Ren Jing and **Zhang Yimiao**, "Is All-Win Possible? A Novel Smart Contracts-based Music Recommendation System", in proceeding of *11th International Conference on Information Communication and Management (ICICM2021)*, Tokyo, Japan, August 2021. (Best presentation)
- Ren Jing, **Zhang Yimiao**, "Smart Contracts-based Customized Music Recommendation for Long-Tail Artists", *In 2020 the 8th International Conference on Information Technology: IoT and Smart City (ICIT)*, Xi'an, China, Dec 25-27, 2020. (Best presentation)
- **Zhang Yimiao** and Goh Kim Huat, "Impact of Online Reviews on Consumer Post-purchase Attitude Change and Transaction Failure", *the International Conference on Information Systems (ICIS) 2019*, Munich Germany, December 15-18, 2019.
- **Zhang Yimiao**, Lin Yan and Goh Kim Huat, "Impact of Online Influencer Endorsement on Product Sales: Quantifying Value of Online Influencer", *Workshop on E-Business (Pre-ICIS conference)*, Santa Clara, CA, USA, December 12, 2018.
- **Zhang Yimiao**, Lin Yan and Goh Kim Huat, "Impact of Online Influencer Endorsement on Product Sales: Quantifying Value of Online Influencer", *Pacific Asia Conference on Information Systems*, Yokohama, Japan, June 26-30, 2018.
- **Zhang Yimiao**, and Goh Kim Huat, "Attracting Versus Sustaining Attention in the Information Economy." *Workshop on E-Business (Pre-ICIS conference)*, Seoul, South Korea, December 10, 2017.