Zhenhui (Jack) Jiang

Professor of Innovation and Information Management
Padma and Hari Harilela Professor in Strategic Information Management
HKU Business School
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EDUCATION

Doctor of Philosophy - Management Information Systems, University of British Columbia, 2004

Master of Management - Management Information Systems, Tsinghua University, 1999

Bachelor of Economics - Enterprises Management, Tsinghua University, 1997

Bachelor of Engineering - Automotive Engineering, Tsinghua University, 1997

ACADEMIC APPOINTMENTS

- The University of Hong Kong, HKU Business School, 2019 – present.
  - Padma and Hari Harilela Professor in Strategic Information Management, 2022 - Present
  - Area Head, Innovation and Information Management, 2020 - 2023
  - Academic Committee member of HKU Business School Shenzhen Research Institute, 2022 - Present
  - Full Professor, Innovation and Information Management, 2019 - present
  - Faculty Human Resources Committee member, 2020 - present
  - Faculty Research Committee (FRC) member, 2019 – 2020
  - Faculty Higher Degrees Committee (FHDC) member, 2019 – 2020
- National University of Singapore, School of Computing, Department of Information Systems and Analytics, 2004-2020.
  - Full Professor, 2019 – 2020
  - Faculty Promotion and Tenure Committee (FPTC) member, 2016 – 2019
  - Affiliate Professor, NUS Business Analytics Centre, 2016 - 2019
  - Assistant Dean (Graduate Studies), 2013 - 2016.
  - Associate Professor (with tenure), 2010 - 2018
  - Assistant Professor, 2004 - 2010

EDITORIAL BOARD MEMBERSHIP

- Senior Editor: *MIS Quarterly* (since 2022)
- Senior Editor: *Journal of AIS* (2017 - 2020).
- Associate Editor: *Information Systems Research* (2019 - 2022).
- Associate Editor: *MIS Quarterly* (2012-2015).

- Editorial Board Member: *IEEE Transactions on Engineering Management* (2011 – 2016)

- Associate Editor: *Journal of AIS* (2009-2012 and 2016 - 2017).

- Associate editor: *AIS Transaction on Human-Computer Interaction* (2008 - present).

- Editorial board: *Journal of Database Management* (2008 - present).

SHORT-TERM VISITING APPOINTMENTS

- Guanghua School of Management, Peking University, 2017

- Marketing Group, Sloan School of Management, MIT, July – December 2012

- School of Economics and Management, Tsinghua University, February – June 2012

- HKUST Business School, Hong Kong University of Science and Technology, January – February 2012

- Nanjing University Business School, Nanjing University, multiple times, since 2011

INTERNATIONAL ACADEMIC COMMUNITY SERVICES

- ISS President's Service Award Committee Member, 2024

- AIS Nomination Committee Member, 2024

- Team leader, *MISQ China Impact*, an MISQ Local Language Promotion Initiative, https://misq.umn.edu/local-language-promotion, 2022 January - present.

- AIS Region 3 Representative of Hong Kong (2021 – present)

- SIGHCI Advisor Board (2018 – present)

- Junior Faculty Consortium Mentor, *Pacific Asia Conference on Information Systems* (PACIS), Ho Chi Minh City, Vietnam, 2024.

- Chair, Joint University Summer Workshop on Information Systems (JUSWIS), the University of Hong Kong, July 7-10, 2024.

- Senior Advisor, CUHK (Shenzhen) and USTC Joint Workshop on Information Systems Research, July 27-28, 2024.

- Senior Advisor, International Workshop for Outstanding Young Scholars, Dalian University of Technology, July 17-18, 2024.

- Doctoral Consortium Mentor, *International Conference on Information Systems* (ICIS) 2023, Hyderabad, India, 2023.

- Senior Advisor, CUHK (Shenzhen) Workshop on Information Systems Research, 2023 August.

- Conference Co-Chair, *Pacific Asia Conference on Information Systems* (PACIS), 2023 July, (Nanchang, China).

- Co-Chair, *Joint University Summer Workshop on Information Systems* (JUSWIS), Hong Kong, 2023 July 6-8.

- Organizing Committee member, *The 12th POMS-HK Chapter International Conference*, 2022 (Hong Kong).

- Organizing Committee member, *The 11th POMS-HK Chapter International Conference*, 2020 (Hong Kong).

- Chair (2015-2018), Association for Information Systems Special Interest Group on Human Computer Interaction (AIS SIGHCI)

  - Past Chair Elect (2017-2018), Chair (2016-2017), Chair Elect (2015-2016)

- Co-Chair, the 11th *China Summer Workshop on Information Management* (CSWIM) 2017 (Nanjing, China)

- Co-Chair, the 15th *Pre-ICIS HCI/MIS Research Workshop*, 2016 (Dublin, Ireland).

- Research-in-Progress Chair, European Conference on Information Systems (ECIS), 2016 (Turkey).

- Standing Committee (2015 – 2017), European Conference on Information Systems (ECIS)

- Board Member (2015 – 2017), Association for Information Systems (AIS) Region 3 (Asia Pacific)

- Organizing Committee Chair, *Pacific Asia Conference on Information Systems* (PACIS), 2015 (Singapore).

OTHER CONFERENCE COMMITTEE SERVICES

- Track Co-Chair ("Immersive Technologies"), *International Conference on Information Systems* (ICIS), Nashville, USA, 2025.

- Track Chair ("Digital Commerce and Digitally Connected Enterprises"), *International Conference on Information Systems* (ICIS), virtual conference, 2020.

- Track Chair ("General Topics"), *Pacific Asia Conference on Information Systems* (PACIS), virtual conference, 2020.

- Program committee: *Conference on Information Systems and Technology* (CIST) at 2019 INFORMS (Seattle).

- Associate Editor ("Human Computer/Robot Interaction"), *International Conference on Information Systems* (ICIS), 2018 (San Francisco, US).

- Associate Editor ("Social Media and Digital Collaboration"), *International Conference on Information Systems* (ICIS), 2017 (Seoul, South Korea).

- Associate Editor ("Human Behavior in IS"), *International Conference on Information Systems* (ICIS), 2016 (Dublin, Ireland).

- Track Chair ("Human Computer Interaction"), *International Conference on Information Systems* (ICIS), 2015 (Ft. Worth, Texas).

- Associate Editor: ("Social Media and Digital Collaborations"), *International Conference on Information Systems* (ICIS), 2014 (Auckland).

- Associate Editor: ("Human Computer Interaction"), *International Conference on Information Systems* (ICIS), 2013 (Milan).

- Track Chair ("Human Computer Interaction"), *International Conference on Information Systems* (ICIS), 2012 (Orlando).

- Min-Track Chair ("Trust in Information Systems"), *Americas Conference on Information Systems* (AMCIS), 2012 (Seattle).

- Track Chair ("Social Media"), *Pacific Asia Conference on Information Systems* (PACIS), 2012 (Huchiminh City).

- Associate Editor: *International Conference on Information Systems* (ICIS) 2007 (Montreal), 2009 (Phoenix), 2010 (Saint Louis), and 2011 (Shanghai).

- Min-Track Chair ("Trust in Information Systems"), *Americas Conference on Information Systems* (AMCIS), 2011 (Detroit).

- Program committee: *Americas Conference on Information Systems* (AMCIS) 2008 (Toronto), 2009 (San Francisco), 2010 (Peru), and 2011 (Detroit).

- Track Chair ("Human Behavior and IS"), *Pacific Asia Conference on Information Systems* (PACIS), 2011 (Brisbane).

- Program committee: *Pacific Asia Conference on Information Systems* (PACIS) 2005 (Bangkok), 2006 (Kuala Lumpur), 2007 (Auckland), 2008 (SuZhou), and 2010 (Taipei).

- Program committee: *the Annual Pre-ICIS HCI/MIS Workshop*, 2006 (Milwaukee), 2007 (Montreal), 2008 (Paris), 2009 (Phoenix), and 2010 (Saint Louis).

- Program committee: *the China Summer Workshop on Information Management* (CSWIM), 2010 (Wuhan), 2011 (Harbin), 2012 (Beijing), 2013 (Tianjin), 2014 (Chengdu), 2015 (Hefei), and 2016 (Dalian).

- Program committee: *CNAIS (AIS China Chapter) symposium on "IT adoption: theories and applications,"* Chengdu, China, 2006.

RESEARCH INTERESTS

- Artificial intelligence, Human Computer/AI Interaction, Digital Innovation, Information Privacy, User Experience, Visual Analytics, Electronic commerce, and Experimental Design.

RECENT RESEARCH GRANTS

- Principal investigator (PI), the University of Hong Kong Faculty of Business and Economics Shenzhen Research Institutes (SZRI) **Theme-based Research Fund** (2023-2027). Project Title: *Metaverse Design, Diffusion, and Impact: The New Frontier of Digital Economy*, **RMB4,982,354** (around US$722k).

- Principal investigator (PI), Hong Kong Research Grants Council (RGC) General Research Fund (GRF) (2021-2024), Project Title: *Nudging for Healthy Behavior through Mobile Touch Experience Design*, HK$610,993 (around US$78.3k).

- Principal investigator (PI), URC Small Equipment Grant (2020-21), HK$533,650 (around US$68.4k).

- Principal investigator (PI), HKU Seed Fund and Faculty Internal Grant (2018-2020), HK$1.25M (around US$160k).

- Co-Investigator, **Social Science Research Thematic Grant** (SSRTG) (2018-2021), Project Title: *Research on Innovating in a Digital Economy* (RIDE), **S$5,188,640** (about US$3.79M based on the exchange rate in September 2018).

- Principal investigator (PI), **Singapore MOE Tier II Academic Research Fund** (2017-2020), Project Title: *Real Experience in Virtual Stores: Enhancing Sensory Experience through VR/AR*, **S$467,673** (about US$346,000 based on the exchange rate in December 2017).

- Principal investigator (PI), NUS Tier I Academic Research Fund (2017-2020), Project Title: *Catch Your Attention through Approach and Avoidance Control in Video Advertising,* S$78,300 (about US$57,000).

- Collaborator, National Natural Science Foundation of China (NSFC) Grant (2018-2021), Title: *Emotion Bias and Boundary Disturbance in Social Media Privacy Behavior: Influence Mechanism and Prevention Strategy*, PI: Prof. Liu, Z., RMB470K (about US$72K).

- Co-PI, IDS Grant (2017-2020), Project Title: *Big Cyber-Physical Data Analytics for Intelligent Social Event Sensing*, S$180,000 (about US$132,000).

- Principal investigator (PI), NUS Tier I Academic Research Fund (2014-2016), Project Title: *Innovating the Designs for Video Advertising*, PI, S$116,050 (about US$92,000).

- Collaborator, National Natural Science Foundation of China (NSFC) Key Project (2014-2018), Title: *The Impact of Online Mass Customization Designs on Consumer Behavior*, PI: Prof. Wang, K., RMB2.15M (about US$350K).

- Principal investigator (PI), NUS Tier I Academic Research Fund (2013-2015), Project Title: *Designing Social Media Platforms for Enhanced Privacy Management and Protection*, S$104,659 (about US$85,000).

- Principal investigator (PI), NUSRI (NUS Research Institute) Grant (2011-2013): Project Title: *Transforming Online Commerce through Social Media*, US$100,000.

- Principal investigator (PI), **Singapore MOE Tier II Academic Research Fund** (2009-2013), Project Title: *The New Frontier of ECommerce: An Investigation of Collaborative Online Shopping*, **S$750,020** (about US$620,000 based on the exchange rate in August 2011).

- Principal investigator (PI), NUS Tier I Academic Research Fund (2008-2011), Project Title: *From Index Search to Social Sensemaking: An Investigation of Internet Product Search Mechanism*, S$49,001.

RESEARCH STUDENTS/STAFF PLACEMENTS

- Jie Yu (Ph.D., Co-supervised, graduated from NUS in 2010)

  - Current Position: Associate Professor, *University of Nottingham Ningbo*.

- Cheng Yi (Ph.D., graduated from NUS in 2011)

  - Current Position: Associate Professor, *Tsinghua University*, School of Economics and Management.

- Ben Choi (Ph.D., graduated from NUS in 2014)

  - First Placement: Assistant Professor, *University of New South Wales* (UNSW) - Australian School of Business.

  - Current Position: Associate Professor, *Nanyang Technological University* (NTU), Nanyang Business School.

- Yanzhen Yue (Ph.D., graduated from NUS in 2015)

  - First Placement: Research Scientist, *Institute of High Performance Computing*.

- Cheng Luo (Ph.D., graduated from NUS in 2016)

  - First Placement: Assistant Professor, *Tianjin University*, College of Management and Economics.

- Yang Liu (Ph.D., graduated from NUS in 2019)

  - First Placement: Assistant Professor, *Xi'an Jiaotong University*, School of Management.

- Wei Cui (Ph.D., graduated from NUS in 2021)

  - First Placement: Lecturer, *National University of Singapore*, Singapore.

- Yuting Gao (Ph.D., graduated from NUS in 2022)

  - First Placement: Assistant Professor, *ESCP Business School*, Madrid, Spain.

- Yihong Lan (Ph.D., graduated from NUS in 2022)

  - First Placement: Director, *Suntar International Group*, Singapore.

- Jie Tang (Ph.D., graduated from HKU in 2024)

  - First Placement: Assistant Professor, Rotterdam School of Management, Erasmus University, Netherlands.

- Hyung Jin Kim (Research Fellow at NUS, received Ph.D. from Yonsei University in 2010)

  - First Placement: Research Professor, *Yonsei University*

- Xiaojuan Ma (Research Fellow at NUS, received Ph.D. from Princeton University in 2010)

  - Current Position: Associate Professor, *Hong Kong University of Science and Technology*, Department of Computer Science and Engineering.

- Dong Zhang (M.Sc. graduated from NUS in 2007), *Shell*, Singapore

JOURNAL PUBLICATIONS (Refereed)

1. Lu, Y., Li, X, and Jiang, Z. "Online-Offline Self-Identity Overlap and Consumer Decision to Acquire Digital-Physical Twins in the Metaverse," forthcoming *Journal of the Association for Consumer Research*.

2. Ashoor, T. A., Mark, K. Jiang, Z. and Saffarizadeh, K., "Privacy Concerns and Data Donations: Do Societal Benefits Matter?" forthcoming *MIS Quarterly*.

3. Luo, C., Jiang, Z., Li, X., Yi, C. and Tucker, C. "The Effects of Choice on Users' Attention to Online Video Advertising," *Management Science*, Vol. 70, No. 10, 2024, pp. 6983–7003.

4. Jiang, H., Siponen, M., Jiang, Z. and Tsohou, A. "The Impact of Internet Monitoring on Employees' Cyberloafing and Organizational Citizenship Behavior: A Longitudinal Field Quasi-Experiment," forthcoming *Information Systems Research*, Vol. 35, No. 3, 2024, pp. 1175–1194.

5. Yi, C., Jiang, Z. and Zhou, M. "Investigating the Effects of Product Popularity and Time Restriction: the Moderating Role of Consumers' Goal Specificity," *Production and Operations Management*, 32(9), 2023, pp. 2723-2739.

6. Li, M., Jiang, Z., and Ma, G. "The puzzle of experience vs. memory: Peak-end theory and strategic gamification design in M-commerce," *Information & Management*, Vol. 60, Issue 2, March 2023

7. Liu, Y., Jiang, Z. and Choi, B. "Pushing Yourself Harder: The Effects of Touch Modes on Users' Self-Regulation," *Information Systems Research*, Vol. 34, No. 3, 2023, pp. 996-1016.

8. Yi, C., Jiang, Z., Li, X. and Lu, X. "Leveraging User-Generated Content for Product Promotion: The Effects of Firm-highlighted Reviews," *Information Systems Research*, Vol. 30, No. 3, 2019, pp. 711-725.

9. Liu, Y, Jiang, Z. and Chan, H. C. "Touching Products Virtually: Facilitating Consumer Mental Imagery with Gesture Control and Visual Presentation," *Journal of Management Information Systems*, Vol. 36, Issue 3, 2019, pp. 823-854.

10. Gu, R., Jiang, Z., Wang, K. and Oh, L. "Exploring the Impact of Optimum Stimulation Level on Individual Perceptions of IT Innovations: A Trait Hierarchical Model Perspective," *ACM SIGMIS Database: the Data Base for Advances in Information Systems*, vol. 49, Issue 1, 2018, pp. 67-92.

11. Yi, C., Jiang, Z., and Benbasat, I. "Designing for Diagnosticity and Serendipity: An Investigation of Social Product-Search Mechanisms," *Information Systems Research*, Vol. 28, No. 2, 2017, pp. 413–429.

12. Jiang, Z., Wang, W., Tan, B. and Yu, J. "The Determinants and Impacts of Aesthetics in Users' First Interaction with Websites," *Journal of Management Information Systems*, Vol. 33, No. 1, 2016, pp. 229-259.

13. Li, M., Jiang, Z., Fan, Z. and Hou, J. "Expert Or Peer? Understanding The Implications Of Virtual Advisor Identity On Emergency Rescuer Empowerment In Mobile Psychological Self-Help Services," *Information & Management*, Vol. 54, Issue 7, pp. 866-886.

14. Choi, B., Kim, S., and Jiang, Z. "Influence of Firm's Recovery Endeavors upon Privacy Breach on Online Customer Behavior," *Journal of Management Information Systems*, Vol. 33, No. 3, 2016, pp. 904-933.

15. Choi, B., Jiang, Z., Xiao, B. and Kim, S. "Embarrassing Exposures in Online Social Networks: An Integrated Perspective of Relationship Bonding and Privacy Invasion," *Information Systems Research*, Vol. 26, No. 4, December 2015, pp. 675-694.

16. Yi, C., Jiang, Z. and Benbasat, I. "Enticing and Engaging Consumers Via Online Product Presentations: The Effects Of Restricted Interaction Design," *Journal of Management Information Systems*, Vol. 31, No. 4, Spring 2015, pp. 213–242.

17. Jiang, Z., Heng, C. and Choi, B. "Privacy Concerns and Privacy-Protective Behavior in Synchronous Online Social Interactions," *Information Systems Research*, Vol. 24, No. 3, September 2013, pp. 579-595.

18. Yu, J., Jiang, Z. and Chan, H. "The Influence of Sociotechnological Mechanisms on Individual Motivation towards Knowledge Contribution in Problem- Solving Virtual Communities," *IEEE Transactions on Professional Communication*, Vol. 54, No. 2, pp. 152-167, 2011.

19. Zhu, L., Benbasat, I. and Jiang, Z. (*equal contribution*) "Let's Shop Online Together: An Empirical Investigation of Collaborative Online Shopping Support", *Information Systems Research*, Vol. 21, No. 4, pp. 872-891, 2010.

20. Chan, J., Jiang, Z., and Tan, B. (Lead Article) "Understanding Online Interruption-Based Advertising: Impact of Exposure Time, Advertising Intent, and Brand Image," *IEEE Transactions on Engineering Management*, Vol. 57, No. 3, pp. 365-379, 2010**.**

21. Jiang, Z., Chan, J., Tan, B., and Chua, W., "Effects of Interactivity on Website Involvement and Purchase Intention," *Journal of the Association for Information Systems*, Vol. 11, Issue 1, pp. 34-59, 2010.

22. Jiang, Z. and Benbasat, I. "Investigating the Influence of the Functional Mechanisms of Online Product Presentations," *Information Systems Research*, Vol. 18, No. 4, pp. 454-470, 2007.

23. Jiang, Z. and Benbasat, I. "The Effects of Presentation Formats and Task Complexity on Online Consumers' Product Understanding," *MIS Quarterly*, Vol. 31, No. 3, pp. 475-500, 2007.

24. Jiang, Z. Wang, W. and Benbasat, I. "Multimedia-based Interactive Advising Technology for Online Consumer Decision Support," *Communications of the ACM*, Vol. 48, No. 8, pp. 92-98, 2005.

25. Jiang, Z. and Benbasat, I. "Virtual Product Experience: Effects of Visual and Functional Control of Products on Perceived Diagnosticity and Flow in Electronic Shopping," *Journal of Management Information Systems*, vol. 21, No.3, Winter 2004-5, pp. 111-147.

26. Shi, Y., Chen, G. and Jiang, Z. "Key Factors for Information Technology Management," *Chinese Journal of Management Science*, Vol. 8, No. 3, September 2000, pp. 63-69.

27. Chen, G. and Jiang, Z. "IT adoption stages for Chinese enterprises," *Applications of the Computer Systems*, Vol.9, 1999.

28. Jiang, Z. and Chen, G. "IT and Virtual Enterprise Operations," *Journal of Enterprise Management*, January 1999.

CONFERENCE PAPERS

1. Lu, Y., Li, Xi, and Jiang, Z. "Effects of Endorser Type on Consumers' Product Attitude," *the International Conference on Information Systems* (**ICIS**), Bangkok, Thailand, 2024.
2. Gao, Y. and Jiang, Z. "Unveiling Home Bias in Digital Philanthropy," the 17th China Summer Workshop on Information Management (CSWIM), Xiamen, China, June 29-30, 2024.
3. Zheng, L., Wan, E.W., Ran, Y., and Jiang, Z. "A Magic Digital Nudge: Harnessing Drawing in Mobile Advertising to Boost Consumer Preference," *ACR Asia-Pacific Conference* 2024, Nusa Dua, Indonesia, July 08-11 2024.
4. Gao, Y., Jiang, Z., Chen, H., and Goh, K. "Unlocking the Psychology of Online Travel Booking: How Price Expectations Affect Consumers," *the International Conference on Information Systems* (**ICIS**), Hyderabad, India, 2023.
5. Liu, R. and Jiang, Z. "Social Influence on Cyberloafing in the Workplace," the 16th China Summer Workshop on Information Management (CSWIM), Changsha, China, June 24-25, 2023
6. Gao, Y. and Jiang, Z. "Compliments to Accomplishments: The Effect of Compliments by Digital Platforms on Consumer Behavior," *Pre-ICIS SIG-HCI Workshop*, Copenhagen, Denmark, 2022.
7. Tang, J. and Jiang, Z. "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Financial Crimes," *the International Conference on Information Systems* (**ICIS**), Copenhagen, Denmark, 2022.

8. Lan, Y., Jiang, Z., and Hahn, J. "Will They Still Pay? A Study Of Consumer Behavior In An Unmanned Retail Environment," *the International Conference on Information Systems* (**ICIS**), Copenhagen, Denmark, 2022.

9. Gao, Y., Jiang, Z., Goh, K.Y., and Chen, H. "Digital Nudging through Manipulation of Price Expectations: Evidence from a Randomized Field Experiment," *the Eighteenth Symposium on Statistical Challenges in Electronic Commerce Research* (**SCECR** 2022), Madrid, Spain, June 2022.

10. Cui, W. and Jiang, Z. "Move Text Out of Picture: Impacts of Spatial Relationship Between Text and Picture on Consumer Attention to Online Ads," *the International Conference on Information Systems* (**ICIS**), Austin, Texas, 2021.

11. Cui, W., Rajan, V. and Jiang, Z. "Expect the Unexpected: Engaging Users via Serendipitous Recommendations," *the International Conference on Information Systems* (**ICIS**), Austin, Texas, 2021. (This paper is **Nominated for the Best Short Paper Award.)**

12. Tang, J. and Jiang, Z. "The Effects of Physiological Arousal and Message Framing on Fitness App Users' Privacy Decisions," *Pre-ICIS SIG-HCI Workshop*, virtual conference, 2020.

13. Liu, Y. and Jiang, Z. "Harder and Smoother on Touchscreens? How Interaction Mode Affects Consumer Product Judgment," *Hawaii International Conference on System Sciences* (**HICSS**), Maui, Hawaii, 2020.

14. Alashoor, T. M. A., Keil, M. and Jiang, Z. "Data Donations for Advancing Medical Research: Mitigating the Negative Effect of Privacy Concerns on Data Donation Decisions," Annual Meeting of the Academy of Management (**AOM**), Boston, 2019.

15. Gao, Y., Jiang, Z. and Phan, T. "Will Product Scarcity Messages Persuade Consumers? Evidence from a Field Experiment," *Workshop on Information Systems and Economics* (**WISE**), San Francisco, 2018.

16. Miao, X. and Jiang, Z. "The Magic of Cinemagraphs: Investigation of Different Image Formats in Online Product Presentation," *the International Conference on Information Systems* (**ICIS**), San Francisco, 2018.

17. Choi, B. and Jiang, Z. "Encouraging Active Lifestyle with Social Sharing: A Study on Mobile Fitness App," *the International Conference on Information Systems* (**ICIS**), San Francisco, 2018.

18. Miao, X. and Jiang, Z. "Does the Activation Make a difference? The Effects of Video Initiating Formats on Video Advertising Effectiveness," *the International Conference on Information Systems* (**ICIS**), Seoul, South Korea, 2017.

19. Gao, Y. and Jiang, Z. "Social Identity and Information Privacy Preference," *the International Conference on Information Systems* (**ICIS**), Seoul, South Korea, 2017.

20. Choi, B. C.F. and Jiang, Z. "Privacy Utility and Privacy Disutility Expectancy: An Empirical Study on Social App Usage," *the International Conference on Information Systems* (**ICIS**), Dublin, Ireland, 2016.

21. Liu, Y., Chan, H.C. and Jiang, Z. "Push Yourself a Bit Harder: The Impacts of Force-based Gestures on Consumer Decisiveness and Self-Regulation," *the International Conference on Information Systems* (**ICIS**), Dublin, Ireland, 2016.

22. Qiu, L., Wang, W., Pang, J. and Jiang, Z. "The Persuasive Impact of Emoticons in Online Word-Of-Mouth Communication," *Pacific Asia Conference on Information Systems* (**PACIS**), Chiayi, Taiwan, 2016.

23. Choi, B., Yu. J., Wu, Y. and Jiang, Z. "Social Network Privacy Dispositions: An Objective Measurement Scale and A Causal Model," *Pacific Asia Conference on Information Systems* (**PACIS**), Chiayi, Taiwan, 2016.

24. Yue, Y., Ma, X. and Jiang, Z. "Influence of Content Layout and Motivation on Users' Herd Behavior in Social Discovery," *the ACM Conference on Human Factors in Computing Systems* (**CHI**), San Jose, USA, 2016.

25. Choi, B. and Jiang, Z. "Identity Interruption on Social Media," *Pre-ICIS SIG-HCI Workshop*, Fort Worth, 2015.

26. Tam, J., Choi, B. and Jiang, Z. "The Effect Of Online Privacy Information On Privacy Evaluations In Using Mobile Fitness Applications," *Pacific Asia Conference on Information Systems* (**PACIS**), Singapore, 2015.

27. Choi, B., Jiang, Z., Ramesh, B. and Dong, Y. "Privacy Tradeoff and Social Application Usage," *Hawaii International Conference on System Sciences* (**HICSS**), Kauai, Hawaii, 2015.

28. Yi, C., Jiang, Z. and Zhou, M. "The Effects of Social Popularity and Deal Scarcity at Different Stages of Online Shopping," *the International Conference on Information Systems* (**ICIS**), Auckland, New Zealand, 2014.

29. Liu, Y., Bhattacharya, P. and Jiang, Z. "Video-Evoked Perspective Taking on CrowdFunding Platforms: Impacts on Contribution Behavior," *the International Conference on Information Systems* (**ICIS**), Auckland, New Zealand, 2014.

30. Gu, R., Jiang, Z., Oh, L. and Wang, K. "Exploring The Influence Of Optimum Stimulation Level On Individual Perceptions Of It Innovations," *Pacific Asia Conference on Information Systems* (**PACIS**), Chengdu, China, 2014.

31. Yue, Y., Ma, X. and Jiang, Z. "Share your View: Impact of Co-Navigation Support and Status Composition in Collaborative Online Shopping," *the ACM Conference on Human Factors in Computing Systems* (**CHI**), Toronto, Canada, 2014.

32. Yue, Y. and Jiang, Z. "Enhancing Shared Understanding in Collaborative Online Shopping," *the International Conference on Information Systems* (**ICIS**), Milan, Italy, 2013.

33. Choi, B. and Jiang, Z. "Trading Friendship for Value: An Investigation of Collective Privacy Concerns in Social Application Usage," *the International Conference on Information Systems* (**ICIS**), Milan, Italy, 2013.

34. Choi, B. and Jiang, Z. "Responses to Social Predicament on Online Social Networks," *the 19th Americas Conference on Information Systems* (**AMCIS**), Chicago, 2013.

35. Goonawardene, N., Jiang, J., Tan, S., and Jiang, Z., "Online Health Information Seeking and Adolescents' Intention towards Health Self-Management," *Pacific Asia Conference on Information Systems* (**PACIS**), Jeju Island, Korea, 2013.

36. Cheng, Y., Yue, Y., Jiang, Z. and Kim, H. "The Effects of Navigation Support and Group Structure on Collaborative Online Shopping," *15th International Conference on Human-Computer Interaction* (**HCII**), Las Vegas, US, 2013.

37. Luo, C. Jiang, Z., and Yi, C. "Effects of Undesired Online Video Advertising Choice on User Behavior and Attitude", *the International Conference on Information Systems* (**ICIS**), Orlando, Florida, US, 2012.

38. Choi, B. and Jiang, Z. "The Effects of Social Structure Overlap and Profile Extensiveness on Social Connectivity Regulation," **Best Paper Nominee**, *Pre-ICIS SIG-HCI Workshop 2012*, Orlando, Florida, US, 2012.

39. Yue, Y. and Jiang, Z. "Co-Navigability, Tracking Fulfillment and Autonomy in Collaborative Online Shopping," *Pre-ICIS SIG-HCI Workshop 2012*, Orlando, Florida, US, 2012.

40. Choi, B., Jiang, Z. and Yap, E. "Information Sharing in Online Dyadic Exchange: A Relational Dialectic Perspective," *Hawaii International Conference on System Sciences* (**HICSS**), Maui, Hawaii, 2012.

41. Yi, C., Jiang, Z. and Benbasat, I. "Enticing Consumers via Incomplete Product Experience: An Investigation of Online Product Interactivity Designs," *Proceedings of the ACM Conference on Human Factors in Computing Systems* (**CHI**), Vancouver, Canada, 2011.

42. Sim, D., Ma, X., Zhao, S., Khoo, J. T., Bay, S. L., and Jiang, Z. "Farmer's Tale: A Facebook Game to Promote Volunteerism," *Proceedings of the ACM Conference on Human Factors in Computing Systems* (**CHI**), Vancouver, Canada, 2011.

43. Yi, C., Jiang, Z. and Benbasat, I. "Towards Organized Search and Unexpected Discoveries: Investigating the Impacts of Product Tags and Featured Users in Online Product Search," *the International Conference on Information Systems* (**ICIS**), Saint Louis, US, 2010.

44. Jiang, Z., Qiu, L. Yi, C., and Choi, B., "An Investigation of the Effects of Website Aesthetics and Usability on Online Shoppers' Purchase Intention," *the 16th Americas Conference on Information Systems* (**AMCIS**), Lima, Peru, 2010.

45. Yi, C. Jiang, Z., and Benbasat, I. "Designing for User-Generated Contents: An Investigation of Product Tags and Lead User Exposure," *Pre-ICIS SIGHCI workshop*, Phoenix Arizona, 2009.

46. Xu, Y, Lu, X., Goh, K. Y., Jiang, Z., and Zhu, X., "The impact of online social network on consumer loyalty: An empirical study of an online dining community," *International Conference on Information Systems* (**ICIS**), Phoenix Arizona, 2009.

47. Goh, K.Y., Lu, X., Xu, Y. and Jiang, Z. "Quantifying the Competitive Impacts of Social Tagging in Online Reviews On The Demand for Restaurant Dining," *Twentieth Workshop on Information Systems and Economics* **(WISE)**, Paris, France, December 13-14, 2008.

48. Yu, J. and Jiang, Z. "Active Participation in Problem Solving Virtual Communities: A Learning Perspective", *12th Pacific Asia Conference on Information Systems* (**PACIS**), SuZhou, 2008.

49. Chua, W., Tan, B. and Jiang, Z. "Effects of Website Interactivity on Consumer Involvement and Purchase Intention", *the International Conference on Information Systems* (**ICIS**), Montreal, Canada, 2007.

50. Yu, J., Jiang, Z. and Chan, H. "A Model of Identity Credibility in Virtual Communities: An Elaboration Likelihood Model Perspective", *the 13th Americas Conference on Information Systems* (**AMCIS**), Keystone, Colorado, USA, 2007.

51. Yu, J., Jiang, Z. and Chan, H. "The Influence of Various Mechanisms on Knowledge Contribution in Problem Solving Virtual Communities: The Mediating Role of Individual Motivations," *SIGMIS Computer Personnel Doctoral Consortium & Research Conference*, St. Louis, Missouri, USA, 2007.

52. Yi, C. and Jiang, Z. "The Antecedents of Online Consumers' Perceived Usefulness of Website: A Protocol Analysis Approach," *12th International Conference on Human-Computer Interaction*, Beijing, China, 2007.

53. Zhu, L, Benbasat, I. and Jiang, Z. "Investigating the Role of Presence in Collaborative Online Shopping," **Best Paper Award,** *12th Americas Conference on Information Systems* (**AMCIS**), Acapulco, Mexico, 2006.

54. Qiu, L., Jiang, Z. and Benbasat, I. " Real Experience in a Virtual Store: Designing for Presence in Online Shopping", *10th Pacific Asia Conference on Information Systems* (**PACIS**), Kuala Lumpur, 2006.

55. Chua, Z. and Jiang, Z. "Effects of Anonymity, Media Richness, and Chat-Room Activeness on Online Chatting," *Proceedings of European Conference of Information Systems* (**ECIS**), 2006.

56. Jiang, Z. and Benbasat, I. "The Effects of Interactivity and Vividness of Functional Control in Changing Web Consumers' Attitudes," *Proceedings of the International Conference on Information Systems* (**ICIS**), Seattle, Washington, 2003.

57. Chen, G., Shi, Y. and Jiang, Z. "Key Factors for Information Technology Management: a Chinese enterprises' perspective," *International Federation for Information Processing* (**IFIP**) – *World Computer Congress 2000*, ITBM-0241.

PUBLICATIONS (Non-Refereed)

- Jiang, Z., Miao, X. and Li, J. "[Large Language Model Assessment in English Contexts](https://www.hkubs.hku.hk/aimodelrankings/report/en)", https://www.hkubs.hku.hk/aimodelrankings/report/en, February 2024.

- Jiang, Z., Li, J. and Miao, X. "[Large Language Model Assessment in Chinese Contexts](https://www.hkubs.hku.hk/aimodelrankings/report)", https://www.hkubs.hku.hk/aimodelrankings/report, January 26, 2024.

- Chen, J. and Jiang, Z. "User Experience Design for Social Shopping Websites," *Tansuanzhi*, http://ued.taobao.com/blog/tansuanzine-2010/ , pp. 64-66, 2010.

BUSINESS CASE

1. Huang, S. Yan, S., Jiang, Z., and Huang, M. "[ESG at WeChat Pay to Support SMEs](#)," HKU Asia Case Research Centre, Ref. No.: 22/729C, 2022.

2. Jiang, Z. Fan, T. Chan, J. Zhou, Q., and Huang, M. "Shandong Agricultural Development Credit Guarantee Co., Ltd.: Digital Transformation In Agricultural Finance," HKU Asia Case Research Centre, 2024.

WORKING PAPERS

- Tang, J. and Jiang, Z. "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Users' Online Fraudulent Behaviors," *Information Systems Research*, major revision.

- Zhu, R., Cheng, Y. and Jiang, Z. "Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior," *Information Systems Research*, major revision.

- Zheng, L., Wan, E.W. Ran, Y. and Jiang, Z. "A Digital Nudge in Mobile Advertising: Harnessing Drawing Gestures to Boost User Preference," working paper.

- Gao, Y, Jiang, Z., Chen, H. and Tan, Y. "Prosocial Behavior during the Pandemic: Evidence from Online Donation Data amid COVID-19," working paper.

- Cui, W., Rajan, V. Kankanhalli, A. and Jiang, Z. "An Intelligent Recommender System for Unlocking Serendipity," working paper.

- Lan, Y., Jiang, Z., Hahn, J., Tang, J. "Understanding Privacy-preserving Features in Digital Contact Tracing: An Extended Privacy Calculus Perspective," working paper.

- Jiang, Z., Kim, H., Liu, Y. and Luo, C. "An Empirical Investigation of Awareness Enhancement and Interference Suppression in Synchronous Online Collaboration," working paper.

- Kuem, J., Kim, S. Jiang, J. and Liu, R. "Work Automaticity, Repeated Exposure to Phishing, and Their Impacts on Antiphishing Behavior: Longitudinal Field Experiments," working paper.

- Jiang, Z., Cui, W., Qiu, L. and Yue, Y. "Effects of Virtual Shelf Layout on Consumer Information Search Behavior: An Eye-Tracking Study," working paper.

TEACHING INTERESTS

- Digital Innovation, Business Model, E-Commerce, Human Computer Interaction, Social Media, and Experimental Research Methodology.

TEACHING EXPERIENCE

- Teaching at HKU Business School
  - IIMT4602: Digital Innovation
  - IMBA6119 Digital Innovation from Practices to Methodologies
  - PMBA6097: Managing Digital Innovation
  - PMBA6042: Information and Operations Management
  - DBAP7027: Frontiers in Management Research
  - IIMT6004: Research Methods for Information System
  - IIMT6006: Research Seminars in Information System

- Teaching at NUS School of Computing
  - IS4261: Designing IT-enabled Business Innovations
  - IS4102: E-Business Capstone Project
  - IS4260: E-Commerce Business Models
  - IS5002: Contemporary IS Management
  - IS6002: Quantitative Methods for IS Research
  - CS3240: Human Computer Interaction (prior to 2012)
  - IS6005 (co-instructor): Seminars in Information Systems

- EMBA and Executive Teaching at NUS Business School
  - BMC5011 (EMBA): Special Topics on E-Commerce
  - Executive Education: Big Data and Internet Finance

- Executive Teaching at NUS Lee Kuan Yew School of Public Policy
  - Topic: Big Data Applications in Business Management

- MBA Teaching at Tsinghua University (2012 Spring Semester)
  - International MBA Module: E-Commerce

- Teaching at Hong Kong University of Science and Technology (2012 Spring Short Term)
  - Ph.D. Seminar: Advanced Topics in Information Systems

- Teaching at University of British Columbia, 2002-3

  - COMM335: Information Systems Technology and Development (Database Management)

KEYNOTE SPEECHES AND INVITED TALKS

- University of Macau, the School of Management, "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Users' Online Fraudulent Behaviors," December 4, 2024.

- Seminar to Shenzhen Futian Government Management Team, "Unveiling the Competitive Dynamics of Generative AI," HKU Business School Shenzhen Research Institutes, Shenzhen, Nov. 12, 2024.

- Keynote "Unveiling the Competitive Dynamics: A Comparative Evaluation of American and Chinese LLMs," Innovation, Entrepreneurship, and Development Summit II, HKU Business School Shenzhen Research Institutes, Aug 24, 2024.

- Keynote "Unveiling the Competitive Dynamics: A Comparative Evaluation of American and Chinese LLMs," International Conference on Smart Finance, University of Science and Technology of China, July 27, 2024.

- Seminar at Dongbei University of Finance and Economics, "Unveiling the Competitive Dynamics: A Comparative Evaluation of American and Chinese LLMs," Dalian, July 16, 2024.

- Keynote "Large Language Model Assessment in Chinese and English Contexts," IDEI Conference on Digital Innovation and Transformation in the Age of AI, Institute of Digital Economy and Innovation, the University of Hong Kong, July 12, 2024.

- Keynote "Large Language Model Assessment in Chinese and English Contexts," International Workshop on Emerging IT Management, Jiangsu University of Science and Technology, June 25, 2024.

- University of Science and Technology of China, the School of Management, "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Users' Online Fraudulent Behaviors," June 11, 2024.

- Tsinghua University, School of Economics and Management, "The Dark Side of Dark Mode: How Does Screen Display Mode Affect Users' Online Fraudulent Behaviors," June 6, 2024.

- AI Innovation Workshop, organized by Tsinghua Alumni Association (Hong Kong), "Large Language Models Assessment in Chinese and English Contexts," Hong Kong, March 23, 2024

- HKUST-USC Marshall Conference on Digital Transformation, "Evaluating Large Language Models: A Sino-American Competition Perspective", HKUST, Hong Kong, March 11, 2024

- Yabuli Spring Snow Forum ("亚布力春雪论坛"), "Assessing Large Language Models in Chinese and English Contexts," Yabuli, HeiLongJiang Province, China, March 9, 2024

- Fudan University, "Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior," January 8, 2024.

- Zhejiang University, "Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior," October 18, 2023.

- 2023 Hong Kong International Talents Summit ("第三届香港国际人才高峰论坛"), "General Large Language Model: Evaluation Schemes and Methods," October 9, 2023.

- Nanjing University, "Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior," July 17, 2023.

- University of Mannheim, "Effect of Immersive Virtual Reality on Information Elaboration and Novelty-seeking Behavior," July 28, 2023.

- Hefei University of Technology, "Pushing Yourself Harder: The Effects of Touch Modes on Users' Self-Regulation," May 31, 2023.

- Tsinghua Universities, "Algorithm and Human: Design for the Unexpected," in *New Trend for the Development of AI and Interaction Technologies*, December 17, 2022.

- Online Forum on Artificial Intelligence in Information Management, co-organized by Nanjing University and the University of Hong Kong, "Algorithm and Human: Design for the Unexpected," November 5, 2022.

- Keynote Speech, 7th International Conference on Neuroeconomics and Neuromanagement (ICNN), virtual conference, organized by Zhejiang University, November 7, 2020.

- Nanyang Technological University, Nanyang Business School, April 2018.

- University of Minnesota, Carlson School of Management, November 2017.

- Peking University, Guanghua School of Management, May 2017.

- Didi (the No. 1 Ride-Sharing Company in China), May 2017.

- Chinese University of Hong Kong, CUHK Business School, January 2017.

- Tsinghua University, School of Economics and Management, November 2016.

- Renmin University, School of Business, June 2016.

- Dalian University of Technology, Faculty of Management and Economics, June 2016.

- Dongbei University of Finance & Economics, School of Business Administration, June 2016.

- South China University of Technology, School of Business Administration, May 2016.

- University of Texas at Dallas, Jindal School of Management, December 2015.

- University of British Columbia, Sauder School of Business, December 2015.

- Zhejiang University, School of Management, June 2015.

- Northeastern University, School of Business Administration, June 2015.

- Tianjin University, College of Management and Economics, June 2015.

- Wuhan University, Economics and Management School, June 2015.

- Huazhong University of Science and Technology, School of Management, June 2015.

- Chinese University of Hong Kong, CUHK Business School, January 2015.

- University of New South Wales, Australia Business School, Dec. 2014.

- Peking University HSBC Business School, Nov. 2014.

- Sun Yat-Sen University, Business School, June 2014.

- Xiamen University, School of Management, June 2014.

- NUS Lee Kuan Yew School of Public Policy, July 2013.
- HEC Paris, France, April 2013.
- ESSEC Business School, France, April 2013.
- Erasmus University, Rotterdam School of Business, Netherlands, November 2012.
- University of Massachusetts Boston, College of Management, November 2012.
- New York University, Stern School of Business, October 2012.
- Boston College, Carroll School of Management, October 2012.
- University of Wisconsin-Madison, Wisconsin Business School, October 2012.
- Georgia Institute of Technology, Scheller College of Business, October 2012.
- Georgia State University, J. Mack Robinson College of Business, October 2012.
- University of Georgia, Terry College of Business, October 2012.
- University of British Columbia, Sauder School of Business, September 2012.
- Tsinghua University, School of Economics and Management, June 2012.
- Renmin University, School of Business, June 2012.
- Peking University, Guanghua School of Management, June 2012.
- Xi'an Jiaotong University, the School of Management, May 2012.
- Fudan University, School of Management, May 2012.
- University of Nottingham Ningbo, Nottingham University Business School, May 2012.
- Nanyang Technological University, Nanyang Business School, February 2012.
- Nanjing University, School of Business, June 2011.
- University of British Columbia, Sauder School of Business, May 2011.
- Alibaba Taobao Research Institute (www.taobao.com), April 2011.
- Peking University, Guanghua School of Management, April 2011.
- Tsinghua University, School of Economics and Management, March 2011.
- Nanjing University, School of Business, June 2010.
- Georgia Institute of Technology, College of Management, April 2010.
- Nanjing University, School of Business, September 2008.
- City University of Hong Kong, Faculty of Business, September 2008.
- Hong Kong University of Science and Technology, HKUST Business School, September 2008.
- Fudan University, School of Management, July 2008.
- McMaster University, DeGroote School of Business, December 2007.
- Chinese University of Hong Kong, CUHK Business School, September 2007.

ACADEMIC AWARDS and HONORS

- Faculty Research Postgraduate Supervision Award 2024.

- Nomination Form for Faculty Outstanding Teacher Award 2023-24.

- Nomination for Faculty Knowledge Exchange (KE) Award, 2024.

- Nomination for Faculty Outstanding Researcher Award 2023-24.

- Essential Science Indicator (ESI) Highly Cited Paper: Top 1% in the Academic Field of Social Sciences (general), 2022.

- AIS Distinguished Member, Association for Information Systems, 2020 December

- Outstanding Achievement Award by China Information Economics Society, 2019

- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2018.

- Special Term Visiting Professor, Guanghua School of Management, Peking University, 2017

- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2016.

- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2015.

- Nomination for NUS Annual Teaching Excellence Awards (ATEA), 2014.

- Best Paper Nominee, Pre-ICIS SIG-HCI Workshop 2012, Orlando, Florida, US, 2012.

- Nomination for NUS Young Researcher Award, 2009.

- Nomination for CAPs (Conference of Asian University Presidents) Young Researcher Award, 2008

- Nomination for NUS Young Researcher Award, 2008.

- NUS Academic Research Fund (2008-2011).

- NUS Academic Research Fund (2007-2008).

- Best Paper Award 12th Americas Conference on Information Systems, Acapulco, Mexico, 2006

- NUS start-up research grant (2004-2007).

- Natural Sciences and Engineering Research Council of Canada (NSERC) 5-year research grant, co-investigator with Dr. Izak Benbasat, 2003.

- Social Sciences and Humanities Research Council of Canada (SSHRC) 3-year research grant, co-investigator with Dr. Izak Benbasat, 2000.

- Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Administration, the University of British Columbia, 2000 – 2001 and 2001-2002.

- Entrepreneurship Research Alliance Fellow, the University of British Columbia, 1999 – 2000.

- Dec. 9th Fellowship, Tsinghua University, 1996 – 1997.

- Guanghua Fellowship, Tsinghua University, 1995 -1996.

- Federal Signal Corporation Scholarship, Tsinghua University, 1994 -1995.

EXTERNAL EXAMINER/REVIEWER

- External Examiner for the Ph.D. Comprehensive Exam in Hong Kong Baptist University, 2023 December

- Judging Panel for incubation projects at Yuan Valley, HKU Business School Shenzhen Research Institutes, 2023 September

- External Examiner for the Ph.D. Comprehensive Exam in Hong Kong Baptist University, 2023 February

- External programme reviewer for HKU SPACE, 2020 December

- Research Grant Council (RGC) of Hong Kong, 2012-2017

- Social Sciences and Humanities Research Council of Canada (SSHRC), 2014

- Singapore NRF (National Research Foundation) Competitive Research Programme (CRP)[*], 2013

  * The CRP scheme funds a broad base of research programmes through a competitive bottom-up approach, each from a range of $5mil to $10mil.

- Erasmus University Rotterdam, 2012

- Research Committee of City University of Hong Kong, 2012

ENTREPRENEURIAL EXPERIENCE

- Founder, An AR-based Mobile Advertising Company, Singapore, since 2014

MEDIA COVERAGE AND KNOWLEDGE EXCHANGE

- "中美大语言模型竞逐：全球视角下的机遇与挑战," the Financial Times (Chinese), https://www.ftchinese.com/story/001104227?full=y&archive#ccode=2G188002, Sept 19, 2024.

- "中文语境下的人工智能大语言模型评测," available at the HKU Business School website https://www.hkubs.hku.hk/aimodelrankings/report, January 26, 2024.

- "英文语境下的人工智能大语言模型评测," available at the HKU Business School website https://www.hkubs.hku.hk/aimodelrankings/report/en, February 2024.

- 明德大学堂 seminar series, "The 'Dark Side' of Technology: Serendipity in Designing Information Search," June 30, 2020.

- Today, "8-Start-Ups Picked For MediaCorp's Incubator Project," July 24, 2015.

- Xinhua News Net, the largest and most authoritative media network in China, September 21 2012, http://yn.xinhuanet.com/info/2012-09/21/c_131865244.htm.