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### **Academic Background**

Ph.D. The Hong Kong University of Science and Technology, Computer Science  
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### **Academic Experience**

Assistant / Associate Professor, The Hong Kong Polytechnic University, MM (2000 - Present), Hong Kong, China.

### **Refereed Articles**

Cho, V. & Chan, A. (2016). A study on the influence of eWOM using content analysis: How do comments on value for money, product sophistication and experiential feeling affect our choices? *Enterprise Information Systems.*, doi: 10.1080/17517575.2016.1154610.

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