**Honglin DENG, Ph.D.**

**Assistant Professor**

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| Advanced Institute of Business, Tongji University, China | |
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**Areas of Research**

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| Online Consumer Insights | e-Healthcare |
| Business Analytics | Experimental Research |

**Education**

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| Ph.D. in Information Systems, City University of Hong Kong, 2016   * Supervisors: Prof. Weiquan Wang and Prof. Kai Lim |
| B.A. in Information Management and Information Systems, Sun Yat-sen University, 2010 |

**Academic Experiences**

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| --- | --- |
| Assistant Professor, Advanced Institute of Business, Tongji University | 2021.10 – Now |
| Research Fellow, School of Management, Sun Yat-sen University | 2018.10 – 2021.09 |
| Postdoctoral Fellow, City University of Hong Kong | 2016.02 – 2018.09 |

**Publications and Papers under Review**

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| Honglin Deng, Weiquan Wang, Siyuan Seth Li, Kai Lim: *Can Positive Online Social Cues Always Reduce User Avoidance of Sponsored Search Results?*   * ***MIS Quarterly, 2022, 46(1): 35-70***. (UTD-24) |
| Honglin Deng, Weiquan Wang, Kai Lim: *Repairing Integrity-Based Trust Violations in Ascription Disputes for Potential Customers in e-Commerce*   * **forthcoming at *MIS Quarterly***. (UTD-24) |
| Yinghao Liu, Xin Xu, Yong Jin, Honglin Deng\*: *Understanding the Digital Resilience of Physicians during the COVID-19 Pandemic: An Empirical Study*   * **forthcoming at *MIS Quarterly***. (UTD-24) |
| Honglin Deng, Weiquan Wang, Kai Lim: *Effects of Online Social Influence Cues on Suspicious Users' Avoidance of Sponsored Search Results: An Internalization Perspective*   * under revision for the 2nd round of review at ***Information Systems Research***. (UTD-24) |
| Yinghao Liu, Honglin Deng\*, Ji Wu\*, Xin Xu, Xiaowei Mei: *Social Technology, Consultation Price, and Healthcare Operation Efficiency: An Empirical Investigation*   * Reject and resubmit at ***Production and Operations Management***. (UTD-24) |
| Tao Liu, Weiquan Wang, Jingjun Xu, Hongdong Ding, Honglin Deng\*: *Interactive effects of advising strength and brand familiarity on users' trust and distrust in online recommendation agents.*   * 2021, *34(7), pp. 1920-1948,* ***Information Technology & People***. (JCR-Q2) |
| 刘意，谢康，邓弘林. 数据驱动的产品研发转型:组织惯例适应性变革视角的案例研究. *管理世界*, 36(03): 164-183.  朱光，邓弘林\*. 大数据背景下医院门诊挂号预约爽约行为预测研究. *医学信息*, （2020年11期）.  谢康，肖静华，邓弘林：数字孪生驱动的企业战略场景建模与决策分析. *中国信息化*，2019, (2): 7-13  \* corresponding author |

**Grants**

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| 国家自然科学基金面上项目（2023-2026）：基于归因争议的潜在消费者在线信任裂痕修复机制研究（72272109），主持，在研，45万 |
| 国家自然科学基金青年项目（2020-2022）：在线广告的社交属性对广告效果的增强机制研究（71902193），主持，在研，18万 |
| 中国博士后基金面上项目，主持，结题，5万 |
| 广东省海外青年博士后引进项目（原“珠江人才计划”海外青年人才引进资助项目）（2020），100万 |

**Professional Service**

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| Ad Hoc Reviewer for Journals and International Conferences | | |
| MIS Quarterly | Information & Management | |
| Journal of Global Information Management | Information Technology & People | |
| Electronic Commerce Research | ICIS | |