



Welcome to the first LKCSB Digital Business Research Peak Research Bulletin. This Research Peak area comprises diverse topics such as fintech, digital banking, machine learning, AI, digital platforms and e-commerce, information technologies, and digital assets.

Here, we report on recent research published by LKCSB faculty members, including academic publications, practitioner articles, books, and case studies. We also highlight upcoming seminars and other related initiatives.

Academic Publications

Communication Management

Tamas MAKANY., Roh, S., Hara, K., Hua, J.M., Goh, F.S.Y., & Teh, W.Y.J. (2023). Beyond anthropomorphism: Unraveling the true priorities of chatbot usage in SMEs. *ACM Conversational User Interfaces (CUI23)*, July 19-21, 2023, Eindhoven, The Netherlands.

<https://doi.org/10.1145/3571884.3604315>

Finance

Emiliano PAGNOTTA (2022). Decentralizing Money: Bitcoin Prices and Blockchain Security. *The Review of Financial Studies*, 35(2), 866–907. <https://doi.org/10.1093/rfs/hhaa149>

Roger LOH & Hyun-Soo Choi (2023), Physical Frictions and Digital Banking Adoption, forthcoming in *Management Science*.

Quantitative Finance

Peng LIU, Regularization in Deep Learning, Manning Publications (to appear in 2023)

Marketing

LI Linyi., Gopinath, S., & Carson, S. J. (2022). History Matters: The Impact of Online Customer Reviews Across Product Generations. *Management Science*, 68(5), 3878–3903.

<https://doi.org/10.1287/mnsc.2021.4061>

Operation Management

Li, L., **FANG Xin.**, & **LIM Yun Fong.** (2023). Asymmetric Information of Product Authenticity on C2C E-Commerce Platforms: How Can Inspection Services Help? *Manufacturing & Service Operations Management*, 25(2), 631–647. <https://doi.org/10.1287/msom.2023.1186>

Jin, Z., Wang, Y., **LIM Yun Fong**, Pan, K., & Shen, Z.-J. M. (2023). Vehicle Rebalancing in a Shared Micromobility System with Rider Crowdsourcing. *Manufacturing & Service Operations Management*, 25(4), 1394–1415. <https://doi.org/10.1287/msom.2023.1199>

Strategy & Entrepreneurship

CHEN, Liang., Yi, J., Li, S., & Tong, T. W. (2022). Platform Governance Design in Platform Ecosystems: Implications for Complementors' Multihoming Decision. *Journal of Management*, 48(3), 630–656. <https://doi.org/10.1177/0149206320988337>

CHEN, Liang., Tong, T. W., Tang, S., & Han, N. (2022). Governance and Design of Digital Platforms: A Review and Future Research Directions on a Meta-Organization. *Journal of Management*, 48(1), 147–184. <https://doi.org/10.1177/01492063211045023>

CHEN, Liang., Li, S., Wei, J., & Yang, Y. (2022). Externalization in the platform economy: Social platforms and institutions. *Journal of International Business Studies*, 53(8), 1805–1816. <https://doi.org/10.1057/s41267-022-00506-w>

George, G., & **Simon SCHILLEBEECKX.** (2022). Digital transformation, sustainability, and purpose in the multinational enterprise. *Journal of World Business : JWB*, 57(3), 101326–. <https://doi.org/10.1016/j.jwb.2022.101326>

Tatarinov, K., Ambos, T. C., & **Ted TSCHANG.** (2023). Scaling digital solutions for wicked problems: Ecosystem versatility. *Journal of International Business Studies*, 54(4), 631–656. <https://doi.org/10.1057/s41267-022-00526-6>

Practitioner Publications

Finance

Chiraphol New CHIYACHANTANA, & **PRASARNPHANICH, P. M.** (2022). Digital entrepreneurship in ASEAN. <https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1182&context=ami>

Marketing

Kapil R. TULI. (2023). Social Media: Enabling Touchpoints Beyond Advertising. *Asian Management Insights*, 10(1), 22–27. <https://cmp.smu.edu.sg/sites/cmp.smu.edu.sg/files/ami/vol10/22/index.html>

Linyi LI. (2023). Harnessing the Power of Video Ads. *Asian Management Insights*, 10(1), 48–53. <https://cmp.smu.edu.sg/sites/cmp.smu.edu.sg/files/ami/vol10/48/index.html>

Strategy & Entrepreneurship

CHEN, Liang., Li, S., Shaheer, N., & Stallkamp, M. 2022. 3 obstacles to globalizing a digital platform. *Harvard Business Review*, May 3. <https://hbr.org/2022/05/3-obstacles-to-globalizing-a-digital-platform>

Xuesong GENG, Andrew Chin, and Andrew Chen. (2022). How the Fast Food Industry can Protect Its Lunch (and Eat It Too). *Asian Management Insights*, 9(2), 26–33. <https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=1195&context=ami>

Case Studies

Communication

Tamas MAKANY., & Shantanu BHATTACHARYA. (2022). Blackbox Chatbot: Designing natural language conversations with Data. https://ink.library.smu.edu.sg/cases_coll_all/423/

Marketing

Ernst Christiaan OSINGA, Sandeep R. CHANDUKALA., & Shantanu BHATTACHARYA (2023). Who is the right influencer? A social network analysis. https://ink.library.smu.edu.sg/cases_coll_all/442/

Hannah H. CHANG, Ko Hwee Joyce CHUA, Matthew Liam Paske BLOWER., NG, Y. T. E., GWEE, S. X. T., & DE SOUZA, S. A. (2022). Marriott International: Deploying AI across hotel brands in Singapore. https://ink.library.smu.edu.sg/cases_coll_all/426/

Strategy & Entrepreneurship

KIM, K., LI, S., CHEN, Liang., & SHAHEER, N. (2023). The lithium ion battery: From industry to diverse ecosystems. https://ink.library.smu.edu.sg/cases_coll_all/459/

KIM, H., LI, S., CHEN, Liang., & SIDDIQUI, N. A. S. (2023). Growing on YouTube: Eric Kim's story. https://ink.library.smu.edu.sg/cases_coll_all/452/

GOMULYA, David., JOSEPH, D., & Wee-Kiat Lim. (2023). Evie. ai: Charting the career of an AI personal assistant. https://ink.library.smu.edu.sg/cases_coll_all/451/

Adam TATARYNOWICZ, & Wee-Kiat Lim. (2023). Wingspan: Infosys digital learning platform takes off in the age of disruption. https://ink.library.smu.edu.sg/cases_coll_all/448/

Xuesong GENG, Andrew CHIN., Jovina ANG, & Jonathan CHANG. (2022). Building a global omni-channel commerce ecosystem: The Shopify story. https://ink.library.smu.edu.sg/cases_coll_all/431/

Xuesong GENG, Andrew CHIN., & Thomas LIM. (2022). From broadcaster to National Media Network: Tracing Mediacorp's evolution to a transmedia ecosystem. https://ink.library.smu.edu.sg/cases_coll_all/430/

In case a related publication was not included in this bulletin, or if any faculty members have upcoming work that they wish to highlight in the next bulletin, please kindly contact the research assistant for the Digital Business Research Peak Jessie LI Ling at lingli.2021@mhcl.smu.edu.sg

Digital Business Research Peak Seminar

This interdisciplinary seminar series will connect faculty members and PhD students interested in digitalization-related topics. On October 16, 2023, we featured the first presentation by Prof. David GOMULYA. Prof. Hong ZHANG will be the next speaker on November 30.

Date	Presenter	Topic
Oct 16, 2023	A/P David Gomulya Strategy & Entrepreneurship	Growth Challenge, Platform, and Optimal Growth Rate
Nov 30, 2023	Prof. Hong Zhang, Finance	TBD

We welcome more faculty members and/or PhD students to showcase their research during the rest of the academic year. If you are interested, please contact the area coordinators Xuesong GENG (xsgeng@smu.edu.sg) and Emiliano PAGNOTTA (epagnotta@smu.edu.sg).