Project Abstracts for PhD Student Recruitment AY2025/26

Department of Management, Marketing and Information Systems

Project title	Human-technology interaction: Next Frontier?	
Research Clusters	☐ Creative Media/Practice ☐ Health and Drug Discovery √ **Data Analytics and Artificial Intelligence in X** ☐ Humanities and Cultures	
Keywords	*Artificial intelligence, robotic service, sustainability, services marketing*	 ***Prof Kimmy CHAN*** *Email address:* *kimmychan@hkbu.edu.hk* *Learn more:* *https://scholars.hkbu.edu.hk/en/persons/KIMMYCHAN*
Project abstract	Service firms face tremendous challenges due to the rapid evolution and resultant revolutions in technology. As human-technology interaction intensifies, debates continue regarding whether these entities are in competition or collaboration. One pressing challenge in technology-driven societies is how to best incorporate AI, such as service robots, into consumers' marketplace experiences. My research aims to address the questions of how and when to more effectively adopt and integrate AI as a service provider, coworking peer, or supervisor into firms' customer service operation strategies. Specifically, I am also intrigued by the potential of AI adoption to enhance the sustainability of our economy.	

Project title	**Marketing with Impure Altruism: When and Why Second Language Use Helps Cause-Related Marketing**
Keywords	*Cause-related marketing, marketing language, consumer behavior*
Project abstract	Cause-related marketing (CRM) is a common marketing strategy that ties fundraising for a cause to purchases of a firm's products. This research aims to determine whether using target consumers' second language (vs. native language) in cause-related marketing (i.e., CRM) communication induces more favorable evaluations and purchases for the CRM campaigns.

Dr LI Xueni Shirley

Email address:
shirleyli@hkbu.edu.hk

Learn more:
https://scholars.hkbu.edu.hk/en/persons/SHIRLEYLI

Project title	The Role of Technology in Formation, Prevention, and Intervention of Online Deviant Behaviors	
Research Clusters	☐ Creative Media/Practice ☐ Health and Drug Discovery √ **Data Analytics and Artificial Intelligence in X** √ **Humanities and Cultures**	
Keywords	*Online deviant behavior, social media, technology-enabled intervention, well-being, mixed-methods study*	**Prof CHEUNG Christy M K** *Email address:* *ccheung@hkbu.edu.hk* *Learn more:* *https://christycheung.com/*
Project abstract	Online deviant behavior is an important interdisciplinary research topic. Much of the research comes from the fields of psychology, education and public health. We will adopt a social and technological research framework to understand the nature and mechanisms of online deviant behaviors, and investigate the effectiveness of various technology-based prevention and intervention strategies against them. Related research projects will help researchers, web service providers, governments, educators, and parents understand the unique characteristics of online deviant behaviors and better manage them.	

Project title	Optimizing Sales with Generative AI: Exploring the Impacts of Automation and Augmentation

Research Clusters	☐ Creative Media/Practice ☐ Health and Drug Discovery √ **Data Analytics and Artificial Intelligence in X** ☐ Humanities and Cultures	
Keywords	*Automation AI, Augmentation AI, Sales Performance, Job Demands-Resources Theory, Field Experiment*	
Project abstract	This research examines how generative AI tools—Automation AI and Augmentation AI—individually and jointly influence sales performance, customer satisfaction, and job satisfaction. Grounded in Job Demands-Resources Theory, it explores how these AI tools affect salespeople's cognitive efficiency and psychological empowerment, and how factors like team climate and managerial practices moderate these effects. The six-month field experiment with a leading CRM system provider in China uses a 2×2 factorial design, collecting performance metrics, AI usage logs, and survey data. The study aims to provide actionable insights for optimizing AI use in sales, enhancing performance, engagement, and well-being, and contributing to effective and ethical AI strategies.	***Dr WANG Danny T*** *Email address:* *dtwang@hkbu.edu.hk* *Learn more:* *https://scholars.hkbu.edu.hk/en/persons/DTWANG*