

# KOH Noi Sian

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Nationality: Singaporean

## Education

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### **PhD in Information Systems**

**(Research Focus: Sentiment Mining and Business Intelligence)**

Conferred on 29<sup>th</sup> July 2011

Singapore Management University

**Master of Information Technology (Professional), 2005**

**Master of E-Business, 2004**

University of Southern Queensland

**Bachelor of Social Sciences (Economics 2<sup>nd</sup> Upper Class Honours), 2002**

**Bachelor of Arts, 2001**

National University of Singapore

## Research Area / Experience

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Sentiment Analysis

Social Media Analytics

Business Intelligence

## Journal Publications (Refereed)

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Noi Sian KOH, Nan HU, Eric K CLEMONS. 2010. "Do Online Reviews Reflect a Product's True Perceived Quality? - An Investigation of Online Movie Reviews across Cultures." *Invited submission to the Journal of Electronic Commerce Research and Applications*, 9(5) 374-385. **(Funded in part by Wharton - SMU Research Centre.)**

Nan HU, Indranil BOSE, Noi Sian KOH, Ling LIU. "Manipulations of Online Reviews: An analysis of ratings, readability and sentiments." *Forthcoming at Decision Support Systems*. (ERA Ranking: A\*)

## Working Papers

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**“Ratings Lead You to the Products, Reviews Help You Clinch It: The Mediating Role of Online Review Sentiments on Product Sales,”** with Nan HU and Srinivas REDDY. Under review at *Management Science*.

**“The Dynamics and Impact of Online Review Sentiments on Product Sales,”** with Nan HU and Srinivas REDDY. Target journal: *Journal of Business Research*.

**“Trust and Consumers’ Willingness to Pay in Online Shopping in China,”** with Eric CLEMONS, Fujie LIN, Christian MATT, Fei REN, Josh WILSON. To submit to *Journal of Management Information Systems*.

**“Are Consumers Swayed?,”** with Nan HU and Vallabh SAMBAMURTHY. To submit to *IEEE Computing*.

**“An Investigation of Online Review Manipulation,”** with Nan HU and Ling LIU.

## Refereed Conference Papers and Invited Talks

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Nan HU, Noi Sian KOH, Srinivas K REDDY. “Ratings Lead You to the Products, Reviews Help You Clinch It: The Dynamics and Impact of Online Review Sentiments on Product Sales,” *Yale School of Management - Customer Insights Conference, Center for Customer Insights*, May 2011.

Nan HU, Ling LIU and Noi Sian KOH. “An Investigation of Online Review Manipulation.” *Marketing Management Association Conference*, Chicago, March 2010.

Noi Sian KOH, Nan HU, Eric K CLEMONS. “Do Online Reviews Reflect a Product's True Perceived Quality? - An Investigation of Online Movie Reviews across Cultures” in *43rd Hawaii International Conference on System Sciences (HICSS)*, Jan 2010. (ERA ranking: A)

Noi Sian KOH, Youngsoo KIM, Nan HU and Srinivas REDDY. “The Dynamics of the Buzz: How do online reviews change over time?” *Invited Special Session at the INFORMS Marketing Science*, June 2010.

Noi Sian KOH. “Sentiment Analysis of Online Consumer Reviews,” *Invited Speaker at the SAS Singapore User Forum*, October 2009.

Nan HU, Noi Sian KOH, and Vallabh SAMBAMURTHY. “The Value Implication of Online Consumer Reviews.” *The 17th Annual Research Workshop on Artificial Intelligence and Emerging Technologies (AIET) in Accounting, Auditing and Tax, American Accounting Association (AAA) Annual Meeting*, August 2008.

## **Selected Media Citation (Newspaper which cited my research work)**

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Miller-McCune, "Chinese Audiences Give Two Thumbs Up," 3rd of June 2010, [://www.miller-mccune.com/culture/chinese-audiences-give-two-thumbs-up-16581/](http://www.miller-mccune.com/culture/chinese-audiences-give-two-thumbs-up-16581/).

## **Special Awards and Honours**

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SMU Research Scholarship, Singapore Management University, 2006-2010.  
Decision Sciences Institute, Doctoral Consortium Fellow 2010.  
Second Upper Class Honours in Economics, National University of Singapore, 2002  
Certified Technologist, Australian Computer Society 2010.

## **Editorial Duties**

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Ad hoc reviewer, Journal of Electronic Commerce Research and Applications  
Ad hoc reviewer, Pacific Asia Conference on Information Systems (PACIS)  
Ad hoc reviewer, International Conference on Information Systems (ICIS)  
Ad hoc reviewer, Hawaiian International Conference on System Sciences (HICSS)  
Ad hoc reviewer, IEEE Computer Society

## **Teaching Experience**

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2009 to 2010: Teaching Assistant, Singapore Management University  
IS 102, Computer as an Analysis Tool, 2 semesters.

2004 to 2005: Teaching Assistant, University of Southern Queensland, Australia  
CIS 8100, Electronic Business Strategy (Postgraduate course), 2 semesters.  
CIS 8004, Business System Planning & Implementation (Postgraduate course), 1 semester.

## **Professional Affiliations**

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Australian Computer Society  
Association for Information Systems  
Decision Science Institute  
INFORMS  
American Marketing Association

## **Referees**

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### **Nan HU**

Assistant Professor of Information System  
University of Wisconsin – Eau Claire  
Schneider 407  
Eau Claire WI 54702  
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Tel: +1 (715) 836-3158

### **Srinivas K REDDY**

Professor of Marketing  
Associate Dean  
Lee Kong Chian School of Business  
Director, Center for Marketing Excellence  
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### **Steven MILLER**

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