

Heeseung LEE
Assistant Professor
Department of Management, Marketing and Information Systems
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Chinese Name

Qualifications

PhD, Computer Information Systems, Georgia State University
Award Date: 10 Aug 2021

Master, Business Analytics, University of Texas at Dallas
Award Date: 20 Aug 2016

Bachelor, Business Administration, Korea University
Award Date: 25 Feb 2011

Employment

Assistant Professor

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
1 Sept 2024 → present

Research outputs

The Rise of AI-Enabled New Product Ideation: End of Innovation Crowdsourcing?

Lee, H., 16 Aug 2024, *Proceedings of Thirtieth Americas Conference on Information Systems, AMCIS 2024*. Association for Information Systems, 5 p. 1461. (Proceedings of Americas Conference on Information Systems, AMCIS).

Good for the Crowd, Good for the Market? A Study of Crowd-Generated Ideas and Product Market Success

Lee, H. & Maruping, L., 1 Aug 2023, *Academy of Management Proceedings 2023*. Taneja, S. (ed.). Academy of Management, (Academy of Management Proceedings; vol. 2023, no. 1).

A Knowledge-Based View of Crowd-Generated New Product Ideas: Integration Mechanisms and the Underlying Tension

Lee, H. & Maruping, L., Oct 2022.

Crowdfunding Platforms as a Bellwether for Product Market Success

Lee, H. & Maruping, L., 1 Aug 2022, *Academy of Management Proceedings 2022*. Taneja, S. (ed.). Academy of Management, (Academy of Management Proceedings; vol. 2022, no. 1).

Effect of Novelty and Tie Strength on Sharing Behavior for Firm Generated Content

Lee, H., Aug 2019, *25th Americas Conference on Information Systems*. Association for Information Systems, 3

Prizes

GTA Teaching Excellence Award

LEE, H. (Recipient), 2021

RCB PhD Research Grant (US\$2,750)

LEE, H. (Recipient), 2021

Scholar of Distinction

LEE, H. (Recipient), 2016

Projects**The 24th International Conference on Electronic Business**

CHEUNG, C. M. K. (PI), LI, M. (CoI), LEE, H. (CoI) & ZHAO, L. (CoI)