

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Information Systems, Business Statistics and Operations Management

IS SEMINAR ANNOUNCEMENT



Untangling the Impact of Matchmaking Rules on Operational and Financial Performance in B2B Gig Economy Platforms: A Mixed Methods Approach

by

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DATE	16 October 2024 (Wednesday)
TIME	10:30 am - 12:00 noon
VENUE	4/F Meeting Room (Room 4047), LSK Business Building

ABSTRACT

Armed with automated matchmaking rules, B2B gig economy platforms solicit labor from the crowd to fulfill the needs of enterprise clients and generate revenue from repeated orders. To this end, we endeavor to identify focal considerations in the design of matchmaking rules and validate the effectiveness of these considerations in meeting the interests of platforms, clients, and service providers. To identify matchmaking considerations, we interviewed employees of a B2B gig economy platform for container truck road transportation. Thematic analysis on primary data reveals situational and experiential fit as focal considerations in designing matchmaking rules. Empirical analysis on secondary operational data was conducted to validate the effectiveness of situational and experiential fit on order operational efficiency, platform profitability and truck driver income. Results indicate that experiential fit exerts a predominant effect on order dispatching and execution performance cared by clients but a negative effect on financial performance cared by platform and service providers whereas the role of situational fit in several business processes remains insignificant despite generating more profit per order. Empirical findings not only attest to the instrumental role of experiential fit when developing matchmaking in B2B gig economy platforms, but they further reveal that striking a balance between situational and experiential fit is dependent on the tradeoff between operational efficiency and financial profits for catering to the interests of different parties on platform.

BIOGRAPHY

Chee-Wee Tan is a Professor at the Department of Management and Marketing in the Hong Kong Polytechnic University (PolyU). Before joining PolyU, Chee-Wee is a Professor w/Special Responsibilities in Research Excellence at Copenhagen Business School (CBS). Chee-Wee received his PhD in Management Information Systems from the University of British Columbia. His research interests focus on design and innovation issues related to digital platforms. His work has been published in leading peer-reviewed journals such as MIS Quarterly (MISQ), Journal of Operations Management (JOM), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), and the Journal of the Association for Information Systems (JAIS), among others. Chee-Wee is holding or has held Honorary and Guest Professorship positions at Lingnan University (LNU), Monash University Malaysia (MUM), the University of New South Wales (UNSW), the University of Nottingham Ningbo China (UNNC), the University of Science and Technology of China (USTC), and the Weizenbaum Institute for the Networked Society. Apart from being a Senior Editor for MISQ, Chee-Wee has served or is currently serving on the editorial boards for ACM Distributed Ledger Technologies: Research and Practice (DLT), DSS, EJIS, Industrial Management & Data Systems (IMDS), IEEE Transactions on Engineering Management (IEEE-TEM), Information & Management (I&M), Information Systems Journal (ISJ), Internet Research (IntR), JAIS, Journal of Computer Information Systems (JCIS), Journal of Management Analytics (JMA), JMIS, and MISQ. Finally, Chee-Wee is the Vice President of Publications for the Association for Information Systems.