

# THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Information Systems, Business Statistics and Operations Management

## IS SEMINAR ANNOUNCEMENT



### I've Got Your Back: How Social Support Fuels Crowdfunding Relaunch Success

by

Prof. Yulin FANG  
University of Hong Kong

|       |                                           |
|-------|-------------------------------------------|
| DATE  | 21 September 2026 (Monday)                |
| TIME  | 10:30 am - 12:00 noon                     |
| VENUE | Room 4047, Lee Shau Kee Business Building |

### ABSTRACT

Many crowdfunding campaigns fail on their first attempt and later relaunch, yet little is known about what enables a failed campaign to succeed. A distinctive feature of crowdfunding is that backers generate diverse opinions and emotional expressions through backer-generated content (BGC), creating a unique post-failure information environment for failed fundraisers. Integrating social support theory with problemistic search theory, we conceptualize BGC as informational support and emotional support. We posit that the extent of these two forms of support influence the likelihood of relaunch success through a digital entrepreneurial problemistic search, measured by search distance, and that their respective impact on relaunch success varies by campaign failure severity. We find general empirical support to the hypotheses using data from 3,079 technology-related Kickstarter relaunhes. Results are robust across multiple analyses.

### BIOGRAPHY

Yulin Fang is a Professor of Innovation and Information Management, Area Head of Innovation and Information Management and Director of the Institute of Digital Economy and Innovation (IDEI) at HKU Business School. Before joining HKU, he was the Acting Head of the Department of Information Systems and Residence Master of Sir Gordon and Lady Ivy Wu Hall at City University of Hong Kong. His research interests include digital innovation, digital entrepreneurship, digital transformation, platform ecosystems, and e-commerce/social media.

Yulin has published over 80 research articles in renowned information systems and management journals, including MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Strategic Management Journal (SMJ), Journal of Management Studies (JMS), Organizational Research Methods (ORM), Journal of Operations Management (JOM), Production and Operations Management (POM), and Journal of Organizational Behavior (JOB) among others. His articles have been cited over 12000 times (Google citation) with an H-index of 45.

He has served as a Senior Editor of Information Systems Research, Information Systems Journal, Journal of Information Technology. He is the Co-Editor-in-Chief of Information Technology & People. He was an Associate Editor for MIS Quarterly and Information Systems Research in 2012-2016, and was awarded the Associate Editor of the Year (2015) for his editorial services to Information Systems Research. He has also regularly served as a track co-chair for International Conference on Information Systems (ICIS) and Pacific Asia Conference on Information Systems (PACIS) since 2013. He was a faculty advisor at ICIS Junior Faculty Consortium in 2020, at ICIS Mid-Career Faculty Consortium in 2018, and PACIS Junior Faculty Consortium in 2023. He is AIS President-Elect from September 2026 until August 2027.

Yulin has taught extensively at Undergraduate, MBA, EMBA and DBA levels. He has supervised many cross-cultural student consultant teams to deliver management/information systems/data analytics consulting projects to fast-growing firms in emerging, Internet-empowered industries.