

Kane Koh

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Dept of Management and Marketing
Faculty of Business and Economics
The University of Melbourne
198 Berkeley St, Carlton VIC 3053,
Melbourne, Australia

Phone: (+61) 481 954 311
Email (Professional):
kane.j.koh@unimelb.edu.au
Email (Student):
kchiak@student.unimelb.edu.au

Research Interests

Substantive: Live streaming, Digital Marketing, Customer Experience, Content monetization, Charities, Toxic behavior, Crowdfunding

Methodological (structured data): Quantitative marketing, Time series modelling (panel vector autoregression models)

Methodological (unstructured data): Machine learning (video, audio), Text analyses

Research Output

Note: Associated awards and grants are listed for each paper, where available, with full details in the “Awards” and “Grants” section below

Selected working papers

1. **Koh, Kane**, “Synesthetic Customer Experiences,”. (Under review at **AMS review**)
 - Winner for the AMS Review/Sheth Foundation doctoral competition
2. **Koh, Kane**, Dai Yao, Fang-Chi Lu, Jing Lei, and Liliana Bove, “Roses Are Also Fragrant in Others’ Hands: Implications of C2C Subscriptions on the Customer Lifetime Value,”
 - Awarded MSI grant
3. **Koh, Kane**, Dai Yao, Fang-Chi Lu, Jing Lei, and Liliana Bove, Measuring the Short- and Long-Term Effects of Consumer-to-Consumer (vs. Ordinary) Subscriptions on Downstream Behavior in Live Streaming (MSI working paper)

Selected working-in-progress

4. **Koh, Kane**, Fang-Chi Lu, Jing Lei, and Liliana Bove, “Gamifying Charitable Crowdfunding in Social Live Streaming Services,”
 - Winner for the RMSIG Doctoral Award and awarded RMSIG research grant
5. **Koh, Kane**, Fang-Chi Lu, Jing Lei, and Liliana Bove, “Monkey See, Monkey do: Maximizing Monetization by Mitigating Toxicity with Norms,”
 - Runner-up for the ACSPRI Fellowship
6. **Koh, Kane**, and Erica Coslor, “What Makes a Fish Worth \$1,800,000USD? Valuation of Japanese Koi via Lineage and Cultural Competence,”

Conferences

* *selected presentations by coauthors.*

Presentations (8)

Can Brands use Toxicity to their Advantage? Toxicity on Engagement in Live Streaming

- ISMS Conference (2024, June) (tentative)

Charitable Crowdfunding on Social Live Streaming Services

- ANZMAC Conference (2023, December)

Measuring the Short- and Long-Term Effects of Consumer-to-Consumer (vs. Ordinary) Subscriptions on Downstream Behaviour in Live Streaming

- ANZMAC Conference (2023, December)

Live Streaming Charity Campaigns: An Examination into the Triadic Relationships between Donors, Fundraisers and Beneficiaries

- AMA Summer Conference [Special Session] (2023, August)

Content Monetization on Social Live Streaming Services

- ISMS Marketing Science Conference, University of Miami (2023, June)

Roses Are Also Fragrant in Others' Hands: Consumer-to-Consumer Gifted Subscriptions in Live Streaming *

- Theory + Practice in Marketing, Université de Lausanne (2023, May)

Viewer Engagement and Popularity Growth within Social Live Streaming Services

- Marketing Analytics Symposium, University of New South Wales (2022, March)

What Makes a Fish Worth \$1,800,000USD? Valuation of Japanese Koi via Lineage and Cultural Competence *

- European Group for Organizational Studies, Vienna University of Economics and Business (2022, July)

Roles (3)

ANZMAC session chair: Digital Marketing and Social Media Track Chairs (2023)

ANZMAC reviewer (2023)

ANZMAC session chair & conference personnel: Consumer Behavior (2021)

Awards (6)

Runner-up for Australian Consortium for Social and Political Research Incorporated (ACSPRI) Fellowship (2023, December)

Winner for the 1st annual Doctoral Program Poster Sessions at the Faculty of Business and Economics, University of Melbourne (2023, November)

Finalist for the 3-Minute-Thesis Competition (3MT) at the University of Melbourne (2023, September)

Awardee for the ANZMAC Doctoral Colloquium Registration Waiver (2023, August)

Winner for the Relationship Marketing Special Interest Group (RMSIG) Doctoral Student Award for notable research in the area of Relationship Marketing (2023, August)

Winner for the AMS Review/Sheth Foundation - Doctoral Competition for Conceptual Articles (DoCCA) (2023, May)

Grants (10)

Department Matching Fund, Faculty of Business and Economics, The University of Melbourne, AUD 1,875 (2023, October)

Marketing Science Institute (MSI) Grant, USD 5,000 (2023, October)

RMSIG Doctoral Research Grant Funding, USD 1,115 (2023, June)

Department Matching Fund, Faculty of Business and Economics, The University of Melbourne, AUD 1,650 (2023, June)

Doctoral Competition for Conceptual Articles (DoCCA) by AMS Review/Sheth Foundation Prize (2023), USD 600 (2023, May)

FBE Graduate Research Enhancement Grant by the Faculty of Business and Economics (FBE-GREG), The University of Melbourne, AUD 15,000 (2022, March)

RepliCATS Facilitator's Grant USD350 (2022, April)

RepliCATS Facilitator's Grant USD350 (2021, November)

RepliCATS Assessor's Grant USD200 (2021, October)

RepliCATS Assessor's Grant USD200 (2021, July)

Scholarships (3)

Graduate Research Abroad Travelling Scholarship by the Faculty of Business and Economics (FBE-GRATS), The University of Melbourne, AUD 1,875 (2023, October)

Graduate Research Abroad Travelling Scholarship by the Faculty of Business and Economics (FBE-GRATS), The University of Melbourne, AUD 1,650 (2023, June)

The University of Melbourne's Faculty of Business and Economics - 5-year Doctoral Program Scholarship (2019, March)

Research Experience

Research Assistant – Academic talent mapping for The University of Melbourne’s Faculty for Business and Economics (2023)

Research Assistant – repliCATS project under the SCORE research program, funded by DARPA (2020-2022)

Research Assistant – Incentive adoption project under The University of Melbourne’s Faculty for Business and Economics (2021)

Teaching Experience

At The University of Melbourne

Graduate level:

MKTG90037, Managing for Value Creation, Associate Lecturer, MComm (S1, 2024)

MKTG90037, Managing for Value Creation, Associate Lecturer, MComm (SUM, 2024)

MKTG90037, Managing for Value Creation, Associate Lecturer, MComm (S2, 2023)

Undergraduate level:

MKTG30006, Retailing, Tutor, BComm (S1, 2023)

Volunteer Experience

Student representative for an online graduate research recruitment (2023)

Student Panel Course Review, University of Melbourne, Faculty of Business and Economics (2023)

Education

PhD in Business and Economics, The University of Melbourne (2021-Current)

Masters of Commerce (Marketing), The University of Melbourne (2019-2022)

Bachelor of Commerce (Economics and Marketing), The University of Melbourne (2017-2018)