

Yifan (Caesar) Wu

PhD Student,

Information Systems, Department of Innovation and Information Management,

HKU Business School, The University of Hong Kong

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Education

HKU Business School, The University of Hong Kong

- PhD student, Department of Innovation and Information Management 09/2025 – Present
- Major Area: Information Systems

HKU Business School, The University of Hong Kong

- Master of Science, Marketing 08/2022 – 06/2023

School of Economics and Management, Tongji University

- Bachelor of Business Administration, Marketing 09/2017 – 06/2021

Research Interests

- **Topics:** Human–Computer Interaction (HCI), Agentic AI, Authorization Behavior, Emotional AI, Experimental Design

Selected Work in Progress

- “Authorization in Agentic AI: How Interaction Modality Affects Privacy Authorization,” with Z. Jiang and Y. Yu.
Presented at the Joint University Summer Workshop on Information Systems (**JUSWIS**), 2026.
Conditionally accepted by the International Conference on Information Systems (**ICIS**), 2026.

Research Experience

HKU Business School, The University of Hong Kong

- Research Assistant, AI Evaluation Lab 03/2023 – 08/2025

School of Economics and Management, Tongji University

- Research Assistant, Department of Project Management 08/2021 – 08/2022
- Undergraduate Thesis, advised by Dr. Li Wang 12/2020 – 06/2021
“Why Do Users Continue to Participate in Virtual Innovation Communities? A Person–Environment Fit Perspective,” *Recommended for the Tongji University Outstanding Undergraduate Thesis Award, 2021*

Conference Papers and Proceedings

- “Authorization in Agentic AI: How Interaction Modality Affects Privacy Authorization,” with Z. Jiang and Y. Yu.
Conditionally accepted by the International Conference on Information Systems (**ICIS**), 2026

Service Activities

- **Journal Reviewer**
Decision Sciences (**DSJ**)
- **Social Media**
Member, MISQ China Impact Promotion Team

Teaching Experience

- **Teaching Assistant**
PMBA6097 Managing Digital Innovation

Presentations

- “Authorization in Agentic AI: How Interaction Modality Affects Privacy Authorization,” The Joint University Summer Workshop on Information Systems (**JUSWIS**), 2026.