

Chengfeng Pan

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Stamp 4 Holder (Fully authorized to work in Ireland)

EDUCATION

2021 - 2026 **Trinity College Dublin** **Dublin, Ireland**

PhD in Information Systems Management

Supervisors: Prof. Nicholas Danks and Prof. Ashish Kumar Jha

Thesis: Developing A Theory of Adaptive Management Capability: From Theory Development to Methodological Implementation

2020 – 2021 **Trinity College Dublin** **Dublin, Ireland**

MSc in Financial Risk Management

Thesis: Precision marketing strategies based on user portraits for digital platforms in the era of big data. (Supervised by Prof. Ashish Kumar Jha)

2016 – 2020 **South East Technological University** **Waterford, Ireland**

BSc (Hons) in Software Engineering

PUBLICATION

“Building adaptive and anticipative capabilities for organisational resilience: National culture matters!”

Danks, Nicholas P.; Ramayah, Thurasamy; Ahmad, Noor H. & **Pan, Chengfeng**

Working Paper

“Closing the barn door: How to identify and treat endogeneity in a PLS-SEM analysis”

Manuscript completed, ready for submission.

“The other elephant: Extending prediction assessment to hierarchical relations in Partial Least Squares Structural Equation Modelling (PLS-SEM)”

Manuscript completed, ready for submission.

“Understanding Adaptive Management Capabilities in Agile Information Systems Development”

Manuscript completed, ready for submission.

“Influence and gender: Strategies for influencer selection in live streaming e-commerce”

Manuscript completed, ready for submission.

Conference

Pan, Chengfeng & Danks, Nicholas P. (2025) Unpacking Adaptive Management in DataOps: A Fragmented Approach to DevOps, Lean, and Agile with a Product Mindset. In Irish Academy of Management Conference 2025. Maynooth, IE: Irish Academy of Management.

Pan, Chengfeng & Danks, Nicholas P. (2023) Marketing Strategy in E-commerce Live Streaming: A Case Study of TikTok. In Academy of Marketing Conference Proceedings 2023. Birmingham, UK: Academy of Marketing.

RESEARCH INTEREST

Big Data and Network Analytics; Data Privacy in Digital Platforms; AI-driven Digital Strategy; Live-Streaming E-commerce; Digital Transformation and Innovation; Social Media Marketing; User Behaviour; Programming

TEACHING EXPERIENCE

Sep 2022 – Present	Teaching Assistant	Trinity Business School
- Academic Year 2025/26:	BU7170	BUSINESS DISSERTATION
- Academic Year 2024/25:	BU8135	STRATEGIC TECHNOLOGY MANAGEMENT
	BU8106	LEADING WITH BUSINESS ANALYTICS & AI
	BU7170	BUSINESS DISSERTATION
	BU7220	MSC MARKETING DISSERTATION
- Academic Year 2023/24:	BUU44640	INTERNATIONAL FINANCE
	BU8106	LEADING WITH BUSINESS ANALYTICS & AI
	BU7170	BUSINESS DISSERTATION
- Academic Year 2022/23:	BUU11530	QUANTITATIVE METHODS FOR BUSINESS
	BU7653	INTERNATIONAL RESIDENCY WEEK
	BU8135	STRATEGIC TECHNOLOGY MANAGEMENT

Sep 2023 – Present	Dissertation Supervisor	Trinity Business School
- Supervising dissertations for MSc Business Analytics, MSc Digital Marketing, MSc Marketing and BSc Business (19 in 2026; 13 in 2025; 6 in 2024; 1 in 2023)		

ACADEMIC SERVICE

2023 – Present	Ad hoc Journal Reviewer for <i>Journal of Organizational Computing and Electronic Commerce;</i> <i>International Journal of Information Management Data Insights</i>
2022 – Present	Conference Reviewer for AIS The European Conference on Information Systems (ECIS) 2026; AIS The European Conference on Information Systems (ECIS) 2025; AIS International Conference on Information Systems (ICIS) 2024; AIS Pacific Asia Conference on Information Systems (PACIS) 2022