**LAU Yi Meng**

School of Computing and Information Systems
Singapore Management University (SMU)
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Singapore 178902

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## Education

Master of Information Technology, Singapore Management University, Singapore, 2012

Master of Computing, National University of Singapore, Singapore, 2004

Bachelor of Science, National University of Singapore, Singapore, 1997

## Academic Appointments

Lecturer of Information Systems, School of Computing and Information Systems, SMU, Jul 2022 - Present

Senior Instructor, SCIS, Singapore Management University, Singapore, Feb 2019 - Jun 2022

Senior Lecturer, School of InfoComm Technology, Ngee Ann Polytechnic, Singapore, May 2004 - Feb 2019

## Academic Administrative Positions

Course Chair, School of InfoComm Technology, Ngee Ann Polytechnic, Singapore, Apr 2014 - Apr 2018

Assistant Director, School of InfoComm Technology, Ngee Ann Polytechnic, Singapore, Apr 2014 - Apr 2016

## Other Positions and Affiliations

Business Systems Analyst, Hewlett Packard Singapore, Singapore, Jul 1997 - Apr 2004

## Professional Certifications

Certified Scrum Product Owner, Scrum Alliance, 2023 - 2027

Certified ScrumMaster, Scrum Alliance , 2023 - 2027

## Awards and Honors

Best Short Paper, Second Runner-Up, Pacific Asia Conference on Information Systems (PACIS), 2024

Best Full Paper of SIGBIT Workshop 2024, The 13th SIGBIT Workshop on Web3 Ecosystems and Artificial Intelligence, 2024

Academic Award (Development), Ngee Ann Polytechnic, 2015, 2008

Master of IT in Business (Financial Services) Outstanding Student Award, Singapore Management University, 2012

School Teaching Award, Ngee Ann Polytechnic, 2009, 2006

## RESEARCH

### Publications

Journal Articles [Refereed]

E-government implementation: A macro analysis of Singapore's e-government initiatives, by CHAN, Calvin M.L.; LAU, Yi Meng; PAN, Shan L.. (2008). *Government Information Quarterly, 25* (2), 239-255. https://doi.org/10.1016/j.giq.2006.04.011 (Published)

Conference Proceedings

Use of search tools in software development: A study of microservice-based team projects, by LAU, Yi Meng; KOH, Christian Michael; JIANG Lingxiao. (2025.0). *Proceedings of the CSEDU 2025: 17th International Conference on Computer Supported Education, Porto, Portugal, April 1-3,* (pp. 1-11) Portugal: SCITEPRESS Digital Library. (Published)

Exploring the market impact of Web3 identity imitation in Ethereum Name Service, by KE, Ping Fan; LAU, Yi Meng. (2024.0). *PACIS 2024 Proceedings, Ho Chi Minh, Vietnam, July 1-5,* (pp. 1-9) Ho Chi Minh, Vietnam: AIS. (Published)

Usability versus collectibility in NFT: The case of Web3 domain names, by KE, Ping Fan; LAU, Yi Meng. (2024.0). *Proceedings of the 17th China Summer Workshop on Information Management, CSWIM 2024, Xiamen, China, June 29-30,* (pp. 1-6) Xiamen, China: (Published)

Teaching software development for real-world problems using a microservice-based collaborative problem-solving approach, by LAU, Yi Meng; KOH, Christian Michael; JIANG, Lingxiao. (2024.0). *ICSE-SEET 2024: Proceedings of the IEEE/ACM 46th International Conference on Software Engineering: Software Engineering Education and Training: Lisbon, April 14-20,* (pp. 22-33) New York: ACM. https://doi.org/10.1145/3639474.3640064 (Published)

Is Web3 better than Web2 for investors? Evidence from domain name auctions, by KE, Ping Fan; LAU, Yi Meng; HANLEY, Daniel Varghese. (2023.0). *Pacific Asia Conference on Information Systems PACIS 2023: Nanchang, July 8-12: Proceedings,* Atlanta, GA: AIS. https://aisel.aisnet.org/pacis2023/56/ (Published)

VR Computing Lab: An immersive classroom for computing learning, by PANG, Shawn; SHIM, Kyong Jin; LAU, Yi Meng; GOTTIPATI, Swapna. (2022.0). *2022 IEEE International Conference on Teaching, Assessment, and Learning for Engineering: Hong Kong, December 4-7: Proceedings,* (pp. 1-8) Piscataway, NJ: IEEE. (Published)

Gamified online industry learning platform for teaching of foundational computing skills, by LAU, Yi Meng; BARROS, Rafael J.; GOTTIPATI, Swapna; SHIM, Kyong Jin. (2022.0). *2022 IEEE International Conference on Teaching, Assessment, and Learning for Engineering (TALE): Hong Kong, China, December 4-7: Proceedings,* (pp. 112-119) Piscataway, NJ: IEEE. https://doi.org/10.1109/TALE54877.2022.00026 (Published)

Mind the gap: Reimagining an interactive programming course for the synchronous hybrid classroom, by POSKITT, Christopher. M.; SHIM, Kyong Jin; LAU, Yi Meng; ONG, Hong Seng. (2022.0). *Proceedings of the 55th Hawaii International Conference on System Sciences (HICSS-55), Virtual Conference, 2022 January 4-7,* (pp. 931-940) Virtual Conference: http://doi.org/10.24251/HICSS.2022.115 (Published)

Flip & slack: Active flipped classroom learning with collaborative slack interactions, by SHIM, Kyong Jin; GOTTIPATI, Swapna; LAU, Yi Meng. (2021.0). *Proceedings of the 29th International Conference on Computers in Education (ICCE 2021), Virtual Conference, November 22-26,* (pp. 121-131) Virtual Conference: Asia-Pacific Society for Computers in Education. (Published)

Design and supervision model of group projects for active learning, by LAU, Yi Meng; SHIM, Kyong Jin; GOTTIPATI, Swapna. (2021.0). *2021 IEEE Frontiers in Education Conference (FIE): Lincoln, NE, October 13-16: Proceedings,* (pp. 1-9) Piscataway, NJ: IEEE. https://doi.org/10.1109/FIE49875.2021.9637162 (Published)

Integrated framework for developing instructional videos for foundational computing courses, by SHIM, Kyong Jin; GOTTIPATI, Swapna; LAU, Yi Meng. (2021.0). *Proceedings of the 25th Pacific Asia Conference on Information Systems (PACIS), Dubai, 2021 July 12-14,* (pp. 1-14) Dubai, UAE: AIS. (Published)

Integration of professional certifications with information systems business analytics track curriculum, by SHIM, Kyong Jin; GOTTIPATI, Swapna; LAU, Yi Meng. (2021.0). *2021 IEEE Global Engineering Education Conference (EDUCON): Vienna, Austria, April 21-23: Proceedings,* (pp. 1337-1344) Piscataway, NJ: IEEE. https://doi.org/10.1109/EDUCON46332.2021.9453976 (Published)

An informatization of society approach to e-government: Analyzing Singapore’s e-government efforts, by CHAN, Calvin M. L.; LAU, Yi Meng. (2005.0). *Proceedings of the 9th Pacific Asia Conference on Information Systems (PACIS), Bangkok, Thailand, 2005 July 7-10.,* (pp. 1667-1673) Thailand: https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.525.9137&rep=rep1&type=pdf (Published)

Conference Papers

Evaluating DeFi vulnerabilities: The role of bug bounty programs on DeFi software supply chain, by KE, Ping Fan; LAU, Yi Meng; JIANG, Lingxiao. (2025.0). *35th Annual Workshop on Information Technologies and Systems (WITS 2025), Nashville, Tennessee, USA, December 17-19,* Nashville, TN. (Presented)

A socio-technical analysis of market reactions on meme coins: Trump’s presidential effect, by KE, Ping Fan; LAU, Yi Meng. (2025.0). *The 14th SIGBIT Workshop on Blockchain Ecosystems and Artificial Intelligence, Bangkok, Thailand, 2025 December 14,* Nashville, TN. (Published)

Trustworthy Web3 domains: A framework for digital identity verification, by LAU, Yi Meng; KE, Ping Fan. (2024.0). *The 13th SIGBIT Workshop on Information Technology and Systems on Web3 Ecosystem and Artificial Intelligence, Bangkok, Thailand, 2024 December 15,* Bangkok, Thailand. (Accepted)

A community-driven framework to evaluate factors influencing NFT buyers, by LAU, Yi Meng; KE, Ping Fan. (2024.0). *The 13th SIGBIT Workshop on Information Technology and Systems on Web3 Ecosystem and Artificial Intelligence, Bangkok, Thailand, 2024 December 15,* Bangkok, Thailand. (Accepted)

Padlet as a tool for collaborative and personalized learning for university courses, by LAU, Yi Meng; LOO, Wee Ling; HONG, Bei HONG; KUSNADI, Yuanto. (2024.0). *Asian Conference on Education (ACE 2024), November 25-29, Tokyo,* Tokyo, Japan. (Presented)

Learning of business processes & application: An industry-ready approach, by LAU, Yi Meng; POON, Yu Yee; WEE, Mike. (2015.0). *The 9th International Symposium on Advances in Technology Education, Nagaoka, Japan, 2005 September 16-18,* Japan. (Published)

## Other Outputs and Contributions

Reports

*Cross-border interbank payments and settlements: Emerging opportunities for digital transformation* by LAU, Yi Meng; et al. (2018). (Published)

## Research Grants

Singapore Management University

Digital Assets in Web3 as Digital Identity, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): KE Ping Fan , Co-PI (Project Level): LAU Yi Meng, 2023, S$30,000

## TEACHING

### Courses Taught

Singapore Management University

Undergraduate Programmes :

- Business Process Analysis & Solutioning
- Digital Business - Technologies and Transformation
- Digital Payments and Innovation
- IS Project Experience (Applications)
- IS Project Experience [FinTech]
- Software Project Management
- Web Application Development I

### Teaching Publications

Cases

*Battling hawkers' and consumers' resistance to change: The course of digitalisation never did run smooth (A) and (B),* by LAU, Yi Meng; LO, Siaw Ling; LIM, Thomas. (2025). SMU-24-0031. (Published)

*Keeping the customer satisfied: The fall and rise of Sa Sa (A) and (B),* by LO, Siaw Ling; LAU, Yi Meng; LIM, Thomas. (2024). SMU-24-0019. https://cmp-shop.smu.edu.sg/products/keeping-the-customer-satisfied-the-fall-and-rise-of-sa-sa-a-and-b?variant=42064765812778 (Published)

*Riding on the cryptocurrency and NFT wave: Twitter needs to "Show Me the Money",* by LAU, Yi Meng; KE, Ping Fan; LIM, Thomas. (2023). SMU-23-0001. https://cmp.smu.edu.sg/case/5726 (Published)

*Going digital? Mission possible: Hawkers United – Dabao 2020's takeaway from the pandemic fallout,* by LAU, Yi Meng; LO, Siaw Ling; LIM, Thomas. (2020). SMU-20-0034. https://cmp.smu.edu.sg/case/4636 (Published)

*When the customer Is not queen: The cautionary tale of Sasa Singapore,* by LO, Siaw Ling; LAU, Yi Meng; LIM, Thomas. (2020). SMU-20-0013. https://cmp.smu.edu.sg/case/4396 (Published)

Teaching Notes

*Battling hawkers' and consumers' resistance to change: The course of digitalisation never did run smooth,* by LAU, Yi Meng; LO, Siaw Ling; LIM, Thomas. (2025). SMU-24-0031TN. (Published)

*Digital transformation at Al Hilal Bank: From bricks and mortar to a fully functional digital bank,* by LAU, Yi Meng; POSKITT, Christopher M.; DURAN, Randall E.; CHEAH, Sin Mei. (2024). SMU-24-0020TN. (Published)

*Keeping the customer satisfied: The fall and rise of Sa Sa (A) and (B),* by LO, Siaw Ling; LAU, Yi Meng; LIM, Thomas. (2024). SMU-24-0019TN. https://cmp-shop.smu.edu.sg/products/keeping-the-customer-satisfied-the-fall-and-rise-of-sa-sa-a-and-b?variant=42064765812778 (Published)

*Riding on the cryptocurrency and NFT wave: Twitter needs to "Show Me the Money"*, by LAU, Yi Meng; KE, Ping Fan; LIM, Thomas. (2023). SMU-23-0001. https://cmp.smu.edu.sg/case/5726 (Published)

*Going digital? Mission possible: Hawkers United – Dabao 2020's takeaway from the pandemic fallout,* by LAU, Yi Meng; LO, Siaw Ling. (2020). SMU-20-0034. https://cmp.smu.edu.sg/case/4636 (Published)

*When the customer Is not queen: The cautionary tale of Sasa Singapore,* by LO, Siaw Ling; LAU, Yi Meng. (2020). SMU-20-0013. https://cmp.smu.edu.sg/case/4396 (Published)

## UNIVERSITY SERVICE

### Singapore Management University

Evaluation Committee, Master of Science in Computing Capstone Project, Oct 2025

Faculty Member, AI Tech Day - PathFin.ai Community of Practice, Sep 2025 - Nov 2025

Academic Supervisor, IS470 Guided Research in Computing, Aug 2025 - Nov 2025

Member, AI Grading Working Group, Aug 2025 - Present

Presenter, Workshop for JC Students, Dec 2024

Evaluation Committee, Master of Science in Computing Capstone Project, Nov 2024

Evaluation Committee, Master of Science in Computing Capstone Project, Jul 2024

Presenter, 2024 Virtual University Fair, May 2024

Presenter, Workshop for JC Students, Jan 2024

Faculty Member, IS Curriculum Review, Jun 2023 - Oct 2023

Judge, ExploreSCIS , Dec 2022

Guest Evaluator, LAW4039 - Community Based (CB) Project In the Real World, Nov 2022

Judge, Ellipsis Tech Series Hackathon , Aug 2022

Panelist, Women in Tech, Feb 2022

Evaluation Committee, CS470 Guided Research in Computing, Nov 2021

Evaluation Committee, Master of Science in Computing Capstone Project, May 2021

Interviewer, Admissions Exercise - Scholarships Interview, Mar 2020 - Present

Faculty Member, SMU Open House, Feb 2020 - Present

## EXTERNAL SERVICE – PROFESSIONAL

Reviewer Conference Paper, 2026 IEEE Global Engineering Education Conference (EDUCON), 2025

Reviewer, Posters, SIGCSE TS 2026 Technical Symposium on Computer Science Education, 2025

Reviewer Conference Paper, Technical Program Committee, International Conference on Engineering, Technology, and Education (TALE), 2025

Reviewer Conference Paper, SIGCSE TS 2026 Technical Symposium on Computer Science Education, 2025

Reviewer Conference Paper, Frontiers in Education (FIE), IEEE, 2025

Reviewer Journal Article, Research and Practice in Technology Enhanced Learning, 2025

Reviewer Conference Paper, 2025 IEEE Global Engineering Education Conference (EDUCON), IEEE, 2024

Reviewer, Workshop Paper, The 13th SIGBIT Workshop on Web3 Ecosystems and Artificial Intelligence, AIS, 2024

Reviewer, Posters, SIGCSE TS 2025 Technical Symposium on Computer Science Education, ACM, 2024

Reviewer Conference Paper, SIGCSE TS 2025 Technical Symposium on Computer Science Education, ACM, 2024

Reviewer Conference Paper, Pacific Asia Conference on Information Systems, AIS, 2024

Reviewer Conference Paper, Frontiers in Education (FIE), IEEE, 2024

Reviewer Conference Paper, Hawaii International Conference on System Sciences, AIS, 2023

Principal Investigator, ASEAN University Network for Technology-enhanced Personalised Learning (AUN-TEPL), ASEAN University Network , 2023 - 2025

Judge, Google Ignite, 2022

Reviewer Conference Paper, International Conference on Computers in Education, APSCE, 2022

Reviewer Conference Paper, Frontiers in Education (FIE), IEEE, 2021

## EXTERNAL SERVICE – PUBLIC SECTOR AND COMMUNITY SERVICE

Judge, HeartCode, 2022

Judge, HeartCode, 2021