

# SIYUAN LI

120B Surrine Hall  
College of Business  
Clemson University  
Clemson, SC 29634

Telephone: (864) 656-1285  
E-mail: siyuan@clemson.edu

## EDUCATION

Ph. D. (with Etheredge Scholarship) **Business Administration**, May 2013  
The University of Georgia, Terry College of Business, Athens, GA, USA  
*Advisor: Dr. Elena Karahanna*

B.B.A. (the First Class Honors) in **Management Information Systems** and **Finance**, July 2006  
Hong Kong University of Science and Technology, Business School, Clear Water Bay, Hong Kong

## PROFESSIONAL EXPERIENCE

Aug 2014 – Present	<b>Assistant Professor</b> , Department of Management, College of Business, Clemson University, Clemson, SC
Aug 2013 – May 2014	<b>Visiting Assistant Professor</b> , Department of Management, College of Business and Behavioral Science, Clemson University, Clemson, SC
Aug 2008 – June 2013	<b>Graduate Assistant</b> , Department of Management Information Systems Terry College of Business, University of Georgia, Athens, GA
Aug 2006 – June 2008	<b>Research Assistant</b> , Department of ISOM Hong Kong University of Science and Technology, Hong Kong

## RESEARCH INTERESTS

Information Security and Privacy  
Personalization and Recommender Systems  
Social Network Analysis  
Social Media  
Business Intelligence and Analytics  
Sustainable Information Systems and Energy Informatics

## TEACHING INTERESTS

Business Analytics  
Data Management  
System Analysis and Design  
Business Programming

## REFEREED JOURNAL PUBLICATIONS

1. **Li, S.** and Karahanna, E. (2015). "Online Recommendation Systems in a B2C E-commerce Context: A Review and Future Directions." **Journal of the Association for Information Systems**. 16(2).
2. **Li, S.**, Boudreau, M., Huber, M., and Watson, R. (2013). "Sustainability Performance and CSR Disclosure: The Missing Link." **IJSESD: Special Issue on Sustainability Reporting**. 4(2).
3. Watson, R., Boudreau, M., **Li, S.**, and Levis, J. (2010). "Telematics at UPS: En Route to Energy Informatics." **MIS Quarterly Executive**. (*Best Paper Award*)

**REFEREED CONFERENCE PAPERS**

1. Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Cogliser, C., and Laverie, D. (2017). "Citizenship Behavior of Included and Excluded Employees: Evidence of a Curvilinear Relationship." The Proceedings of 2017 Academy of Management Meeting, Atlanta, GA. (Best Accepted Paper)
2. Pu, W., **Li, S.**, and Thatcher, J. (2017). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency." The 2017 ICIS, Seoul, Korea
3. Scott, K., Zagenczyk, T., **Li, S.** (2017). "Social Network Ties and Organizational Citizenship Behavior: A Social Network Analysis." The 32<sup>nd</sup> Annual Conference of the SIOP, Orlando, Florida.
4. Pu, W., **Li, S.**, and Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency and Culture." At SIG-DIGIT, the 2016 ICIS, Dublin, Ireland.
5. Pu, W., **Li, S.**, and Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of Transparency, Accountability, and Culture." The 2016 AMCIS, San Diego, California.
6. **Li, S.** and Sun, H. (2015). "The Role of System Type in Herd Behavior in User Adoption and Continuance of Technology." The 2015 ICIS, Fort Worth, Texas.
7. **Li, S.** and Karahanna, E. (2012). "Peer-based Recommendations in Online B2C e-Commerce: Comparing Collaborative Personalization and Social network-based Personalization." The 45th HICSS, Maui, Hawaii.
8. **Li, S.**, Boudreau, M., and Watson, R. (2011). "Why Organizations Have Different Levels of Sustainability Disclosure: A Study of CSR Quality in the IT Industry." Information Systems Division, the 54<sup>th</sup> ASAC, Montréal, Québec, Canada.
9. Watson, R., Williamson, T., Boudreau, M., and **Li, S.** (2011). "Business Canvas for Energy Informatics." At SIG Green, the 2011 ICIS, Saint Louis, Missouri.

**PAPERS UNDER REVIEW**

1. **Li, S.** and Karahanna, E. "Social Recommendation System's Effects on Consumer Preference Similarity." Under 2<sup>nd</sup> round review at Information Systems Research.
2. Deng, H., Wang, W., Lim, K., and **Li, S.** "Reducing User Avoidance of Sponsored Search Results: The Effects of Social Influence Cues." **Revise and resubmit** at MIS Quarterly.
3. Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Cogliser, C., and Laverie, D. "Social Network Ties and Organisational Citizenship Behaviour: Evidence of a Curvilinear Relationship." **Revise and resubmit** at the European Journal of Work and Organizational Psychology.
4. Sun, H., **Li, S.**, and Tseng, S. "Toward a Learning-Flow Model of Web-based Presentation Formats." Under review at MIS Quarterly.
5. Wade, J., **Li, S.**, and Thatcher, J. "A Great Escape: The Effect of Negative Public Affiliation on Belongingness in Virtual Communities." Under review at the Journal of Association for Information Systems.
6. Zimmerman, C., Grover, V., **Li, S.**, and Henry, R. "Relationalism and Its Impacts on Information Source Selection." Under review at the European Journal of Information Systems.
7. Zimmerman, C., Grover, V., Henry, R., and **Li, S.** "Conceptualizing and Operationalizing the Relationalism of Information Sources." Under review at the Journal of Strategic Information Systems.
8. **Li, S.**, Grover, V., and Matthews, K. "Social and Information Drivers of Website Popularity." Under review at the Journal of Association for Information Systems.

**WORKING PAPERS**

1. Wade, J., Thatcher, J., and **Li, S.** "Feelings of Belongingness in Virtual Communities." Target at MIS Quarterly.

2. London, J., Sun, H., and **Li, S.** “Information Leakage as Diagnostic Communication.” Target at **MIS Quarterly**.
3. **Li, S.**, Qu, T., and Yu, Y. “Outsider Information for Insider Trading: A Social Network Analysis.” Target at **Contemporary Accounting Research**.
4. Pu, W., **Li, S.**, and Thatcher, J. “SNS Platforms, Privacy Policies, and User Self-disclosure.” Target at **MIS Quarterly**.
5. Purvis R. and **Li, S.** “Psychological Climate and Clan Control within Information Systems Development Projects.” Target at **Information Systems Research**.

## RESEARCH GRANT

**Li, S.**, Qu, T., and Yu, Y. “Outsider Information for Insider Trading: A Social Network Analysis”. Singapore Ministry of Education, Tier 1 Grant (MOE2014-T1-001-240), Award: S\$ 79,960 (Approx. US\$64,000) (November 2014).

## INVITED SCHOLARLY PRESENTATIONS

*“Social Recommendation System’s Impacts on Consumer Preference Similarity”*

1. Nanyang Technological University, June 2015
2. Clemson University, Clemson, SC, March 2013
3. Auburn University at Montgomery, March 2013
4. National University of Singapore, June 2012
5. The University of Delaware, March 2012

*“Outside Director Social Network Centrality and Turnover before Performance Crashes”*

1. Clemson University, Clemson, SC, February 2016

*“Product Type and Recommender System’s Effects”*

1. International Conference on Information Systems, December 2015
2. The Hawaii International Conference on System Sciences, January 2012

*“Relationalism and Its Impacts on Information Source Selection”*

1. University of Georgia, Athens, GA, September 2015

## TEACHING

*Clemson University, 2013 – present*

MGT3500 Introduction to Business Analytics (7 sessions taught, most recent evaluation: 4.5/5)

MGT4560 Business Data Management (8 sessions taught, most recent evaluation: 4.6/5)

MGT3180 Introduction to Information Systems (1 session taught, evaluation: 4.2/5)

MGT8990 PhD Independent Studies (1 session taught, evaluation: 5.0/5)

*University of Georgia, 2010 – 2013*

MIST4600 Computer Programming in Business (2 sessions taught, average evaluation: 4.3/5)

MIST4620 System Analysis and Design (4 sessions taught, average evaluation: 4.5/5)

MIST5620 Business Intelligence (1 session taught, evaluation: 4.3/5)

## SERVICE ACTIVITIES

### Associate Editor

- Human Behavior and IS Track. International Conference on Information Systems, Seoul Korea, 2017
- Sustainability and Societal Impacts of IS Track. International Conference on Information Systems, Dublin Ireland, 2016

- E-Business and E-Government Track. Pacific Asia Conference on Information Systems, Chiayi Taiwan 2016
- Sustainability and Societal Impacts of IS Track. International Conference on Information Systems, Fort Worth, USA, 2015

### **Session Chair**

- Human Behavior and IS Track. International Conference on Information Systems, Seoul Korea, 2017
- IS Adoption and Diffusion Session. Pacific Asia Conference on Information Systems, Singapore 2015
- Evolution and Appropriation in IS Perceptions and Utilization II Session. International Conference on Information Systems, Auckland, New Zealand 2014

### **Ad Hoc Reviewer for Journals and International Conferences**

MIS Quarterly

Journal of Management Information Systems

Journal of Association for Information Systems

Journal of Strategic Information Systems

Information Systems Journal

Journal of Industrial Ecology

Database

Decision Science

International Conference on Information Systems (ICIS)

American Conference on Information Systems (AMCIS)

European Conference on Information Systems (ECIS)

Hawaii International Conference on System Sciences (HICSS)

Pacific Asia Conference on Information Systems (PACIS)

### **Service at Clemson University**

Business Analytics Curriculum Developer for undergraduate and graduate programs 2014 - 2016

Consultant of Clemson Student Group for the AIS SAP Competition, University of Indiana, 2016

Case Consultant of Clemson Student Group for the CoMIS Case Competition, University of Minnesota, 2015

Faculty Search Committee

PhD Recruitment Committee

PhD Dissertation Committee

Research Workshop Coordinator

### **ACADEMIC AWARDS AND HONORS**

- Best Accepted Paper (2017), the 2017 Academy of Management Meeting.
- Doctoral Teaching Award for outstanding teaching (2013), Department of MIS, University of Georgia.
- First Place (2009), the Society for Information Management (SIM) Best Paper Award Competition.
- Etheredge Scholarship (2008 – 2011), Terry College of Business, University of Georgia.

### **ADDITIONAL TRAINING AND CERTIFICATE**

Completion Certificate of the Social Network Analysis Training Workshop, *LINKS Center*, University of Kentucky, July 5 – 10, 2011

## TECHNICAL SKILLS

Programming Languages: JAVA, Python, C, HTML, PHP  
Data Analytics: Tableau, IBM Watson Analytics  
Data Management: SQL, MS Access, Oracle, MySQL, SQL Server  
Statistical Analysis: R, STATA, SPSS, SmartPLS, HLM  
Social Network Analysis: UCINET, Gephi

## AFFILIATIONS

Association for Information Systems (AIS)  
AIS Special Interest Groups on Green IS (SIGGreen)  
AIS Special Interest Group on Adoption and Diffusion of Information Technology (SIGADIT)

## REFERENCES

### **Elena Karahanna**

L. Edmund Rast Professor of Business  
Department of MIS, Terry College of Business  
University of Georgia  
Athens, GA 30602  
Phone: (706) 542-3902  
Fax: (706) 583-0037  
E-Mail: [ekarah@terry.uga.edu](mailto:ekarah@terry.uga.edu)

### **Varun Grover**

Distinguished Professor  
Department of Information Systems, Walton College of Business  
University of Arkansas  
Fayetteville, AR 72701  
Phone: (479) 575-4500  
E-Mail: [vgrover@walton.uark.edu](mailto:vgrover@walton.uark.edu)

### **Weiquan Wang**

Associate Dean (Undergraduate Programmes)  
Associate Professor  
Department of Information Systems, College of Business  
City University of Hong Kong  
Tat Chee Avenue, Kowloon, Hong Kong SAR  
Phone: +852 34428493  
E-Mail: [weiquan@cityu.edu.hk](mailto:weiquan@cityu.edu.hk)