

SIYUAN LI

Assistant Professor

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Raymond A. Mason School of Business
William & Mary
Williamsburg, VA 23185

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 2018 – present	Assistant Professor , Raymond A. Mason School of Business, College of William and Mary, Williamsburg, VA
Aug 2014 – June 2018	Assistant Professor , Department of Management, College of Business, Clemson University, Clemson, SC
Aug 2013 – May 2014	Visiting Assistant Professor , Department of Management, College of Business and Behavioral Science, Clemson University, Clemson, SC
Aug 2008 – June 2013	Graduate Assistant , Department of Management Information Systems, Terry College of Business, University of Georgia, Athens, GA
Aug 2006 – June 2008	Research Assistant , Department of ISOM, Hong Kong University of Science and Technology, Hong Kong

RESEARCH INTERESTS

Personalization and Recommender Systems
Social Media and Network Analysis
Sustainable Information Systems and Energy Informatics

TEACHING INTERESTS

Business Analytics
Data Management
System Analysis and Design
Business Programming

REFEREED JOURNAL PUBLICATIONS

1. Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Cogliser, C., and Laverie, D. (2018). “Social Network Ties and Organisational Citizenship Behaviour: Evidence of a Curvilinear Relationship.” *The European Journal of Work and Organizational Psychology* 27(6).
2. 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 (Best Accepted Paper)*.

3. 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).
4. 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).
5. 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. Tofangchi, S., Hanelt, A., and Li, S. (2019). "Advancing Recommendations on Two-Sided Platforms: A Machine Learning Approach to Context-Aware Profiling." The 2019 ICIS, Munich, Germany.
2. Li, S., Sun, H. (2019). "Herd Booster: Examine the Impact of Product and Recommendation Type on Herd Behavior." SIG-DIGIT, The 2019 ICIS, Munich, Germany.
3. Wade, J. Li, S., Pu, W., and Thatcher, J. (2018). "Turning the Negative Affiliation Around: Looking Glass Self in Online Community Platforms." The 2018 ICIS, San Francisco, California.
4. Purvis, R., Li, S. (2018) "The Development of Psychological Climate within Information Systems Development Projects and Its Impact on Information System Development Project Performance." The 2018 European Conference on Information Systems, Portsmouth, UK.
5. Pu, W., Li, S., and Thatcher, J. (2017). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency." The 2017 ICIS, Seoul, Korea
6. Scott, K., Zagenczyk, T., Li, S. (2017). "Social Network Ties and Organizational Citizenship Behavior: A Social Network Analysis." The 32nd Annual Conference of the SIOP, Orlando, Florida.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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 54th ASAC, Montréal, Québec, Canada.
12. 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. Deng, H., Wang, W., Lim, K., and Li, S. "Reducing User Avoidance of Sponsored Search Results: The Effects of Social Influence Cues." Under **4th round revise & resubmit** at *MIS Quarterly*.
2. Wade, J., Li, S., and Thatcher, J. "A Great Escape: The Effect of Negative Public Affiliation on Belongingness in Virtual Communities." **Revise and Resubmit** at *the Journal of Association for Information Systems*.
3. London, J., Sun, H., and Li, S. "Information Leakage as Diagnostic Communication." Under **revise & resubmit** at *Information System Research*.
4. Sun, H., Li, S., and Tseng, S. "On 3D Presentation and User Learning in the Web Context." Under **revise & resubmit** at *the Journal of Association for Information Systems*.

5. **Li, S., Qu, T., and Yu, Y.** “Outsider Information for Insider Trading: A Social Network Analysis.” **Revise & resubmit** at the *Journal of Accounting, Auditing, and Finance*.

WORKING PAPERS

1. **Li, S., Karahanna, E., Liu, B.** “Social Recommendation System’s Effects on Consumer Preference Similarity.” Target at *Information Systems Research*.
2. **Li, S. and Sun, H.** “Recommender System’s Effects on Consumer Herd Behaviors.” Target at *MIS Quarterly*.
3. **Pu, W., Li, S., and Thatcher, J.** “SNS Platforms, Privacy Policies, and User Self-disclosure.” Target at *MIS Quarterly*.
4. **Purvis R. and Li, S.** “Psychological Climate and Clan Control within Information Systems Development Projects.” Target at *the Journal of Management Information Systems*.

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: 4.3/5)

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)

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).

SERVICE ACTIVITIES

Mini Track Chair

- Global Development Track. Americas Conference on Information Systems, Cancun Mexico, 2019
- ICTs in Global Development Track. Americas Conference on Information Systems, New Orleans, 2018

Associate Editor

- Governance, Strategy and Value of IS Track. International Conference on Information Systems, Hyderabad, India 2020
- Cognition and Human Behavior in IS Track. European Conference on Information Systems, Marrakech, Morocco 2020
- Human Computer Interaction Track. Pacific Asia Conference on Information Systems, Dubai UAE, 2020
- Human Behavior and IS Track. International Conference on Information Systems, Munich Germany, 2019
- Cognition and Human Behavior in IS Track. European Conference on Information Systems, Stockholm Sweden, 2019
- Human Behavior and IS Track. International Conference on Information Systems, San Francisco, 2018
- 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

Internet Research

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 Group on Adoption and Diffusion of Information Technology (SIGADIT)
AIS Special Interest Group on Human Computer Interactions (SIGHCI)