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INTERETS DE RECHERCHE

Adoption de l'innovation, Big Data, Réseaux sociaux mobiles, Metaverse, Artificial Intelligence (AI)

FORMATION

2007	Ph.D. en Systèmes d'Informations, National University of Singapore, Singapour
2003	Master of Science en Systèmes d'Informations, National University of Singapore, Singapour
1999	Bachelor of Arts en Science Informatique, Nanjing University, Chine

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2016 - Présent	Professeur, ESSEC Business School, Singapour
2013 - 2016	Professeur associé, ESSEC Business School, Singapour
2007 - 2013	Professeur assistant, ESSEC Business School, Singapour

Autres affiliations académiques

2017 - 2026	Coordinatrice du parcours Asie-Pacifique du Master en Data Science & Business Analytics, ESSEC Business School, France
2013 - 2018	Directrice Académique Associée ESSEC Asie Pacifique, ESSEC Business School, France
2014 - 2014	Chercheur visitant à SCANCOR, Stanford University, États-Unis
2014 - 2014	Chercheur visitant, Nanjing University, Chine
2014 - 2014	Chercheur visitant à School of Management, School of Management at Fudan University, Chine
2010 - 2010	Professeur Visitant, Département Systèmes d'Informations, National University of Singapore, Singapour

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2006 A obtenu le Dean's Graduate Award for Excellence in Research, National University of Singapore, Singapour

2006 A obtenu le Best Paper Award au World Congress on Intellectual Capital (WCIC)

Bourses

2006 Bourse d'assistanat d'enseignement et de recherche, National University of Singapore, Singapour

PUBLICATIONS

Articles

YANG, X., TU, H., LI, Y. et WANG, Q. (2025). The impact of IT system implementation and upgrade on firm operational and financial performance. *Journal of Digital Management*, 1(6).

CHEN, J., HENG, C.S., LI, Y. et CHEN, X. (2024). How Does Big Data Analytics Shape Human Heuristics Adaptation in Strategic Decision-Making? A Perspective of Environmental Uncertainty Contingencies. *Journal of the Association for Information Systems*, 25(6).

YANG, X., LI, Y. et KANG, L. (2020). Reconciling “Doing Good” and “Doing Well” in Organizations’ Green It Initiatives: A Multi-Case Analysis. *International Journal of Information Management*, 51.

WATSON, R., DAWSON, G., BOUDREAU, M.C., LI, Y., AL-JABRI, I. et ZHANG, H. (2019). Constraining Opportunism in Information Systems Consulting: A Three Nation Examination. *Journal of the Association for Information Systems*, 20(7), pp. 986-1022.

LI, Y., LAN, Y. et PAPIER, F. (2018). Competition and Coordination in a Three-Tier Supply Chain with Differentiated Channels. *European Journal of Operational Research*, 269(3), pp. 870-882.

YANG, X., CHUANHOO, T., LI, Y. et HOCKHAI, T. (2018). Psychological Paradox of Game Software Trial. *Information and Management*, 55(5), pp. 608-620.

YANG, X., LI, Y. et LIAO, Q. (2016). Exploring Continued Use of Mobile Shopping Channel in China: The Effects of Active Coping and Its Antecedents. *Electronic Commerce Research*, 16(2), pp. 245-267.

LI, Y. (2014). Social Capital Characteristics of Open Source Software Opinion Leaders. *Journal of Computer Information Systems*, 54(4), pp. 1-10.

LI, Y., TAN, C.H. et YANG, X. (2013). It is All about What We Have: A Discriminant Analysis of Organizations’ Decision to Adopt Open Source Software. *Decision Support Systems*, 56, pp. 56-62.

LI, Y. et TAN, C.H. (2013). Matching Business Strategy and CIO Characteristics and Its Impact on Organizational Performance. *Journal of Business Research*, 66(2), pp. 248-259.

LI, Y., TAN, C.H. et YANG, X. (2013). OSS Adoption: Organizational Investment in Internal Human Capital. *Journal of Computer Information Systems*, 54(1), pp. 42-52.

LI, Y., TAN, C.H. et TEO, H.H. (2012). Leadership Characteristics and Developer's Motivation in Open Source Software Development. *Information and Management*, 49(5), pp. 257-267.

LI, Y., TAN, C.H., XU, H. et TEO, H.H. (2011). Open Source Software Adoption: Motivations of Adopters and Amotivations of Non-Adopters. *The Data Base for Advances in Information Systems*, 41(1), pp. 76-94.

YANG, X., LI, Y., TAN, C.H. et TEO, H.H. (2007). Students' Participation Intention in an Online Discussion Forum: Why is Computer-mediated Interaction Attractive? *Information and Management*, pp. 456-466.

LI, Y., TAN, C.H., TEO, H.H. et TAN, B.C.Y. (2006). Innovative Usage of Information Technology in Organizations:Do CIO Characteristics Make a Difference ? *IEEE Transactions on Engineering Management*, 53(2), pp. 177-190.

PHANG, C.W., SUTANTO, J., KANKANHALLI, A., LI, Y. et TAN, B.C.Y. (2006). Senior Citizens' Acceptance of Information Systems: A Study in the Context of E-Government Services. *IEEE Transactions on Engineering Management*, 53(4), pp. 555-569.

Chapitres d'ouvrage

LI, Y. (2015). Mozat: Launching a Mobile Game in the Middle East and North Africa. Dans: *Experiencing Innovation in Asia*. 1st ed. World Scientific.

LI, Y. (2015). Renault China: The Challenge of Increasing Brand Awareness. Dans: *Experiencing Innovation in Asia*. 1st ed. World Scientific, pp. 221-240.

LI, Y. (2015). Renault India: Benchmarking against Other Industries for Marketing Sucess. Dans: *Experiencing Innovation in Asia*. 1st ed. World Scientific.

LI, Y. (2015). StarryMedia: Bridging the Gap between Innovation and Market Needs. Dans: *Experiencing Innovation in Asia*. 1st ed. World Scientific.

LI, Y. (2015). Yek Mbile: Launching an Innovative High-Tech Startup in China. Dans: *Experiencing Innovation in Asia*. 1st ed. World Scientific, pp. 3-22.

O'CONNOR, P., WANG, Y. et LI, Y. (2011). Web 2.0, the Online Community and Destination Marketing. Dans: *Destination Marketing and Management: Theories and Applications*. 1st ed. CABI Publishing, pp. 225-243.

Editeur invité d'un numéro spécial

LI, Y. (2014). International Journal of Accounting and Information Management. *International Journal of Accounting and Information Management*, 22(4).

Actes d'une conférence

DAWSON, C., LI, Y., ZHANG, H.Y., WATSON, D. et HUANG, W. (2013). Assessing the Relevancy of National Culture in Predicting the Efficacy of Constraints in the Information Systems Consulting Domain. Dans: *Proceedings of the International Conference on Information Systems (ICIS 2013)*. Association for Information Systems (AIS).

LI, Y. (2013). Drivers for Green IT in Organizations: Multiple Case Studies in China and Singapore. Dans: *Proceedings of 17th Pacific Asia Conference on Information Systems (PACIS) 2013*. Korean Society of Management Information Systems (KMIS).

MALAURENT, J., LI, Y. et AVISON, D. (2012). Reopening the Centralization-decentralization Debate: A Comparative Case Study of ERP Implementation in Two Chinese Petroleum Companies. Dans: *Proceedings of Pacific Asia Conference on Information Systems (PACIS) 2012*. Vietnam University of Science.

YANG, X., LI, Y., WANG, Q.H. et WANG, Q.S. (2012). The Antecedents and Effects of Consumers Active Coping in B2C Mobile Shopping in China. Dans: *Proceedings of the 14th Annual International Conference on Electronic Commerce*. Association for Computing Machinery (ACM).

SPOHRER, K., HEINZL, A. et LI, Y. (2011). Antecedents of ISD Offshoring Outcomes: Exploring Differences between India and China. Dans: *Proceedings of 44th Hawaii International Conference on System Sciences, HICSS*. IEEE Computer Society.

LI, Y., WANG, X.W., TEO, H.H. et WATSON, R. (2010). Dual Identification of IS Offshoring Call Center Employees: Understanding Its Antecedents and Consequences. Dans: *Proceedings of 43rd Hawaii International Conference on System Sciences (HICSS)*. Institute of Electrical and Electronics Engineers (IEEE).

LI, Y. et HOO TAN, C. (2009). Aligning CIO Characteristics to Business Strategy: An Empirical Investigation. Dans: *Proceedings of the 42nd Hawaii International Conference on System Sciences 2009 (CD-Rom)*. Institute of Electrical and Electronics Engineers (IEEE).

LI, Y., TAN, C.H. et TEO, H.H. (2008). Firm-Specificity and Organizational Learning-related Scale on Investment in Internal Human Capital for Open Source Software Adoption. Dans: *2008 SIGMIS Computer Personnel Doctoral Consortium and Research Conference Proceedings*. Association for Computing Machinery (ACM).

LI, Y., TAN, C.H. et TEO, H.H. (2008). Open Source Software Adoption: An Investigation into Motivations and Amotivations of Users. Dans: *14th Americas Conference on Information Systems (AMCIS 2008) Proceedings*. Association for Information Systems (AIS).

Conférences

LI, Y. (2026). Building Agentic AI Adoption Culture in Startups: Cultural Archetypes, Efficiency Paradox, and Workflow Integration. Dans: 26th International Conference on Electronic Business. Beijing.

LI, Y., ARCHETTI, C. et LJUBIC, I. (2022). Reinforcement Learning Approaches for the Orienteering Problem with Stochastic and Dynamic Release Dates. Dans: 2022 Italian Operations Research Society (AIRO) (2022 ODS). Florence.

FULOP, A., HENG, J. et LI, Y. (2021). Efficient Likelihood-based Estimation via Annealing for Dynamic Structural Macrofinance Models. Dans: 2021 European Winter Meetings of the Econometric Society. Barcelona.

SAXENA, M., KANKANHALLI, A. et LI, Y. (2019). Predictors of Adherence to Diet App Use. Dans: 23rd Pacific Asia Conference on Information Systems 2019.

ZHANG, B. et LI, Y. (2017). Senior Population's Acceptance and Expectance of Wearable Medical Devices in China. Dans: 17th International Conference on Electronic Business.

LUI, D., GUAN, Y. et LI, Y. (2017). Voluntary Sensitivity Risk Disclosure. Dans: 40th European Accounting Association (EAA) Annual Congress 2017.

CHONG, G., DATTAKUMAR, A., SHARMA, J.K., TANDON, V., SMITH, R. et LI, Y. (2016). Digital Literacies and Sustainable Development: Narratives from yet Another Tale of Two Cities. Dans: 16th International Conference on Electronic Business.

LI, Y. (2012). B2C Mobile Shopping Continuance for Consumers in China: The Effects of Active Coping and its Antecedents. Dans: 14th Annual International Conference on Electronic Commerce (ICEC 2012).

Etudes de cas publiées

LI, Y. (2015). How to bridge the gap between an advanced innovation and the market needs: the case of Starrymedia, a high-tech start-up in China. ESSEC Business School.

LI, Y. (2015). Launching a mobile game in middle east and north africa: the case of mozat, a leading mobile app company in Singapore. ESSEC Business School.

LI, Y. (2015). Renault in China: increasing brand awareness. ESSEC Business School.

LI, Y. (2015). Renault in India: benchmarking against other industries for marketing successes. ESSEC Business School.

LI, Y. (2015). Yek Mobile: the opportunity for global expansion. ESSEC Business School.

AUTRES ACTIVITES DE RECHERCHE

Co-direction d'une revue

Depuis 2023 Information and Management

Relecteur pour :

IEEE Transactions on Engineering Management, Information Systems Frontiers, Journal of Database Management, MIS Quarterly

Organisation d'une conférence

Depuis 2015 Membre du Comité de Programme et Présidente de Thématique pour la 2nd International Conference on HCI in Business

2012 - 2014 Présidente de la thématique "Mobile Commerce Business Processes and Operations" au SIGBPS Workshop on Business Processes and Services (BPS 2012, 2013, 2014)

Depuis 2012 Présidente de la World Performing Universities Conference

Affiliations

Depuis 1977 Membre de l'Association for Information Systems (AIS)

Depuis 1977 Membre de l'Academy of Management (AOM)

Autres activités de recherche

Depuis 1977 Relectrice pour International Conference on Information Systems(ICIS)

Depuis 1977 Relectrice pour Academy of Management Meeting (AOM)

Depuis 1977 Relectrice pour Americas Conference on Information Systems (AMCIS)

Depuis 1977 Relectrice pour Hawaii International Conference on System Sciences(HICSS)

Depuis 1977 Relectrice pour Pacific-Asia Conference on Information Systems(PACIS)

ACTIVITES PROFESSIONNELLES

Consulting

2015 Ateliers de travail pour des entreprises et des cadres : "Business Analytics", pour Danone

2015 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Deja (Singapour) et Gawad Kalinga (Philippines)

2014 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Arkadin (Inde) et Michelin (Chine)

2013 Ateliers de travail pour des entreprises et des cadres : "Marketing Analytics on Digital Platforms", (cadres de DBS Bank, Economic Development Board, Financial

Times, Singapore Power, etc.)

2013 Ateliers de travail pour des entreprises et des cadres : “Marketing Analytics on Digital Platforms”, (cadres de Moet Hennesy, Polycomm, Economic Development Board, etc.)

2013 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Michelin (Chine) et Motong (Chine)

2013 Ateliers de travail pour des entreprises et des cadres : “Analytics on Digital Platforms”, pour Resort World Sentosa

2012 Ateliers de travail pour des entreprises et des cadres : “Marketing Analytics on Digital Platforms”, (cadres de Singapore Press Holdings, Economic Development Board, Total, etc.)

2012 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : StarryMedia (Chine) and Yek Mobile (Chine)

2011 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) :Renault (Inde), Renault (Chine), MicroCred (Chine)

2010 Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique): StarryMedia (Chine) et Yek Mobile (Chine)