Yan LI

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Department: Information Systems, Data Analytics and Operations
ESSEC Business School
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RESEARCH INTERESTS

Big Data, Innovation adoption, Mobile social networks, Metaverse, Intelligence artificielle (IA)

EDUCATION

2007	Ph.D. in Information Systems, National University of Singapore, Singapore
2003	Master of Science in Information Systems, National University of Singapore, Singapore
1999	Bachelor of Arts in Information Sciences, Nanjing University, China

EMPLOYMENT

Full-time academic positions

2016 - Present	Professor, ESSEC Business School, Singapore
2013 - 2016	Associate Professor, ESSEC Business School, Singapore
2007 - 2013	Assistant Professor, ESSEC Business School, Singapore

Other affiliations and appointments

2017 - 2026	Coordinator of the Asia-Pacific Track of the Master in Data Science & Business Analytics, ESSEC Business School, France
2013 - 2018	Associate Dean of Faculty Asia Pacific, ESSEC Business School, France
2014 - 2014	Visiting Scholar, Nanjing University, China
2014 - 2014	Visiting Scholar at School of Management, School of Management at Fudan University, China
2014 - 2014	Visiting Scholar at SCANCOR, Stanford University, United States of America
2010 - 2010	Visiting Professor, Department of Information Systems, National University of Singapore, Singapore

GRANTS AND HONORS

Awards and Honors

2006	Best Paper Award at World Congress on Intellectual Capital (WCIC)

2006 Dean's Graduate Award for Excellence in Research, National University of Singapore, Singapore

Grants

2006 Teaching Assistantship and Research Fellowship, National University of Singapore, Singapore

PUBLICATIONS

Journal Articles

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

YANG, X., LI, Y. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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.

Book chapters

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

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

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

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

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

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

Guest editor of a journal special issue

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

Conference proceedings

DAWSON, C., LI, Y., ZHANG, H.Y., WATSON, D. and HUANG, W. (2013). Assessing the Relevancy of National Culture in Predicting the Efficacy of Constraints in the Information Systems Consulting Domain. In: *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. In: *Proceedings of 17th Pacific Asia Conference on Information Systems (PACIS) 2013*. Korean Society of Management Information Systems (KMIS).

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

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

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

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

LI, Y. and HOO TAN, C. (2009). Aligning CIO Characteristics to Business Strategy: An Empirical Investigation. In: *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. and TEO, H.H. (2008). Firm-Specificity and Organizational Learning-related Scale on Investment in Internal Human Capital for Open Source Software Adoption. In: *2008 SIGMIS Computer Personnel Doctoral Consortium and Research Conference Proceedings*. Association for Computing Machinery (ACM).

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

Conferences

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

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

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

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

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

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

CHONG, G., DATTAKUMAR, A., SHARMA, J.K., TANDON, V., SMITH, R. and LI, Y. (2016). Digital Literacies and Sustainable Development: Narratives from yet Another Tale of Two Cities. In: 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. In: 14th Annual International Conference on Electronic Commerce (ICEC 2012).

Published Cases

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.

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2023 Information and Management

Ad-hoc reviewer for :

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

Organisation of a conference

Since 2015 Program board member and Track Chair for the 2nd International Conference on HCI in Business

2012 - 2014 Track chair for “Mobile Commerce Business Processes and Operations” at SIGBPS Workshop on Business Processes and Services (BPS 2012, 2013, 2014)

Since 2012 Chair Person for World Performing Universities Conference

Affiliations

Since 1977 Member of Association for Information Systems (AIS)

Since 1977 Member of Academy of Management (AOM)

Other research activities

Since 1977 Reviewer for International Conference on Information Systems(ICIS)

Since 1977 Reviewer for Academy of Management Meeting (AOM)

Since 1977 Reviewer for Americas Conference on Information Systems (AMCIS)

Since 1977 Reviewer for Hawaii International Conference on System Sciences(HICSS)

Since 1977 Reviewer for Pacific-Asia Conference on Information Systems(PACIS)

PROFESSIONAL ACTIVITIES

Consulting

2015 Workshops for companies and executives : “Business Analytics”, for Danone

2015 Asian Strategic Projects (with companies) Supervised : Deja (Singapore) and Gawad Kalinga (The Philippines)

2014 Asian Strategic Projects (with companies) Supervised : Arkadin (India) and Michelin (China)

2013 Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from DBS Bank, Economic Development Board, Financial Times, Singapore Power, etc.)

2013 Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from Moet Hennesy, Polycomm, Economic Development

Board, etc.)

2013 Asian Strategic Projects (with companies) Supervised : Michelin (China) and Motong (China)

2013 Workshops for companies and executives : “Analytics on Digital Platforms”, for Resort World Sentosa

2012 Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from Singapore Press Holdings, Economic Development Board, Total, etc.)

2012 Asian Strategic Projects (with companies) Supervised : StarryMedia (China) and Yek Mobile (China)

2011 Asian Strategic Projects (with companies) Supervised :Renault (India), Renault (China), MicroCred (China)

2010 Asian Strategic Projects (with companies) Supervised : StarryMedia (China) and Yek Mobile (China)