

# Yan LI

Professor

Department: Information Systems, Data  
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## RESEARCH INTERESTS

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Big Data, Innovation adoption, Mobile social networks

## EDUCATION

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- |      |   |
|------|---|
| 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

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### Full-time academic positions

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|----------------|---|
| 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

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|-------------|--|
| 2017 - 2020 | Associate Academic Director for Master in Data Science and Business Analytics, ESSEC Business School, France |
| 2013 - 2018 | Associate Dean of Faculty Asia Pacific, ESSEC Business School, France  |
| 2014 - 2014 | Visiting Scholar at SCANCOR, Stanford University, United States of America                                   |
| 2014 - 2014 | Visiting Scholar, Nanjing University, China  |
| 2014 - 2014 | Visiting Scholar at School of Management, School of Management at Fudan University, China                    |
| 2010 - 2010 | Visiting Professor, Department of Information Systems, National University of Singapore, Singapore           |

## GRANTS AND HONORS

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### Awards and Honors

- |      |   |
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| 2006 | Dean's Graduate Award for Excellence in Research, National University of Singapore, Singapore |
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2006 Best Paper Award at World Congress on Intellectual Capital (WCIC)

## Grants

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

## PUBLICATIONS

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### Journal Articles

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). Mozart: 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 Success. 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., 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 Macroeconomic 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

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### 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

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### 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)