

**Yan LI**  
Professeur

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Département: Systèmes d'Information, Data  
Analytics et Opérations  
Campus de Singapour

## DIPLÔMES

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|------|--|
| 2007 | Ph.D. en Systèmes d'Informations<br>(National University of Singapore Singapour)             |
| 2003 | Master of Science en Systèmes d'Informations<br>(National University of Singapore Singapour) |
| 1999 | Bachelor of Arts en Science Informatique<br>(Nanjing University Chine)                       |

## CARRIÈRE

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### POSITIONS ACADÉMIQUES PRINCIPALES

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|-------------------|--|
| 2007 - 2013-08-31 | Professeur assistant (ESSEC Business School Singapour) |
| 2013 - 2016-08-31 | Professeur associé (ESSEC Business School Singapour)   |
| 2016 - Présent    | Professeur (ESSEC Business School Singapour)           |

### AUTRES POSITIONS ACADÉMIQUES

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|-------------------|--|
| 2014 - 2014-10-01 | Chercheur visitant à SCANCOR (Stanford University États-Unis)                              |
| 2014 - 2014-05-31 | Chercheur visitant à School of Management (School of Management at Fudan University Chine) |
| 2014 - 2014-04-30 | Chercheur visitant (Nanjing University Chine)  |
| 2010 - 2010-10-01 | Professeur Visitant, Département Systèmes d'Informations (National University              |

of Singapore Singapour)

2017 - 2026-08-31 Coordinatrice du parcours Asie-Pacifique du Master en Data Science & Business Analytics (ESSEC Business School France)

2013 - 2018-09-01 Directrice Académique Associée ESSEC Asie Pacifique (ESSEC Business School France)

## PUBLICATIONS

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### EDITEUR INVITÉ D'UN NUMÉRO SPÉCIAL

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

### CHAPITRES

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

[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.](#)

[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.](#)

[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 Success. Dans: \*Experiencing Innovation in Asia\*. 1st ed. World Scientific.](#)

### 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 \(KMIS\).](#)

[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., 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 \(AIS\).](#)

[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 \(IEEE\).](#)

[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.](#)

[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 \(ACM\).](#)

## **ARTICLES**

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

[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., 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. 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., 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., 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., 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., 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.](#)

[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., 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., 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.](#)

[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., 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\(6\).](#)

[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.](#)

## **COMMUNICATIONS DANS UNE CONFÉRENCE**

[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.](#)

[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 \(ICEC 2012\).](#)

[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.](#)

[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.](#)

[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.](#)

## **ETUDES DE CAS DÉPOSÉES**

[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.](#)

## **ACTIVITÉS DE RECHERCHE**

**Reviewer pour un journal**

- Relecteur pour IEEE Transactions on Engineering Management
- Information Systems Frontiers
- Journal of Database Management
- MIS Quarterly

### **Participation au comité scientifique d'une conférence ou reviewer pour une conférence**

- 1977 - Présent: Relectrice pour International Conference on Information Systems(ICIS)
- 1977 - Présent: Relectrice pour Academy of Management Meeting (AOM)
- 1977 - Présent: Relectrice pour Americas Conference on Information Systems (AMCIS)
- 1977 - Présent: Relectrice pour Hawaii International Conference on System Sciences(HICSS)
- 1977 - Présent: Relectrice pour Pacific-Asia Conference on Information Systems(PACIS)

### **Membre d'une association académique**

- 1977 - Présent: Membre de l'Association for Information Systems (AIS)
- 1977 - Présent: Membre de l'Academy of Management (AOM)

### **Organisation d'une conférence ou d'un séminaire**

- 2015 - Présent: 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)
- 2012 - Présent: Présidente de la World Performing Universities Conference

### **Co-direction d'une revue - Co-rédacteur en chef**

- 2023 - Présent: Rédacteur adjoint - Information & Management

## **ACTIVITÉS PROFESSIONNELLES**

### **Consulting**

- 2010 - 2010: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique): StarryMedia (Chine) et Yek Mobile (Chine)
- 2011 - 2011: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) :Renault (Inde), Renault (Chine), MicroCred (Chine)
- 2012 - 2012: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : StarryMedia (Chine) and Yek Mobile (Chine)
- 2013 - 2013: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Michelin (Chine) et Motong (Chine)
- 2014 - 2014: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Arkadin (Inde) et Michelin (Chine)
- 2015 - 2015: Supervision d'Asian Strategic Projects (Projet Stratégique Asiatique) : Deja

(Singapour) et Gawad Kalinga (Philippines)

- 2015 - 2015: Ateliers de travail pour des entreprises et des cadres : “Business Analytics”, pour Danone
- 2013 - 2013: Ateliers de travail pour des entreprises et des cadres : “Analytics on Digital Platforms”, pour Resort World Sentosa
- 2013 - 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 - 2013: Ateliers de travail pour des entreprises et des cadres : “Marketing Analytics on Digital Platforms”, (cadres de Moet Hennesy, Polycomm, Economic Development Board, etc.)
- 2012 - 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.)