

Yan LI
Professor

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Department: Information Systems, Data Analytics
and Operations
Campus de Singapour

DIPLOMAS

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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) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|---|
| 2007 - 2013-08-31 | Assistant Professor (ESSEC Business School Singapore) |
| 2013 - 2016-08-31 | Associate Professor (ESSEC Business School Singapore) |
| 2016 - Now | Professor (ESSEC Business School Singapore) |

OTHER ACADEMIC APPOINTMENTS

- | | |
|-------------------|---|
| 2014 - 2014-10-01 | Visiting Scholar at SCANCOR (Stanford University United States of America) |
| 2014 - 2014-05-31 | Visiting Scholar at School of Management (School of Management at Fudan University China) |
| 2014 - 2014-04-30 | Visiting Scholar (Nanjing University China) |
| 2010 - 2010-10-01 | Visiting Professor, Department of Information Systems (National University of Singapore) |

Singapore Singapore)

2017 - 2026-08-31 Coordinator of the Asia-Pacific Track of the Master in Data Science & Business Analytics (ESSEC Business School France)

2013 - 2018-09-01 Associate Dean of Faculty Asia Pacific (ESSEC Business School France)

PUBLICATIONS

BOOK CHAPTERS

[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.](#)

[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.](#)

JOURNAL ARTICLES

[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.](#)

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

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

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[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.](#)

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

[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.](#)

[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 \(AIS\).](#)

[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 \(ACM\).](#)

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.](#)

RESEARCH ACTIVITIES

Reviewer for a journal

- Reviewer for IEEE Transactions on Engineering Management

- Information Systems Frontiers
- Journal of Database Management
- MIS Quarterly

Participation in scientific commissions or reviewer for a conference

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

Member of an academic association

- 1977 - Now: Member of Association for Information Systems (AIS)
- 1977 - Now: Member of Academy of Management (AOM)

Organization of a conference or a seminar

- 2015 - Now: 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)
- 2012 - Now: Chair Person for World Performing Universities Conference

Senior or Associate Editor

- 2023 - Now: Associate Editor - Information & Management

PROFESSIONAL ACTIVITIES

Consulting

- 2010 - 2010: Asian Strategic Projects (with companies) Supervised : StarryMedia (China) and Yek Mobile (China)
- 2011 - 2011: Asian Strategic Projects (with companies) Supervised :Renault (India), Renault (China), MicroCred (China)
- 2012 - 2012: Asian Strategic Projects (with companies) Supervised : StarryMedia (China) and Yek Mobile (China)
- 2013 - 2013: Asian Strategic Projects (with companies) Supervised : Michelin (China) and Motong (China)
- 2014 - 2014: Asian Strategic Projects (with companies) Supervised : Arkadin (India) and Michelin (China)
- 2015 - 2015: Asian Strategic Projects (with companies) Supervised : Deja (Singapore) and Gawad Kalinga (The Philippines)

- 2015 - 2015: Workshops for companies and executives : “Business Analytics”, for Danone
- 2013 - 2013: Workshops for companies and executives : “Analytics on Digital Platforms”, for Resort World Sentosa
- 2013 - 2013: Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from DBS Bank, Economic Development Board, Financial Times, Singapore Power, etc.)
- 2013 - 2013: Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from Moet Hennesy, Polycomm, Economic Development Board, etc.)
- 2012 - 2012: Workshops for companies and executives : “Marketing Analytics on Digital Platforms”, (executives from Singapore Press Holdings, Economic Development Board, Total, etc.)