

# Yan (Susan) Li 李妍

yzliyan@mail.ustc.edu.cn | susanliyan8@gmail.com  
Department of Economics, National University of Singapore 1Arts Link,  
Singapore

## EDUCATION

### National University of Singapore

Dec 2021 - Jan 2023

- Doctoral visiting program in Economics
- Advisor: Songfa Zhong
- Related Courses: Behavioral economics

### University of Science and Technology of China (985)

Sep 2017 - Jun 2023

- M.A. & Ph.D. in Management Science and Engineering
- Advisor: Jiuchang Wei
- Related Courses: Advanced microeconomics, econometric analysis, social science research methods, social psychology summer study

### Hefei University of Technology (211)

Sep 2013 - Jun 2017

- B.A. in Business Management (GPA ranking 1st)
- 2013-2015, selected into English-teaching joint program in Shanghai for liberal arts education as the top-ranked student in the entrance examination. Courses: international politics, communication, philosophy, economics ect.
- 2015-2017, related courses: Microeconomics, macroeconomics, operational management, marketing

## RESEARCH INTERESTS

- Risk management, online communication, social media behavior, consumer psychology

## RESEARCH PAPERS

### Published papers

- "The influence of font scale on semantic expression of word cloud," (with Jie Li, Kang Zhang). *Accepted, Journal of Visualization, 2020.*

### Revision

- "CEO Public Apology after a Corporate Crisis: The Effects of Non-verbal and Verbal cues in an Apology on Firm's Social Disapproval," (with Haipeng (Allan) Chen, Jiuchang Wei, Yina Li). *Minor revision, Journal of Business Research.*
- "Appealing or Knowledgeable: The Use of Streaming Video in Communicating COVID-19 Risk in China," (with Jiuchang Wei, Shih-Kai Huang, Thomas Ryan Brindle). *Under review, Public Relations Review.*

### Working papers

- "The role of complaints in the context of recall: A Shannon Entropy measure of complaint-based cues." Prepare for submission; Target: *Information Technology and People.*
- "Head-start's Curse in Long-Term Goal Pursuit." Draft ; Target: *Journal of Consumer Research.*
- The impact of online communication on the polarization of opinions (based on live comments of streaming video). Results present; Target: *Public Management Review.*
- Public opinion shift and the process of the topic evolvement (based on Weibo and Twitter topics during Covid-19). Data analysis; Target: *Journal of Information Technology.*

### Conference

- "How to Improve Semantics Understanding of Word Clouds," Proceedings of the 12th International Symposium on Visual Information Communication and Interaction (pp. 1-5) (2019, September).
- "The Use of Anthropomorphic Animation in Communicating COVID-19 Risk," Natural Hazards Workshop (2021, July).

## PROJECT EXPERIENCE

### **National Science Fund for Distinguished Young Scholars: Social Risk Analysis and Governance**

- Collecting and analyzing data from corporates and social media based on how crisis communication of organizations affect public social disapproval
- Writing reports on strategic employment of non-verbal and verbal cues for public communication during crisis

### **Covid-19 Response, Management and Impact of Public Health**

- Collecting, cleaning, and statistical modeling of social media data (Bilibili, Weibo, Twitter), policy data and mobility data
- Writing reports on the effectiveness of video-based risk communication strategies in the context of pandemic

### **National Natural Science Foundation of China: Behaviour and Intervention**

- Cleaning and statistical modeling of consumer behaviour data in Boohee health apps
- Reporting findings on long-term self-control with a circular perspective

### **Joint Funding of Medical Project: Health Behavior Intervention of Different Groups**

- Collecting, cleaning and analyzing group medical examination data from Anhui national hospital
- Discussing and proposing on the associations between physical status, psychological status, vocational development and performance

## HONORS & AWARDS

- USTC first-class scholarship (2017,2018,2020,2021)
- USTC "Excellent League Member Awards" (2017,2018)
- Hefei Technology University "Distinguished Graduates Awards" (2016)
- Hefei Technology University "Excellent League Member Awards" (2016)
- Hefei Technology University first-class scholarship (2013-2017)

## OTHERS

- **Skills:** Excel, spss, stata, amos, gephi, c++(second-level)
- **Languages:** Mandarin (native), English (toefl\_104, fluent)