SIYUAN LI

Dorman Family Term Distinguished Associate Professor
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Raymond A. Mason School of Business
William & Mary
Williamsburg, VA 23185

EDUCATION

Ph. D. (with Etheredge Scholarship) **Business Administration**, May 2013
    The University of Georgia, Terry College of Business, Athens, GA, USA
    Advisor: Dr. Elena Karahanna

B.B.A. (the First Class Honors) in **Management Information Systems** and **Finance**, July 2006
    Hong Kong University of Science and Technology, Business School, Clear Water Bay, Hong Kong

PROFESSIONAL EXPERIENCE

Aug 2024 – present	**Dorman Family Distinguished Associate Professor**, Raymond A. Mason School of Business, William and Mary, Williamsburg, VA
Aug 2018 – July 2024	**Assistant Professor**, Raymond A. Mason School of Business, William and Mary, Williamsburg, VA
Aug 2014 – June 2018	**Assistant Professor**, Department of Management, College of Business, Clemson University, Clemson, SC
Aug 2013 – May 2014	**Visiting Assistant Professor**, Department of Management, College of Business and Behavioral Science, Clemson University, Clemson, SC
Aug 2008 – June 2013	**Graduate Assistant**, Department of Management Information Systems Terry College of Business, University of Georgia, Athens, GA
Aug 2006 – June 2008	**Research Assistant**, Department of ISOM Hong Kong University of Science and Technology, Hong Kong

RESEARCH INTERESTS

Online Consumer Behavior
Online Social Networks
Social Networks in Organization
Personalization and Recommender Systems

TEACHING INTERESTS

Database Management
Business Analytics
System Analysis and Design
Business Programming

REFEREED JOURNAL PUBLICATIONS

1. Sun, H., **Li, S.**, and Tseng, S. "Virtual Reality, Mental Model, and Mindful Decision-Making." forthcoming at *the Journal of Association for Information Systems*.

2. London, J., **Li, S.**, and Sun, H. (2022) "Seems Legit: An Investigation of the Assessing and Sharing of Unverifiable Messages on Online Social Networks." ***Information Systems Research*** 33(3).
3. **Li, S.**, Qu, T., and Yu, Y. (2022) "Outside director social network centrality and turnover before stock performance crash: a friend in need?" ***Journal of Corporate Finance*** 76.
4. Deng, H., Wang, W., **Li, S.**, and Lim, K. (2022) "Can Positive Online Social Cues Always Reduce User Avoidance of Sponsored Search Results?" ***MIS Quarterly*** 46(1).
5. Pu, W., **Li, S.**, Bott, G., Esposito, M., and Thatcher, J. (2022) "To Disclose or Not to Disclose: An Evaluation of the Effects of Information Control and Social Network Transparency." ***Computers & Security*** 112.
6. Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Cogliser, C., and Laverie, D. (2018). "Social Network Ties and Organisational Citizenship Behaviour: Evidence of a Curvilinear Relationship." ***European Journal of Work and Organizational Psychology*** 27(6).
7. **Li, S.** and Karahanna, E. (2015). "Online Recommendation Systems in a B2C E-commerce Context: A Review and Future Directions." ***Journal of the Association for Information Systems*** 16(2).
8. **Li, S.**, Boudreau, M., Huber, M., and Watson, R. (2013). "Sustainability Performance and CSR Disclosure: The Missing Link." ***International Journal of Social Ecology and Sustainable Development*** 4(2).
9. Watson, R., Boudreau, M., **Li, S.**, and Levis, J. (2010). "Telematics at UPS: En Route to Energy Informatics." ***MIS Quarterly Executive*** 9(1). (***Best Paper Award***)

WORKING PAPERS

1. **Li, S.** and Sun, H. "I Go For That Offbeat Option! Examining Contrarian Behavior in Online Marketplaces." 4th round Revise & Resubmit at ***MIS Quarterly***.
2. Zhao, E., Shea, C., and **Li, S.** "How Pre-existing Relationships between New Team Members Affect Individual and Team Performance." Under 2nd round review at ***Organization Science***.
3. **Li, S.**, Sun, H., and Wang, W. "To Follow or Not to Follow? Examining Online Herd Cues' Effect on Herd Behavior." 1st round Revise & Resubmit at ***the Journal of Association for Information Systems***.
4. Wang, Y., Zhao, Q., and **Li, S.** "To or Not to Crafting? The Impact of Algorithmic Knowledge on Creators' Creative Behavior." Under review at Information Technology & People.
5. Kohli, R. and Li, S. "How Institutional Logics Explain ACO's Pursuit of Healthcare Cost-savings."

PRESENTATIONS AND CONFERENCE PAPERS

1. Zhao, E., Shea, C., and **Li, S.** "How Pre-existing Relationships between New Team Members Affect Individual and Team Performance." *IACM 2024, Singapore*
2. **Li, S.**, Shen, R., Yu, Y. (2023). "Does Corporate ESG Disclosure Spillover Through Board Interlocks." *Brownbag Series at Mason School of Business, William & Mary*.
3. Shea, C., **Li, S.**, and Zhao, E. (2022). "Familiar faces in new places: How pre-existing relationships between new team members affect individual and team performance." *The 82th Annual Meeting of the Academy of Management, Seattle, Washington* (***Showcase Symposium***).
4. Kohli, R. and **Li, S.** (2021). "Economic Rationality and Strategy: How Institutional Logics Explain ACO's Pursuit of Healthcare Cost-savings." *Brownbag Series at Mason School of Business, William & Mary*.
5. Kohli, R. and **Li, S.** (2021). "Learning to be Rational: Economic Rationality among Accountable Care Organizations." *Virginia Research Seminar Series, George Mason University*.
6. Jia, L. and **Li, S.** (2020). "Peer Effects on Knowledge Contribution Behaviors." *The 2020 INFORMS Annual Meeting, Virtual*.
7. Tofangchi, S., Hanelt, A., and **Li, S.** (2019). "Advancing Recommendations on Two-Sided Platforms: A Machine Learning Approach to Context-Aware Profiling." *The 2019 ICIS, Munich, Germany*.

8. **Li, S.**, Sun, H. (2019). "Herd Booster: Examine the Impact of Product and Recommendation Type on Herd Behavior." *SIG-DIGIT, The 2019 ICIS, Munich, Germany*.

9. Wade, J. **Li, S.**, Pu, W., and Thatcher, J. (2018). "Turning the Negative Affiliation Around: Looking Glass Self in Online Community Platforms." *The 2018 ICIS, San Francisco, California.*

10. Purvis, R., **Li, S.** (2018) "The Development of Psychological Climate within Information Systems Development Projects and Its Impact on Information System Development Project Performance." The 2018 *European Conference on Information Systems, Portsmouth, UK.*

11. Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Cogliser, C., and Laverie, D. (2017). "Citizenship Behavior of Included and Excluded Employees: Evidence of a Curvilinear Relationship." *The 77th Annual Meeting of the Academy of Management, Atlanta, Georgia (**Best Accepted Paper**).*

12. Pu, W., **Li, S.**, and Thatcher, J. (2017). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency." *The 2017 ICIS, Seoul, South Korea.*

13. Scott, K., Zagenczyk, T., **Li, S.** (2017). "Social Network Ties and Organizational Citizenship Behavior: A Social Network Analysis." *The 32nd Annual Conference of the SIOP, Orlando, Florida.*

14. Pu, W., **Li, S.**, and Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency and Culture." At *SIG-DIGIT, the 2016 ICIS, Dublin, Ireland.*

15. Pu, W., **Li, S.**, and Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of Transparency, Accountability, and Culture." *The 2016 AMCIS, San Diego, California.*

16. **Li, S.** and Sun, H. (2015). "The Role of System Type in Herd Behavior in User Adoption and Continuance of Technology." *The 2015 ICIS, Fort Worth, Texas.*

17. **Li, S.** and Karahanna, E. (2012). "Peer-based Recommendations in Online B2C e-Commerce: Comparing Collaborative Personalization and Social network-based Personalization." *The 45th HICSS, Maui, Hawaii.*

18. **Li, S.**, Boudreau, M., and Watson, R. (2011). "Why Organizations Have Different Levels of Sustainability Disclosure: A Study of CSR Quality in the IT Industry." *Information Systems Division, the 54th ASAC, Montréal, Québec, Canada.*

19. Watson, R., Williamson, T., Boudreau, M., and **Li, S.** (2011). "Business Canvas for Energy Informatics." At *SIG Green, the 2011 ICIS, Saint Louis, Missouri*.

TEACHING

William & Mary, 2018 – present
BUAD5762 Capstone Project (Online MSBA) (1 section taught, 4.75/5)
BUAD466 Developing Business Intelligence (Undergraduate) (4 sections taught, average evaluation: 4.51/5)
BUAD5732 Data Visualization (MSBA) (4 sections taught, average evaluation: 4.85/5)
BUAD6271 Data Management (MBA, Flex MBA) (6 sections taught, average evaluation: 4.82/5)

Clemson University, 2013 – 2018
MGT3500 Introduction to Business Analytics (7 sections taught, most recent evaluation: 4.5/5)
MGT4560 Business Data Management (8 sections taught, most recent evaluation: 4.6/5)
MGT3180 Introduction to Information Systems (1 section taught, evaluation: 4.3/5)
MGT8990 PhD Independent Studies (1 section taught, evaluation: 5.0/5)

University of Georgia, 2010 – 2013
MIST4600 Computer Programming in Business (2 sections taught, average evaluation: 4.3/5)
MIST4620 System Analysis and Design (4 sections taught, average evaluation: 4.5/5)
MIST5620 Business Intelligence (1 section taught, evaluation: 4.3/5)

RESEARCH GRANT

Li, S. and Kohli, R. (2024), AI Initiatives Grant, Raymond A. Mason School of Business, William & Mary

Li, S. (2021-2024), *Summer Research Grant*, Raymond A. Mason School of Business, William & Mary, Award: $20,000 each year.

Li, S., Qu, T., and Yu, Y. (2014), "Outsider Information for Insider Trading: A Social Network Analysis". Singapore Ministry of Education, *Tier 1 Grant (MOE2014-T1-001-240)*, Award: S$ 79,960 (Approx. US$64,000).

SERVICE ACTIVITIES

Editorial Board
- Journal of Association for Information Systems, 2024-present

Mini Track Chair
- Global Development Track. Americas Conference on Information Systems, Virtual Conference, 2020
- Global Development Track. Americas Conference on Information Systems, Cancun Mexico, 2019
- ICTs in Global Development Track. Americas Conference on Information Systems, New Orleans, 2018

Associate Editor
- IS Innovation, Adoption and Diffusion Track. European Conference on Information Systems, Amman, Jordan, 2025
- IT Implementation and Adoption Track. International Conference on Information Systems. Bangkok, Thailand, 2024
- IS Innovation, Adoption and Diffusion Track. European Conference on Information Systems, Paphos, Cyprus, 2024
- Social Impact of IS Track. International Conference on Information Systems, Hyderabad, India, 2023
- Governance, Strategy and Value of IS Track. International Conference on Information Systems, Virtual Conference, Hyderabad, India 2020
- Cognition and Human Behavior in IS Track. European Conference on Information Systems, Marrakech, Morocco 2020
- Human Computer Interaction Track. Pacific Asia Conference on Information Systems, Dubai UAE, 2020
- Human Behavior and IS Track. International Conference on Information Systems, Munich Germany, 2019
- Cognition and Human Behavior in IS Track. European Conference on Information Systems, Stockholm Sweden, 2019
- Human Behavior and IS Track. International Conference on Information Systems, San Francisco, 2018
- Human Behavior and IS Track. International Conference on Information Systems, Seoul Korea, 2017
- Sustainability and Societal Impacts of IS Track. International Conference on Information Systems, Dublin Ireland, 2016
- E-Business and E-Government Track. Pacific Asia Conference on Information Systems, Chiayi Taiwan 2016
- Sustainability and Societal Impacts of IS Track. International Conference on Information Systems, Fort Worth, USA, 2015

Session Chair
- Human Computer Interaction Track. International Conference on Information Systems, Bangkok Thailand, 2025
- IT Implementation Track. International Conference on Information Systems, India (virtual), 2020
- Human Behavior and IS Track. International Conference on Information Systems, Seoul Korea, 2017
- IS Adoption and Diffusion Session. Pacific Asia Conference on Information Systems, Singapore 2015
- Evolution and Appropriation in IS Perceptions and Utilization II Session. International Conference on Information Systems, Auckland, New Zealand 2014

Ad Hoc Reviewer for Journals and International Conferences

MIS Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of Association for Information Systems, Journal of Strategic Information Systems, Information & Management Information Systems Journal, Information Systems Frontier, Information Technology & People, Internet Research, Journal of Industrial Ecology, Database, Decision Science, Decision Support Systems, International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), European Conference on Information Systems (ECIS), Hawaii International Conference on System Sciences (HICSS), Pacific Asia Conference on Information Systems (PACIS)

Service at William & Mary
- Research Brownbag Series Coordinator, 2023-2024
- Research Committee of Mason School of Business, 2022-2024
- First-Year Undergraduate Student's Advisor, 2019-2022
- Research Digest, 2020
- Faculty Search Committee, 2019, 2020, 2022
- Interim Coordinator of the Business Subject Pool, 2021-2022
- Independent Study's Advisor, 2020

Service at Clemson University
- Business Analytics Curriculum Developer for undergraduate and graduate programs 2014 – 2016
- Consultant of Clemson Student Group for the AIS SAP Competition, University of Indiana, 2016
- Case Leader of Clemson Student Group for the CoMIS Case Competition, 2015
- PhD Dissertation Committee 2016-2018
- Faculty Search Committee 2014-2017
- PhD Recruitment Committee 2015-2017
- Research Workshop Coordinator 2014

ACADEMIC AWARDS AND HONORS

- Best Reviewer of The Year (2024), Journal of Association for Information Systems.
- Best Reviewer Award (2023), AIS Transactions on Human-Computer Interaction.
- Dean's Research Fellow (2021-2022), Mason School of Business, William & Mary.
- Influencer on A Class of 2020 Graduate, Cohen Career Center, William & Mary.
- Best Accepted Paper (2017), the 2017 Academy of Management Meeting.
- Doctoral Teaching Award for outstanding teaching (2013), Department of MIS, University of Georgia.
- First Place (2009), the Society for Information Management (SIM) Best Paper Award Competition.
- Etheredge Scholarship (2008 – 2011), Terry College of Business, University of Georgia.

ADDITIONAL TRAINING AND CERTIFICATE

Completion Certificate of the Social Network Analysis Training Workshop, *LINKS Center*, University of Kentucky, July 5 – 10, 2011

AFFILIATIONS

Association for Information Systems (AIS)
AIS Special Interest Group on Adoption and Diffusion of Information Technology (SIGADIT)
AIS Special Interest Group on Human Computer Interactions (SIGHCI)