YINGNAN SHI, PHD, CISA

Email: Yingnan.shi@anu.edu.au | **Tel**: 0426561557 | **ORCID**: 0000-0003-1694-3401
Personal page: https://www.cbe.anu.edu.au/about/staff-directory/?profile=Yingnan-Shi
Research Areas: Information Systems (*Knowledge Management, Knowledge Evaluation, E-Commerce, IS economics*);
Computer Sciences (*Semantic Web Applications, Knowledge Graph, HCI Designs*);
Management (*Marketing Science, Marketing Innovation, Algorithmic HRM*)

QUALIFICATIONS

Australian National University   **2019–2023**
   Doctor of Philosophy
Australian National University   **2017–2019**
   Master of Philosophy
Australian National University   **2015–2017**
   Master of Business Information System (With Distinction)
   GPA:6.7/7 | 83/100 | Top 5%
Hong Kong Baptist University   **2011–2015**
   Bachelor of Business Administration (Hons) in Applied Economics (First Class Honours)
   Major GPA: 3.60/4 | Top 7%

SCHOLARSHIP, COMMENDATIONS & GRANTS

- ANU CBE Commendation for outstanding tutors
- ANU CBE Participants Grants
- CSIRO PhD Top-Up scholarships
- CSIRO Postgraduate Scholarships - Data61
- ANU HDR Fee Remission Merit Scholarship
- Second Class Academic Scholarship
- First Class Academic Scholarship
- National Endeavor Fellowship

JOBS

ANU | Lead Lecturer | Tutor   **08/2017–present**

- Responsible for overseeing the planning, development, and delivery of INFS7040 Digital Transformation.
- Collaborated with faculty members and administrators to review and update the course syllabus, learning objectives, and assessment methods.
- Managed course scheduling, enrollment, and resource allocation to optimize student learning experiences and ensure efficient use of department resources.
- Monitored and evaluated course delivery, gathering feedback from students and faculty members to identify areas for improvement and implement necessary adjustments.
- Provided academic and administrative support to faculty members involved in the course, addressing any concerns or issues that arose during the semester.
- Acted as the primary point of contact for students, addressing inquiries and resolving any issues related to course content, assessment, or scheduling.

Course list

1. **INFS7040** Digital Transformation
2. **INFS1001** Business Information Systems
3. **INFS2005/7004** Accounting Information Systems,
4. **COMP6240/2400** Relational Databases,
5. **COMP6340/2410** Networked Information Systems,
6. **COMP1600/6260** Introduction to Computing,
7. **COMP7230** Introduction to Programming for Data Scientists,
8. **COMP1730/6730** Programming for Scientists,

9. **EBM07x** Evidence-Based Project Management,
10. **EBM06x** Evidence-Based Technology Management,

ANU-Tsinghua MoM Program | Tutor   01/2019–01/2020
- Assisted in creating and refining knowledge-management-related teaching materials.

ANU PARSA | Elected Student Rep (HDR)   07/2018–07/2019
- Advocated on behalf of students within the College of Business and Economics, ensuring their needs and concerns were addressed.

China Tower | IT Construction & Maintenance Department   11/2015–01/2016
- Maintained and optimized the company's online station platform and databases.
- Collaboratively negotiated over 30 signal station contracts with local communities and county governments.

Agricultural Bank of China | Intern in International Business Department   01/2015–02/2015
- Acquired hands-on experience in exchange business settlements.
- Organized and categorized a year's worth of L/C duplicates chronologically, enhancing document accessibility and efficiency.

China Unicom Vsens | Sales Representative & Assistant Client Manager   12/2013–01/2014
- Collaborated in designing three promotional advertising campaigns.
- Achieved a sales milestone of 28 phones with contracts within a week, earning "Salesperson of the Week" accolade.

Bank of China | Public Finance Business and Floor Manager Intern   07/2013–08/2013
- Acquired client reception skills, fostering positive client relationships.
- Actively promoted a range of Wealth Management Products (WMPs) to prospective clients.

PUBLICATIONS

Hirst, Giles; Hughes, Damien; Li, Kaiwen; **Shi, Yingnan.** "Leadership – Moral", A Concise Guide to Key Theories for Human Resource Management Research, 2024.

Shi, Yingnan and Deng, Bingjie. "The optimal communication delay in human-AI communications", Information Processing & Management (JCR Impact Factor: 8.6, Q1 Top 5%, ABDC: A), *forthcoming*, 2024

Shi, Yingnan; Ma, Chao. "Exploring User Sharing Behaviours on Market-Based Platforms with Regression Tree Analysis", In Proceedings of the 36th Australian and New Zealand Academy of Management Conference (ANZAM 2023), Wellington, New Zealand, 2023.

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** " Countering Work: Defending the Dominant Moral Beliefs System". In Proceedings of the 24th Australian and New Zealand Marketing Academy Conference (ANZMAC 2023), Dundedin, New Zealand, 2023.

Shi, Yingnan. "Designing motivational AI-enabled digital tools for boosting knowledge sharing." In Proceedings of the Positive Technology Internation Conference, 2023 (PT 2023), Hong Kong, China, 2023.

Shi, Yingnan; Deng, Bingjie. "Collaborating with the Future: Exploring Human-AI Collaboration through a User-Centric Lens." In Proceedings of the Workshop on Information Systems in Asia Pacific), Nanchang, China, 2023. **[Best Paper Award]**

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Framing the social contract of Covid-19 mitigation measures." European Group for Organizational Studies 2023, Sardinia, Italy, 2023.

Shi, Yingnan; Deng, Bingjie. "An investigation of the optimal communication delay for AI-enabled writing assistant tools." The 7th Conference of Marketing Science and Innovation (MSI 2023), Shanghai, China, 2023.

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Covid-19 mitigation measure compliance and framing the social contract." In Proceedings of the Consumer Culture Theory Conference (CCT 2023), Lund, Sweden, 2023.

Shi, Yingnan; Sha, Alyssa Shuang; Deng, Bingjie. "Towards systematic evaluation of user-generated vs AI-generated contents in online knowledge exchange communities." In Proceedings of the Workshop on Information Systems in Asia Pacific (ISAP 2022), Copenhagen, Denmark, 2022. **[Best Paper Award]**

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Framing the Social Contract of Covid-19 Mitigation Measures". In Proceedings of the 23rd Australian and New Zealand Marketing Academy Conference (ANZMAC 2022), Perth, Australia, 2022.

Shi, Yingnan; Muskat, Birgit; Haller Armin; Reeson Andrew; Li Xinghao. "Which attributes may affect the retrieval rate of your data? Evidence from an investigation into a large international data portal", In Proceedings of the

35th Australian and New Zealand Academy of Management Conference (ANZAM 2022), Gold Coast, Australia, 2022.

Eagar, Toni; Natalie A. Mitchell; Kevin D. Thomas; **Shi, Yingnan**. "The Possibilities and Pitfalls of Capturing Livestreamed Performances." In The Routledge Handbook of Digital Consumption, pp. 190-202. Routledge, 2022.

Sha, Alyssa Shuang; **Shi, Yingnan**; Haller, Armin. "How Question Features Influence Page Traffic? A Comparative Study on General and Domain-specific Q&As". In Proceedings of the 26th Pacific Asia Conference on Information Systems (PACIS 2020), Sdyney & Taipei, Australia and Taiwan (China), 2022.

Sha, Alyssa Shuang; **Shi, Yingnan**; Haller, Armin. "Effects of Label Usage on Question Lifecycle in Q&A Community". In Proceedings of the 30th European Conference on Information Systems (ECIS 2022), Timisoara, Romania, 2022.

Henry, Jazmin; Bradford, Tonya; Toler, Takisha; Lewis, Nakeisha; Rhiney Eric; Natalie, Mitchell; Thomas, Kevin; Eagar Toni; **Shi, Yingnan.** "Black Consumers: Understanding Experiences of Race in the Marketplace", Advances in Consumer Research, 2021.

Mitchell, Natalie; Thomas, Kevin; Eagar, Toni; **Shi, Yingnan**. "Finding Space for Black Joy in Live Music During COVID-19". In Proceedings of the 23rd Australian and New Zealand Marketing Academy Conference (ANZMAC 2021), Melbourne, Australia, 2021. **[Best Paper Award]**

Henry, Jazmin; Bradford, Tonya; Toler, Takisha; Lewis, Nakeisha; Rhiney Eric; Natalie, Mitchell; Thomas, Kevin; Eagar Toni; **Shi, Yingnan**. "Black Consumers: Understanding Experiences of Race in the Marketplace", In Proceedings of the Association for Consumer Research Conference, 2021.

Sha, Alyssa Shuang; **Shi, Yingnan**; Haller, Armin. "How question quality drives Web performance in community question answering sites." In Proceedings of the Workshop on Information Systems in Asia Pacific (ISAP 2020), Hyderabad, India, 2020.

Shi, Yingnan; Li, Xinghao; Li, Chaojun; Reeson, Andrew; Haller, Armin. "A Participatory Action Research Design to Promote Knowledge Sharing Behaviours on MOOC Forums". In Proceedings of the 24th Pacific Asia Conference on Information Systems (PACIS 2020), Dubai, UAE, 2020.

Shi, Yingnan; Li, Xinghao; Haller, Armin; Campbell, John. "Knowledge pricing structures on MOOC platform - A use case analysis on edX". In Proceedings of the 22nd Pacific Asia Conference on Information Systems (PACIS 2018), Yokohama, Japan, 2018. **[Best Paper Nominee]**

UNDER REVIEW

Shi, Yingnan; Li, Xinghao; Li, Chaojun; Reeson, Andrew; Haller, Armin. "Investigating the Effects of Nudges to Promote Knowledge-Sharing Behaviours on MOOC Forums". Under review (3rd round).

Shi, Yingnan and Deng, Bingjie. "The optimal communication delay in human-AI communications", Under review (2nd round).

Shi, Yingnan; Muskat, Birgit, Xinghao; Reeson, Andrew; Haller, Armin; Sha, Alyssa Shuang. "Online Knowledge-sharing: How A Digital Nudge Affects Users' Response Quality". Under review.

Shi, Yingnan and Deng, Bingjie. "Moderating the Gratification-Purchase Intention Link:Maximizing the Influence of Intervening Variables on Purchase and Continuance Intention Among Gratified Live-Streaming Viewers", Under review.

Shi, Yingnan; Haller, Armin; Reeson, Andrew. "An investigation of MOOC pricing structure via signalling theory", Under review.

Shi, Yingnan; Deng, Bingjie; Sha, Alyssa Shuang. "Systematic evaluations of AI-mediated human-computer communications", Under review.

Shi, Yingnan and Deng, Bingjie. "The Optimal Communication Delay for AI Feedback Tools", Under review.

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Social Media Curations: Collecting Data in Risky Contexts through Crowdsourced Compilations", Under review.

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Covid-19 mitigation measure compliance and framing the social contract", Under review.

Eagar, Toni; Meg Elkins; **Shi, Yingnan.** "Framing the social contract of Covid-19 mitigation measures", Under review.

WORKING PAPER

Shi, Yingnan and Ma, Chao. "Design for information literacy: a choice modelling examination of information literacy success fact".

Shi, Yingnan and Ma, Chao. " Personality traits and knowledge exchange in knowledge management systems".

Shi, Yingnan; Haller, Armin; Reeson, Andrew. "A case study of effective market-based knowledge transfer in a growing Chinese company".

Shi, Yingnan; Haller, Armin; Reeson, Andrew. "Using Case Study Facilitated Program to Advance Evidence-based Management Training and Learning".

Shi, Yingnan; Haller, Armin; Reeson, Andrew. "Adding Semantic Factors to Increase Content Quality Evaluation Reliability for Generic Knowledge".

Shi, Yingnan and Deng, Bingjie. "Anxiety framing and subjective valuation of information products".

Zheng, Zoey Zhiwen; **Shi, Yingnan.** "Clear Waters and Green Mountains are as Valuable as Gold and Silver Mountains—The Chinese Corporate Social Credit System Impacts on Organizational Behaviour Modification"

EXTERNAL ENGAGEMENT AND COMMUNITY SERVICES

Session chair
1. Workshop on Information Systems in Asia Pacific, 2022

PC Member
1. The 1st ANU Student Research Conference, 2023
2. The 32nd ACM International Conference on Information and Knowledge Management (CIKM), 2023
3. The Consumer Culture Theory Conference, 2023
4. The 31st ACM International Conference on Information and Knowledge Management (CIKM), 2022
5. The 10th Knowledge Capture Conference (K-CAP'19), 2019

Conference Reviewer:
1. The 45th International Conference on Information Systems, 2023
2. Consumer Culture Theory Conference, 2023
3. The ACM Web Conference, 2023
4. The 35th Australia & New Zealand Academy of Management (ANZAM) Conference, 2022
5. The 33rd Australasian Conference on Information Systems, 2022
6. The 30th European Conference on Information Systems, 2022
7. The 26th Pacific Asia Conference on Information Systems, 2022
8. The Web Conference, 2022
9. The 29th European Conference on Information Systems, 2021
10. The 25th Pacific Asia Conference on Information Systems, 2021
11. The 19th International Conference on Service-Oriented Computing, 2021
12. The 30th ACM International Conference on Information and Knowledge Management, 2021
13. The Web Conference, 2021
14. Workshop on Information Systems in Asia Pacific (ISAP' 2020), 2020
15. The 29th ACM International Conference on Information and Knowledge Management, 2020
16. The 19th International Semantic Web Conference (ISWC), 2020
17. The 12th International ACM Conference on Web Science (WebSci2020), 2020
18. The 28th European Conference on Information Systems, 2020
19. The 24th Pacific Asia Conference on Information Systems, 2020
20. The 10th Knowledge Capture Conference (K-CAP'19), 2019
21. The 40th International Conference on Information Systems, 2019
22. The 27th European Conference on Information Systems, 2019
23. The 23rd Pacific Asia Conference on Information Systems, 2019
24. The 22nd Pacific Asia Conference on Information Systems
25. International Conference on Web Information Systems Engineering (WISE), 2018
26. The 7th Joint International Semantic Technology Conference, 2017

Journal Reviewer
1. Journal of Data and Information Quality, ACM (Sciamgo h-index = 24 as of 2021)
2. Information Technology & People, Emerald Group (Sciamgo h-index = 64 as of 2021)
3. Electronic Commerce Research, Kluwer (Sciamgo h-index = 43 as of 2021)

4.   Internet Research, Emerald Group (Sciamgo h-index = 101 as of 2021)

PROFESSIONAL MEMBERSHIPS

Association for Information Systems (AIS)	**2018-present**
Certified Information Systems Auditor, Information Systems Audit and Control Association (ISACA)	**2017-present**

SUPERVISION

ANU | CBE Internships and the academic programs | Academic Supervisor   **07/2020-12/2020**
- Mentored students interns academically and provided guidance about how to establish best practices in a "real work" environment (e.g., how to conduct internal system audit process for National Disability Insurance Scheme)
- Helped students critically reflecting upon the value of lifelong learning processes provided through the internship experiences.

OTHER RESEARCH-RELATED AFFILIATIONS

China Unicom Vsens Ltd., Shandong	Advisor	**2020-present**
Yichen Engineering Consulting Co., Ltd, Shandong	Advisor	**2019-present**
Australian Centre on China in the World, Colledge of Asia Pacific, ANU	PhD fellow	**2017-present**
Knowledge Graph Engineering Group, Research School of Management, ANU	Lab member	**2017-present**

ADDITIONAL INFORMATION

Standardized Tests:
- TOEFL (highest): Reading 29, Listening 26, Speaking 26, Writing 29
- Equivalence of IELTS (Reading: 8.5, Listening: 7, Speaking: 8, Writing: 7.5)
- GMAT (Graduate Management Admission Test) (Score: 700) Analytical Writing Assessment (AWA): 5.5/6, Top 10% worldwide)
- PSC Certification (Test for Standard Chinese) (Score: 90.4/100)
- CFA (Charted Financial Analyst) Level II, Candidate
- CISA (Certified Information Systems Auditor)

Teaching Training Experience
- Completed a tutor training course on Principles of Tutoring and Demonstrating (PTD) Program, the Australian National University
- Completed a training for online teaching – Training Course for Online Tutors, Research School of Management, Australian National University

Languages:
- Fluent in Mandarin and English| Self-learning Japanese.

Techniques:
- JAVA | Python | R | Redis | SPSS | Stata | Eviews | Amos | Access | Ucinet| SIENNA | SPARQL/PostgreSQL/MySQL/MongoDB| Photoshops| Web development toolkits| Wordpress

Other Activities:
- Runner-up of the E-Sports Competition (05/2014) | President of the Board Game Club (2012) | Excellent Member in College Choir (2011)

REFEREES

Dr Armin Haller (Relationship: Chair of Yingnan's PhD Supervisory Panel)

Associate Professor of Research School of Management, College of Business & Economics and Research School of Computing, College of Engineering and Computing Science

LF Crisp Building 26C, The Australian National University, ACT, Australia, 2601

Email: Armin.haller@anu.edu.au

Dr Andrew Reeson (Relationship: Associate PhD Supervisor)

Chief Scientist of Data61, The Commonwealth Scientific and Industrial Research Organisation
Synergy Building, Black Mountain, ACT, Australia, 2601
Email: Andrew.reeson@data61.csiro.au

Dr Giles Hirst (Relationship: Co-author)

Professor of Research School of Management, College of Business & Economics
LF Crisp Building 26C, The Australian National University, ACT, Australia, 2601
Email: Giles.hirst@anu.edu.au