

# YINGNAN SHI

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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	07/2022–present
<ul style="list-style-type: none"><li>• Responsible for overseeing the planning, development, and delivery of INFS7040 Digital Transformation.</li><li>• Collaborated with faculty members and administrators to review and update the course syllabus, learning objectives, and assessment methods.</li><li>• Convened course scheduling, enrollment, and resource allocation to optimize student learning experiences and ensure efficient use of department resources.</li><li>• Monitored and evaluated course delivery, gathering feedback from students and faculty members to identify areas for improvement and implement necessary adjustments.</li><li>• Provided academic and administrative support to faculty members involved in the course, addressing any concerns or issues that arose during the semester.</li><li>• Acted as the primary point of contact for students, addressing inquiries and resolving any issues related to course content, assessment, or scheduling.</li><li>• Course convened/co-lectured: MGMT1003 Management, People and Organisations; INFS7040 Digital Transformation; MGMT7020 Technology and Project Management</li><li>• Ongoing guest lecturer for Human Resource Management and Digital Transformation</li></ul>	
ANU   Research Assistant	07/2017–present
<ul style="list-style-type: none"><li>• Developed crawlers to scrape major social networks, including edX, Coursera, Reddit, Facebook, Instagram, and so on.</li><li>• Applied machine learning and natural language processing techniques to aid research projects.</li><li>• Designed and deployed large-scale surveys addressing significant Australian societal challenges.</li><li>• Analyzed data from various portals to investigate macroeconomic issues.</li></ul>	
ANU   Tutor	07/2017–present

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,
  11. **BUSI3029** Cross-Cultural Management,
  12. **MGMT7020** Technology & Project Management,
  13. **MGMT2007** Organisational Behaviour,
  14. **MGMT7107** Managing Across Cultures,
  15. **MGMT2030** Human Resource Management & Strategy
- 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

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- Hirst, Giles; Hughes, Damien; Li, Kaiwen; **Shi, Yingnan**. "Leadership – Moral", A Concise Guide to Key Theories for Human Resource Management Research, 2024.
- Shi, Yingnan**. "Designing motivational AI-enabled digital tools for boosting knowledge sharing." In Proceedings of the Positive Technology International 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), Sdney & 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]**

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## UNDER REVIEW

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- 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. "The optimal communication delay in human-AI communications", 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.
- 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**

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**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**

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### **Session chair**

1. Workshop on Information Systems in Asia Pacific, 2022

### **PC Member**

1. The 32nd ACM International Conference on Information and Knowledge Management (CIKM), 2023
2. The Consumer Culture Theory Conference, 2023
3. The 31st ACM International Conference on Information and Knowledge Management (CIKM), 2022
4. 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

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## 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

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

## SUPERVISION

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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

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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

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### 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 (Chartered 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 | Photoshop | 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

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### 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](mailto: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](mailto:Andrew.reeson@data61.csiro.au)

**Dr Giles Hirst (Relationship: Co-author)**

Professor of Research School of Management, College of Business & Economics  
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