

YINGNAN SHI

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 Doctor of Philosophy Information Systems	01/2019-Spring, 2023 (expected)
Australian National University Master of Philosophy Information Systems	08/2017–01/2019
Australian National University Master of Business Information System (With Distinction) GPA:6.7/7 83/100 Top 5%	07/2015–07/2017
Hong Kong Baptist University Bachelor of Business Administration (Hons) in Applied Economics (First Class Honours) Major GPA: 3.60/4 Top 7%	08/2011–07/2015

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

PUBLICATIONS

- Shi, Yingnan**; Sha, Alyssa Shuang; and 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, and **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, and 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, and **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**; and 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**; and 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 and **Shi, Yingnan**. "Black Consumers: Understanding Experiences of Race in the Marketplace", *Advances in Consumer Research*, 2021.

Mitchell, Natalie, Thomas, Kevin, Eagar, Toni, and **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 and **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**; and 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; and 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; and 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 / R&R

Shi, Yingnan; Muskat, Birgit, Xinghao; Reeson, Andrew; Haller, Armin; Sha, and Alyssa Shuang. "Online Knowledge-sharing: How A Digital Nudge Affects Users' Response Quality". Under 2nd R&R.

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

Shi, Yingnan and Deng, Bingjie. "Can live-streaming broadcasters avoid targetless shooting? The moderating effect of attention-to-social-comparison and relationships on consumers' purchase and use continuance intention", Under review.

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

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

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

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

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

Hirst, Giles; Damien, Hughes; Li, Kaiwen and **Shi, Yingnan**. "Leadership Theory – Moral", Book Chapter Submitted.

WORKING PAPER

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

Shi, Yingnan; 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; 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 Consumer Culture Theory Conference, 2023;
2. The 31st ACM International Conference on Information and Knowledge Management (CIKM), 2022

Conference Reviewer:

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

JOBS

ANU | Tutor / Lead Lecturer / Course convenor

07/2017–present

1. **INFS7040** Digital Transformation (Lead Lecturer / Course convenor),
2. **INFS1001** Business Information Systems (Lead tutor),
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 HRM & strategy	
ANU-Tsinghua MoM Program Tutor	01/2019–01/2020
<ul style="list-style-type: none"> Assisted the development of knowledge-management-related teaching materials 	
ANU PARSA Elected Student Rep (HDR)	07/2018–07/2019
<ul style="list-style-type: none"> Supported and advocated for students in the College of Business and Economics 	
China Tower IT Construction & Maintenance Department	11/2015–01/2016
<ul style="list-style-type: none"> Maintained and reviewed the company's online station platform and databases Negotiated 30+ 'signal stations contracts' with local communities and county governments with colleagues 	
Agricultural Bank of China Intern in International Business Department	01/2015–02/2015
<ul style="list-style-type: none"> Learned settlement of exchange business Categorized the past 4 quarters L/C duplicates in chronological order to make documents easily available and saved other workers' troubles 	
China Unicom Vsens Sales Representative & Assistant Client Manager	12/2013–01/2014
<ul style="list-style-type: none"> Learned and co-designed 3 advertisements for promotion campaigns Sold 28 phones with contracts in a week Awarded the best salesperson of the week 	
Bank of China Public Finance Business and Floor Manager Intern	07/2013–08/2013
<ul style="list-style-type: none"> Learned skills of clients reception Promoted a variety of financial products 	

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
<ul style="list-style-type: none"> 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

Knowledge Graph Engineering Group, Research School of Management, ANU Lab member	2017-present
Australian Centre on China in the World, College of Asia Pacific, ANU PhD fellow	2018-present
Yichen Engineering Consultancy, Shandong Advisor	2020-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 (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

YINGNAN SHI

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)

Hobbies:

- Etymology, Photographing, Singing; Re-learning swimming.

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