

# Yan (Susan) Li 李妍

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Department of Marketing, Nanyang Business School, NTU  
Singapore

## EDUCATION

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- National University of Singapore** Dec 2021 - Jan 2023
- Doctoral visiting program in Economics
  - Advisor: Songfa Zhong
- University of Science and Technology of China** Sep 2017 - Mar 2024
- M.Sc. & Ph.D. in Management Science and Engineering
  - Advisor: Jiuchang Wei (crisis management & risk communication lab)
- Hefei Technology University** Sep 2013 - Jun 2017
- B.A. in Business Management (First Class Honor Graduate).
  - Selected to the Top Performer Program in Shanghai from 2013 ~ 2015.

## WORKING EXPERIENCE

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- Full-time research assistant** May 2023 - Present
- Department of Marketing, Nanyang Business School, NTU Singapore
  - Co-supervised by Prof. Elaine Chan, Elison Lim, Sharon Ng, and Kim Soo.

## RESEARCH INTERESTS

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- Risk and Crisis communication; Cognitive and Behavioral Responses; Social media behavior

## RESEARCH PAPERS

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### Published papers

- Li, Y., Huang, S. K., Wei, J., Brindle, T. R., & Lee, C. Y. (2023). What captures attention in the risk communication process: Exploring streaming video attractiveness during the first wave of the COVID-19 pandemic in China. *Computers in Human Behavior*, 107909.
- Li, Y. N., Li, Y., Chen, H. A., & Wei, J. (2023). How verbal and non-verbal cues in a CEO apology for a corporate crisis affect a firm's social disapproval. *Journal of Business Research*, 167, 114084.
- Yang, L., Li, J., Lu, W., Chen, Y., Zhang, K., & Li, Y. (2020). The influence of font scale on semantic expression of word cloud. *Journal of Visualization*, 23, 981-998.

### Working papers

- "The role of complaints in the context of recall: A Shannon Entropy measure of complaint-based cues." Draft; 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: *Computers in Human Behavior*.
- 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

- "The Use of Anthropomorphic Animation in Communicating COVID-19 Risk," Natural Hazards Workshop (2021, July).
- "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).

## PROJECT EXPERIENCE

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

- Collecting and analyzing data of corporates & social media about how organization communicates (visually) affect public behavioral responses
- Writing reports & articles 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 (from Bilibili, Weibo, Twitter), policy data and mobility data during Covid-19
- 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 for weight problem**

- Cleaning and statistical modeling of consumer data in Boohee health apps
- Writing reports on long-term self-control behaviors with a circular perspective

### **Joint Funding of Medical Project: Health Behavior Intervention of groups when/after physical examination**

- Collecting, cleaning and analyzing group medical examination data from Anhui national hospital
- Writing proposals on the relationships between physical status, psychological status, vocational development and performance
- Designing survey from mental and organizational perspectives

## SKILLS

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- Experiment: Qualtrics, M-turk, Prolific
- Analysis & Programming: Spss, stata, amos, gephi, c++(second-level), python

## REFERENCES

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Dr. JiuChang Wei

Head, Executive Dean, School of Public Affairs

Professor (Full), School of Management, University of Science and Technology of China  
Hefei, Anhui, CHN

Weijc@ustc.edu.cn

Dr. Sharon Ng

Head, Division of Marketing, Nanyang Business School

Director, Nanyang MarTech Centre

Program Director, FlexiMasters in Marketing in a Digital World

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Dr. Shih-Kai (Sky) Huang

Co-Director, Doctoral of Science Program in Emergency Management

Director, Center for Emergency Preparedness

Associate Professor, Dept. Emergency Management & Public Administration

Jacksonville State University

Associate Editor, International Journal of Mass Emergencies and Disasters

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