Yan (Susan) Li

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Address: Department of Marketing, Nanyang Business School, NTU
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EDUCATION

National University of Singapore   Dec 2021 - Jan 2023
- Doctoral visiting program in Economics (Under Prof Songfa Zhong)

University of Science and Technology of China (USTC) `985`   Sep 2017 - Mar 2024
- M.Sc. & Ph.D. in Management Science and Engineering (Under Jiuchang Wei)
- Centre for *Risk Management and Public Policy*

Hefei Technology University `211`   Sep 2013 - Jun 2017
- B.A. in Business Management (With distinction: GPA ranked 1st in Department)
- 2013-2015: Exchange Program in Shanghai (selected to full-english teaching pilot program)

WORKING EXPERIENCE

Research Fellow   Aug 2024 - Present
- Department of Marketing, Nanyang Business School, NTU Singapore
- Nanyang Centre for Marketing and Technology (NCMT) (Under Sharon Ng)
- Conduct academic research and coordinated interdisciplinary projects (e.g., IRB, organizing events); Support for peer-reviewed journal (e.g., manage correspondence/emails, submission tracking system using Google Sheets); Coordinate outreach programs through collaboration across departments (e.g NBS student course, NBS programs competitiveness evaluations, NBS partnerships with other business units); Other administrative support

Research Associate (full-time)   May 2023 - Aug 2024
- Department of Marketing, Nanyang Business School, NTU Singapore
- Assist Sharon Ng, Elison Lim, Elaine Chan and Kim Soo
- Literature Review; Coding; Data collection; Design and conduct experiments; Other administrative support

PROJECTS

Financial Independence Project (CIMB) (2025)
- Lead end-to-end research process, including quota discussion, survey design, data collection, analysis and clear visualizations (e.g., charts, graphs).
- Identify key trends, patterns, and insights from survey responses, ensure findings addressed business needs.

Dementia Project: Assessing Cognitive Function in the Elderly Through Games (2024)
- Brainstorm to conceptualize game design; test multiple game versions to evaluate difficulty levels; collaborate with team members o adjust game parameters (e.g., complexity, timing, and scoring)
- Conduct on-site experiments at Yishun Elderly Center on seniors diagnosed with dementia ; present and introduce the game to participants, ensuring clear communication and engagement.
- Collect feedback from participants and doctor to refine the game and analyze data.

COVID-19 Communication and Public Compliance (2022)
- Data collection and statistical modeling using social media data (Bilibili, Weibo, Twitter), policy data, and mobility data during the Covid-19
- Draft chapters (*Media communication*) for the white paper on pandemic-related policy recommendations

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

(2021)
- Data collection and analysis from corporates & social media sources.
- Write reports and research articles on public communication during corporate or social risk situations (e.g., corporate scandals, product recalls, public warning signs).

National Natural Science Foundation of China: Health Risk Management (2020)
- Write grant applications for health management from the self-control perspective.
- Collaborate with Boohee Technology Company, analyze consumer behavior and weight loss data, write reports and papers

Joint Funding of Medical Project: Health Risk Perception and Assessment (2019)
- Work with hospitals to collect health exam data after group physical examinations.
- Check different health indicators and analyze the relationship between job attributes and health awareness.
- Write reports & visualize different groups' health status and health risk perceptions.

RESEARCH INTERESTS

- Risk comunication; Social media behavior; Consumer behaviour

PUBLICTION AND RESEARCH

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.

Book Chapter

Globalization Unveiled: Navigating the Impact on Firm and Consumer, Sharon Ng, Carlos J. Torelli, Yinlong (Allen) Zhang and Yan Li (In Revision)

Ongoing works
- "The role of complaints in the context of recall: A Shannon Entropy measure of complaint-based cues." Draft; Target: *Information & Management .*
- "The impact of online interaction on opinion polarization" (based on analysis and quantification of bullet screen (Danmu)); Target: *Computers in Human Behavior.*
- "Dynamics of public opinion and topic evolution" (based on Weibo and Covid-19 tweets). Data analysis.
- "Head-start's Curse in Long-Term Goal Pursuit." Draft ; Target: *Journal of Consumer Research.*

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).

SKILLS

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

REFERENCES

Dr. JiuChang Wei

Head, Executive Dean College of Public Administration

Professor (Full), School of Management

University of Science and Technology of China

Hefei, Anhui, CHN

Weijc@ustc.edu.cn

Dr. Shih-Kai (Sky) Huang
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Dr. Haipeng (Allan) Chen

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Dr. Sharon Ng

Deputy Dean, College of Business (Nanyang Business School)
Professor, Marketing
Director, Nanyang Centre for Marketing and Technology (NCMT)

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