

Yan (Susan) Li 李妍

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Department of Marketing, Nanyang Business School, Singapore

EDUCATION

National University of Singapore

Dec 2021 - Jan 2023

- Doctoral visiting program in Economics
- Advisor: Songfa Zhong

University of Science and Technology of China (985)

Sep 2017 - Mar 2024

- M.Sc. & Ph.D. in Management Science and Engineering
- Advisor: Jiuchang Wei (crisis management & risk communication lab)

Hefei Technology University(211)

Sep 2013 - Jun 2017

- B.A. in Business Management (GPA ranking 1st when graduate)
- 2013-2015, as the top performer in the entrance examination, admitted to a full-English liberal arts program in Shanghai

WORKING EXPERIENCE

May 2023 - Present

- Full-time research assistant: Marketing department, Nanyang Business School under Prof. Elaine Chan, Elison Lim, Sharon Ng, and Soo Kim

RESEARCH INTERESTS

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

RESEARCH PAPERS

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

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

HONORS & AWARDS

- USTC first-class scholarship (2017- 2021)
- USTC "Excellent League Member Awards" (2017, 2018)
- Hefei Technology University "Distinguished Graduates Awards" (2016)
- Hefei Technology University "Excellent League Member Awards" (2016)
- Hefei Technology University first-class scholarship (2013-2017)

OTHERS

- **Skills:** Excel, spss, stata, amos, gephi, c++(second-level)
- **Languages:** Mandarin (native), English (fluent, toefl scored 104)