

Yan (Susan) Li 李妍

y_li@ntu.edu.sg | yzliyan@mail.ustc.edu.cn
Department of Marketing, Nanyang Business School, NTU
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
- Advisor: Jiuchang Wei (Lab: Crisis management & Risk communication)

Hefei Technology University 211

Sep 2013 - Jun 2017

- B.A. in Business Management (GPA ranking 1st, with distinction)
- 2013 ~ 2015, selected to the full-English tutorial program in Shanghai

WORKING EXPERIENCE

Full-time RA

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

- Risk communication; Social media behavior; Cognitive and behavioral responses

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 & 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).

PROJECT PARTICIPATION

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

- Conducted data collection and analysis from corporates & social media sources
- Designed experiments
- Wrote reports & articles about strategic employment of non-verbal and verbal cues for better communication effects during crisis

Covid-19 Response, Management and Impact of Public Health

- Conducted extensive data collection, cleaning, and statistical modeling using social media data (Bilibili, Weibo, Twitter), policy data, and mobility data during the Covid-19 pandemic
- Wrote reports & articles assessing social media communication in pandemic contexts

National Natural Science Foundation of China: Health Behaviour Intervention for weight management

- Conducted data clean and statistical analysis of consumer data in Boohee health app
- Designed experiments
- Wrote reports & articles from the long term self-control perspective

Joint Funding of Medical Project: Health Intervention during/post physical examination

- Wrote proposals on the relationships between physical status, psychological status, vocational development and performance
- Designed surveys

SKILLS

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

REFERENCES

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. 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
shuang@jsu.edu

Dr. Haipeng (Allan) Chen

Professor and Gatton Endowed Chair
University Research Professor
Department of Marketing and Supply Chain
Gatton College of Business & Economics, University of Kentucky
allanchen@uky.edu