

Yan (Susan) Li

Phone: 88537498 | Email: y_li@ntu.edu.sg

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

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)
- Draft book chapters; support journal editors (manage review board emails, track submissions, and create Google Sheets); handle IRB applications; manage schedules, hiring (WSS), and book venues for experiments and events; university accreditation; collaborate with other departments on student course and NBS programs competitiveness evaluations, NBS partnerships with other business units etc.

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 in research work
- Literature reviews, coding tasks, format and reference for academic papers, onsite experiments

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 to 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.

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 communication; Social media behavior; Consumer behaviour

PUBLICATION 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

Wei jc@ustc.edu.cn

Dr. Shih-Kai (Sky) Huang

Director, Center for Emergency Preparedness

Professor, Dept. Emergency Management & Public Administration

Jacksonville State University

shuang@jsu.edu

Dr. Haipeng (Allan) Chen

Department Executive Officer, Economics

Professor, Marketing

Gary C. Fethke Chair in Leadership, Marketing

University of Iowa

haipeng-chen@uiowa.edu

Dr. Sharon Ng

Deputy Dean, College of Business (Nanyang Business School)

Professor, Marketing

Director, Nanyang Centre for Marketing and Technology (NCMT)

angsl@ntu.edu.sg