

Yulia Litvinova

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Working permit German permanent residence permit
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PROFESSIONAL INTERESTS

- Information systems-enabled organizational transformation, human-centered perspective: Transformation management
- Artificial intelligence (AI): Explainable AI
- Cognitive psychology: Human-AI interactions

I am interested in how people can use digital technologies to improve knowledge management, augment human intelligence and promote sustainable development. With my professional interests, I want to contribute to the deployment of emerging technologies, especially AI, to have a positive impact on society. Taking a human-centered perspective, I see a well-designed implementation process as one of the key success factors.

EDUCATION

University of Liechtenstein (external): Ph.D. Business Economics / Dr. rer. oec. (magna cum laude)

09/2020 – 03/2023, Vaduz, Liechtenstein

Dissertation title: “The role of self and place in the digital world: Challenges for hybrid work and virtual collaboration”.

WHU – Otto Beisheim School of Management: Doctoral Programm in Business Administration (transferred to University of Liechtenstein)

10/2017 – 08/2020, Vallendar, Germany

Research area: “IS-enabled organizational transformation”.

Higher School of Economics (HSE): Magister in Strategic Logistics Management

09/2010 – 07/2012, Moscow, Russia

Master thesis: “Elaboration and implementation of IT-based inventory control systems in the retailing sector: The case of OOO Enter”.

Philipps-University Marburg: Exchange Study

10/2007 – 08/2008, Marburg, Germany

DAAD European Recovery Programme Scholarship (Economics Graduate Scholarship): exchange semesters WS07 and SS08; focus on Supply Chain Management and Controlling.

Higher School of Economics: Diploma in International Business

09/2004 – 06/2010, Moscow, Russia (with honors)

Qualification paper: “Supply chain management approach to the development of the automotive industry in Russia”.

WORK EXPERIENCE

WHU – Otto Beisheim School of Management: Research Assistant

10/2017 – 03/2021, from 09/2021 till now, Vallendar, Germany (part-time, fixed-term contract)

Teaching support, co-supervision of B.Sc.- and M.Sc.- students (see below), setup of VR-Lab, participation in research projects.

leap in time GmbH: Researcher

04/2021 – 07/2021, Darmstadt, Germany (full-time, fixed-term contract)

Preparation of applications by Ethics Commission, preparation and execution of online surveys, conducting of literature reviews, scientific documentation of research.

Russian Presidential Academy of National Economy and Public Administration: Consultant and Research Associate

05/2013 – 10/2017, Moscow, Russia (full-time, permanent contract)

Business analysis (consulting on economic and business topics, e.g., business processes optimization; strategic consulting, pricing mechanisms), theory-based elaboration of economic policy for state authorities (SMEs support, infrastructure development, private-public projects implementation, etc.).

OOO Enter: SCM Specialist, with Focus on Digitalization

12/2011 – 04/2013, Moscow, Russia (full-time, permanent contract)

Digitalization of cross-functional communication and coordination processes; automation of the demand forecasting and supply planning processes (various product groups); business analysis using BI; distribution chain optimization.

GlaxoSmithKlein: Business (SCM) Analyst within an IT Project

03/2011 – 11/2011, Moscow, Russia (full-time, fixed-term contract)

Digitalization of cross-functional communication and coordination processes; automation of the process of reporting on supply and distribution chain performance; SQL programming and data warehouse management and business analysis (Cognos BI); presentation of results for CEOs; training sessions for key account managers.

Daimler AG: Internship

08/2008 – 01/2009, Stuttgart, Germany

Assistance at Purchasing Department (International Procurement Services Department), supplier assessment, and purchasing activities.

RESEARCH STAYS

National University of Science and Technology: Visiting Researcher

03/2022 – 05/2022, Trondheim, Norway (by Prof. Dr. Patrick Mikalef)

Research area: machine learning (AI)-based systems, human-AI collaboration, cognitive psychology. Presentation of the study (working paper) at the research seminar of the COMPAMA Project.

Durham University Business School: Visiting Researcher

10/2018 – 11/2018, Durham, UK (by Assistant Professor Dr. Min Liu)

Research area: socio-cognitive issues hindering (digital) transformation, social psychology. Development of the agent-based simulation model (NetLogo) for a short paper.

SERVICE TO THE UNIVERSITY

Support by the M.Sc. and B.Sc. admission procedures (WHU) (since 2018)
Assessor: final interviews with candidates (on campus and/or online); assessment of group work (on campus); evaluation of presentations and talks on Kira Talent (online).

Irmgard-and-Erich-Schneider-Foundation Scholarships program (WHU) (since 2020)
Program Manager: announcement of calls for scholarships, evaluation of applications, interviews with candidates, suggestion of candidates for the scholarship, communication with scholarship holders and the accounting department.

WHU Doctoral Committee (WHU) (2018-2020)
Member: support by selecting candidates for Deutschlandstipendium (evaluation of application documents).

First aider / responder (WHU) (since 2019; certified by Arbeiter-Samariter-Bund Deutschland e.V., since 09/2021).

MEMBERSHIPS AND SERVICE TO THE SCIENTIFIC COMMUNITY AND AWARDS

[Association for Information Systems](#), AIS SIGs Artificial Intelligence & Autonomous Application, IS-Cognitive Research (SIG IS-CoRE), Decision Support and Analytics (SIG DSA).

[AOM CTO Division](#) (Academy of Management; Communication, Digital Technology, and Organization Division):
service as a webmaster since January 2019
service as student representative (2-year fixed term) August 2020 – August 2022

Ad-hoc Reviewer for: AOM Annual Meeting, BPM, DESRIST, ECIS, ICIS, WI:

AOM OCIS Best Reviewer Award 2020

AOM CTO Best Reviewer Award 2022.

SOFTWARE AND SKILLS

Data analysis: Python (basic skills; topic modeling); Stata; NVIVO (analysis of qualitative data).

Microsoft Office, Mind Maps.

Surveys: Unipark, DISE, LamaPoll.

Simulations: NetLogo (agent-based modeling).

Virtual Reality: HTC Vive (organization of the VR Lab at WHU).

Digital learning: Moodle; FeedbackFruits (within Moodle).

Language skills: Russian (nat.); German (fluent: TestDaF 2008 – 20/20 points); English (fluent: IELTS 2017 – level C1).

PROFESSIONAL DEVELOPMENT (selection)

MISQ Knowledge-Sharing Workshops (online)

09/2022: "Qualitative IS Research".

04/2022: "Computationally-intensive Theory Construction".

03/2022: "Causality in Quant IS Research".

11/2021: "Machine Learning in IS Research".

Harvard Business Publishing – Education: Webinars (online)

12/2022: "It's Time We Talk About Mental Health in Business Classrooms. But How?"

11/2022: "Why Undergraduate Students (and Faculty) Struggle with Active Learning".

01/2022: "Giving Students Real-World Experience Through Simulations: Road-Tested Lessons and Advice".

10/2021: "Normal Isn't Coming Back. What Can Educators and Students Do to Adapt in Our Ever-Changing Learning Environment?"

MHFA Ersthelfer: Kurse für psychische Gesundheit

(Central Institute for Mental Health Mannheim: Mental Health Courses)

09-11/2021, Germany / online. Course participation + Exam (certified first responder for mental health).

AOM Annual Meeting: Paper Development Workshop on Ethical Analytics

08/2019, Boston, USA. Discussion of the working paper: "Bringing academic virtual communities of practice to practice: Ethical issues".

University of Milan & University of Brescia: Behavioral Summer School on Agent-Based Modeling for Social Scientists

09/2018, Brescia, Italy. Development of own simulation model of social processes using NetLogo.

XXIX ISPIM Innovation Conference: Junior Research Lab

06/2018, Stockholm, Sweden. Participation in workshops and visits to Innovation Incubators.

PUBLICATIONS

Peer Reviewed Journal and Conference Articles

Schneider, J., Hacker, J., Litvinova, Y., Handali, J., vom Brocke, J. (2021) Exploring the Use of Backgrounds in Web-conferencing with Image and Text Analysis. *ICIS 2021 Proceedings*. 14.

Litvinova, Y., Rehm, S.V., Goel, L.C. and Junglas, I. (2018, June). Collaborating in virtual reality by using digital twins. In *ISPIM Innovation Symposium* (pp. 1-10). The International Society for Professional Innovation Management (ISPIM).

Litvinova, Y., Ponomarev, Y. (2016). Strategy of the development of the Russian highway system till 2030 (in Russian). *Transport of the Russian Federation*, No 4(65), pp. 18-21. ISSN: 1994-831X.

Idrisova, V., Litvinova, Y. (2016). Trade in value-added: Empirical analysis (in Russian). *Russian Foreign Economic Journal*, No 8, pp. 49-66. ISSN: 2072-8042.

Litvinova, Y., Ponomarev, Y. (2016). The influence of transport infrastructure development on TFP in the Russian economy (in Russian). *Russian Journal of Entrepreneurship*, Vol. 17, No 1, pp. 89-98. ISSN: 2409-4420.

Idrisova, V., Litvinova, Y. (2015). Specific features of Russia's integration in global and regional value chains (in Russian). *Russian Economic Developments by the Institute for Economic Policy*, No 12, pp. 120-128. ISSN: 2306-5001.

Idrisov, G., Litvinova, Y. (2015). Determinants of retail gasoline prices: Empirical evidence for Saint Petersburg (in Russian). *HSE Economic Journal*, Vol. 19, No 3, pp. 423-456. ISSN: 1813-8691.

Working papers

Litvinova, Y., Rilke, R.M., Guenther, C. (*major revision; paper based on an experiment in immersive virtual reality*) Me, Myself, and I: Image Concerns and Ethical Behavior in Immersive VR.

Litvinova, Y., Mikalef, P., vom Brocke, J. (*target journal: Decision Support Systems; a conceptual paper*) Framework for Human-XAI Symbiosis: Extended Self from the Dual-Process Theory Perspective.

Litvinova, Y., Junglas, I., Hacker, J., vom Brocke, J. (*target journal: Information & Organization; a conceptual paper*) Lost in Zoom: The role of place in video-based collaboration systems.

Plattfaut, R., Litvinova, Y., Wang, H., Kautz, K. (*Paper-a-thon short paper by ICIS 2022*) Digital Transformation through the Appropriation of IIoT and AI – A Case Study of an Established Family-Owned Mittelstand Enterprise.

Plattfaut, R., Litvinova, Y., Wang, H., Kautz, K. (*target journal: Information Systems Research; a real-life case study*) Appropriation of IIoT and AI – A Case Study of an Established Family-Owned Mittelstand Enterprise.

Jingyao, L., Litvinova, Y., Marabelli, M., Newell, S. (*accepted for AOM Annual Meeting 2023; a short essay*) Ethical implications of AI use in practice.

Litvinova, Y., Junglas, I., Hacker, J., vom Brocke, J. (*target journal: tbd; paper using computational topic modeling, in Python*) Is the Workplace Still a Place? A Data-Driven Reflection on Working from Home.

Hacker, J., Litvinova, Y., Schneider, J., Handali, J., vom Brocke, J. (*target journal: tbd*) Use of Custom Backgrounds in Web-Conferences – The Need for Self, Place, and Relatedness.

PRESENTATIONS AT ACADEMIC CONFERENCES (selection)

ICIS 2021

“Exploring the Use of Backgrounds in Web-conferencing with Image and Text Analysis,” (with Johannes Schneider, Janine Hacker, Joshua Handali, Jan vom Brocke), Int. Conf. on Information Systems, AIS, 12/2021, Austin, USA & hybrid (participation online), Track *Social Media and Digital Collaboration*, short paper.

Nagymaros Conference on Organizational Ecology

“Exploring the dynamics of group level taken-for-grantedness: An agent-based model,” presentation (with Christina Günther, Min Liu), Nagymaros Group on Organizational Ecology, 06/2020, virtual (participation online), Track *Formal Modeling and Simulation*.

ICIS 2019

“How do we adapt to adaptive information infrastructures,” presentation (with Sven-Volker Rehm), Int. Conf. on Information Systems, AIS, 12/2019, Munich, Germany, *TREO talk Innovation, business, and technology*.

79th AOM Annual Meeting: OCIS Doctoral Consortium

“IS-enabled organizational transformation: Socio-cognitive approach,” presentation of the doctoral research project, Academy of Management Annual Meeting, AOM, 08/2019, Boston, USA.

Research Colloquium at University of Strasbourg – EM Business School

“The dynamics of organizational transformation,” presentation (with Sven-Volker Rehm), 04/2019, Strasbourg, France, working paper.

78th AOM Annual Meeting: OCIS Doctoral Consortium

“IS-enabled organizational transformation: The impact of new technologies,” presentation of the doctoral research project, Academy of Management Annual Meeting, AOM, 08/2018, Chicago, USA.

ISPIM Innovation Conference

“Collaboration in Virtual Reality by using Digital Twins,” presentation (with Sven-Volker Rehm, Iris Junglas, Lakshmi Goel), International Society for Professional Innovation Management, 06/2018, Stockholm, Sweden, working paper.

TEACHING

Teaching Assistant

Engagement as Teaching Assistant for the following courses (see below):

- re-working of content together with the Professors, content preparation (including slides), conceptualization of (real life) business cases, course structuring, proposals for learning objectives and assessment criteria;
- course planning (coordinating communication between Program Office and the Professors), coordination for off-site company visits, communication with guest lecturers;
- content and student management in Moodle; course management in Cascam; setting of Zoom sessions (March 2020 – April 2021), synchronization between Moodle content and Zoom sessions for active learning workshops;
- coaching students throughout the courses (during their work on seminar papers and/or case studies, individually and in groups), preparation and planning of coaching sessions, evaluation, performance reviews and feedback, and final grading (according to the assessment criteria).

Business Information Systems I (10/2017 – today) (3 ECTS)

Introduction to MIS (lecture), B.Sc. Program in International Business Administration, at WHU, Chair for Business Information Science and Information Management, PD Dr.-Ing. Sven-V. Rehm.

Foresight Scenario Building Challenge (2019-2020)

Problem-Oriented Learning Workshop (within BIS I): HS2020 (8 students), WS2019 (12 students), SS 2019 (28 students).

Market Dynamics and Industrial Evolution (01/2019 – today) (6 ECTS)

Seminar (incl. case studies), B.Sc. Program in International Business Administration, at WHU, IHK-Chair of Small and Medium-Sized Enterprises, Prof. Dr. Christina Günther: SS2020 (12 students), SS2019 (20 students).

Business War Gaming (incl. 1-day workshop co-organized with KEARNEY) (2020 – today) (6 ECTS)

Seminar, B.Sc. Program in International Business Administration, at WHU, IHK-Chair of Small and Medium-Sized Enterprises, Prof. Dr. Christina Günther: SS2023 (21 students); SS2021 (19 students), SS2020 (20 students).

Industrial Organization (2018)

Case Study, M.Sc. Program, at WHU, IHK-Chair of Small and Medium-Sized Enterprises, Prof. Dr. Christina Günther: WS2018 (15 students in M.Sc. in Entrepreneurship & 60 students in M.Sc. in Management Programs).

Supervision of M.Sc. and B.Sc. Theses (as the second supervisor):

Hilti Chair of Business Process Management (University of Liechtenstein), Primary supervisor: Assistant Professor, Dr. Janine Hacker:

Understanding the usage of virtual backgrounds in web-conferencing systems: Insights from Twitter data analysis and user interviews. (M.Sc. 2022)

Virtual Choir Experience: Experiencing real-time choral singing and conducting in a virtual environment. (M.Sc. 2022)

Mechanismen des sozialen Einflusses aus der Neuromarketing-Perspektive: Literaturüberblick. (B.Sc. 2021, in German – Mechanisms of Social Influence from the Neuro-Marketing Perspective: Literature Review) University 2.0 - The new digital reality. (M.Sc. 2021)

IHK-Chair of Small and Medium-Sized Enterprises (WHU), Primary supervisor: Prof. Dr. Christina Günther:

The role of M&As in overcoming obstacles to innovation activities in German family firms. (B.Sc. 2020)

Eco-innovations and sustainable development of SMEs in Germany: Public incentivizing and support. (B.Sc. 2020)

A Customer-Focused Ideation Process for SMEs in the Manufacturing Industry (Design Thinking): Design and Implementation. (M.Sc. 2019, in cooperation with a company)

Pricing in Innovative SMEs: Introducing a Structured Value-Based Pricing Strategy. (M.Sc. 2019, in cooperation with a company)

Product Launch Process Design in SMEs. (M.Sc. 2019, in cooperation with a company)

SME employer attractiveness: Job advertisements optimization through experiments. (M.Sc. 2019)

Behavioral experiments in Virtual Reality. (B.Sc. 2019, two students within a research project)

Internalization Strategy and Location Analysis for an SME. (B.Sc. 2018, in cooperation with a company; *IHK Koblenz Best Paper Student Award 2019*)

Chair of Business Information Systems (WHU), Primary supervisor: Assistant Professor, Dr. Sven-V. Rehm:

Virtual Reality and Public Speaking Anxiety: Supplementation of Public Speaking Anxiety Treatments with Virtual Reality. (B.Sc. 2018)

Knowledge Management in a Digitalized World – The Role of TMS in Today's Knowledge-Economy. (B.Sc. 2018)

Taxonomy of intra-organizational inertia: The knowledge management perspective. (B.Sc. 2018)

Knowledge Aspects of 3D Printing Business Ecosystems. (B.Sc. 2018)

HOBBIES AND INTERESTS

Marathon running and participation in charity running events (incl. Wings for Life World Run, Drei-Brücken-Lauf in Bonn); participation in running events for WHU Team (B2Run, Münz-Firmenlauf Koblenz, Generations Cup – Frankfurt Marathon Relay). Landscape photography; painting.