**Yafang (Fang) Li**
University of Memphis
Dept. of Management Information Systems
Fogelman College of Business & Economics
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## EDUCATION

**Ph.D. in Business Administration (Management Information Systems)**      **May 2022**
Washington State University      Pullman, WA, USA

**M.S. in Business Administration**      **May 2022**
Washington State University      Pullman, WA, USA

**M.S. in Multinational Management and Information Management**      **June 2017**
Beijing Foreign Studies University      Beijing, China

**B.S. in Information Management and Information Systems**      **June 2014**
Beijing Foreign Studies University      Beijing, China

## RESEARCH

**Research Interests**
Consumer Health IT, Fitness Technology, Metaverse, IT Use, IT Affordance, IT Identity, Privacy, and Security

**Refereed Journal Articles**
1. Carter, M., Reibenspiess, V., **Li, Y.,** Grover, V. (2022). "IT Use and Identity: A Review and Research Agenda," *Foundations and Trends® in Information Systems,* 6 (1), 1–93.
2. Shao, M., Zhao, X., **Li, Y.,** (2022). "User Engagement and User Loyalty Under Different Online Healthcare Community Incentives: An Experimental Study," *Frontiers in Psychology*, 2282.
3. Chi, H., Jia, S., **Li, Y.,** Gursoy, D., (2021). "Developing A Formative Scale to Measure Consumers' Trust Toward Artificially Intelligent (AI) Social Robots in Service Delivery," *Computers in Human Behavior*, 118, 106700.
4. Fan, J., Shao, M., **Li, Y.,** Huang, X., (2018). "Understanding Users' Attitude Toward Mobile Payment Use: A Comparative Study Between China and the USA," *Industrial Management & Data Systems*, 118 (3), 524-540.

**Refereed Conference Proceedings**
1. Mulgund, P., Higgins, K., Singh, R., **Li, Y.,** Chew, SL. (2023) Examining Antecedents and Causal Factors of CISO Burnout: An Interpretivist Research Approach. in the Proceedings of the *29th Americas Conference on Information Systems (AMCIS)*, Panama City, Panama, August 10-14.
2. Mulgund, P., **Li, Y.,** Zheng, Y., Tropf, L., Marrazzo, S.(2023), "Lean Approaches to Validate Consumer Acceptance and Business Model of Metaverse Applications: A Case of Tyto Online (An Edtech Platform)," an extended abstract accepted for presentation at the Research Workshop on "The next generation internet: The role of metaverses, AR, VR, MR, and digital twins", April 28, Temple University, Philadelphia.
3. **\*Li, Y.,** Carter, M., Crossler, R. E. (2023) "Fitness Technology and Exercise Engagement: How

Technology Affordances Facilitate Fitness Goal Attainment," in the Proceedings of the *56th Hawaii International Conference on System Sciences (HICSS),* Maui, Hawaii, January 3-6. **\*Best paper nominated.**

4. **Li, Y.,** Carter, M., Crossler, R. E. (2020) "A Review on Consumer Health Information Technology Research in IS," in the Proceedings of the *53rd Hawaii International Conference on System Sciences (HICSS),* Maui, Hawaii, January 7-10.

5. **Li, Y.,** Huang, X. (2020) "Understanding Employees' ISP Compliance from the Perspective of Emotion-Focused Coping Approaches," in the Proceedings of the *26th Americas Conference on Information Systems (AMCIS),* Salt Lake City, USA, August 10-14.

6. **Li, Y.,** Crossler, R. E., Compeau, D. (2019) "Regulatory Focus in the Context of Wearable Continuance," in the Proceedings of the *25th America's Conference on Information Systems (AMCIS),* Cancun, Mexico, August 15-17.

7. Fan, J., Huang, X., **Li, Y.** (2019) "The Effect of Features on Information Quality and Knowledge Acquisition in Online Health Communities," in the Proceedings of the *25th America's Conference on Information Systems (AMCIS),* Cancun, Mexico, August 15-17.

8. He, H., **Li, Y.,** Huang, X., Fan, J. (2016) "A Comparative Study of China and US Users' Acceptance of Online Payment," in the Proceedings of the *13th International Conference on Service Systems and Service Management (ICSSSM),* Kunming, China, June 24-26.

9. Shao, M., Peng, L., **Li, Y.** (2015) "A Study on Enterprise Technology Adoption of SaaS," in the Proceedings of the *12th International Conference on Service Systems and Service Management (ICSSSM),* Guangzhou, China, June 22-24.

10. Shao, M., Fan, J., **Li, Y.** (2014) "An Empirical Study on Consumer Acceptance of Mobile Payment Based on the Perceived Risk and Trust," in the Proceedings of the *2014 International Conference on Cyber-Enabled Distributed Computing and Knowledge Discovery* (*CyberC*), Shanghai, China, October 10-12.

**Presentations**

*1.* Singh, R., Mulgund, P., **Li, Y.,** Thimmanayakanapalya, S. (2023) A Sociotechnical Analysis of Metrics Evaluating Healthcare Chatbots. Presented at *Pre-ECIS Information Systems Journal Workshop. 3rd ISJ Trending Topics Workshop.*

2. "Lean Approaches to Validate Consumer Acceptance and Business Model of Metaverse Applications: A Case of Tyto Online (An Edtech Platform)," Presented at the *Research Workshop on "The next generation internet: The role of metaverses, AR, VR, MR, and digital twins",* Philadelphia, USA, April 28, 2023.

3. **\***"Fitness Technology and Exercise Engagement: How Technology Affordances Facilitate Fitness Goal Attainment," Presented at *HICSS*, 2023.
   **\*Best paper nominated.**

4. "Fitness Technology and Exercise Engagement: How Technology Affordances Facilitate Fitness Goal Attainment," Presented at *Washington State University Friday Research Seminar Series*, Pullman, WA, 2020.

5. "Understanding "Fitness Technology Use" From the Perspective of Goal-Directed Behaviors," Presented at *Washington State University Friday Research Seminar Series*, Pullman, WA, 2020.

6. "The Landscape of Research on Consumer Health Information Technology (CHIT) in IS," Presented at *Washington State University Friday Research Seminar Series*, Pullman, WA, 2019.

7. "Privacy in Healthcare Information Systems: Current State of Research," Presented at *Washington State University Friday Research Seminar Series*, Pullman, WA, 2018.

8. "Understanding Employees' ISP Compliance from the Perspective of Emotion-Focused Coping Approaches," Presented at *AMCIS*, 2020.
9. "A Review on Consumer Health Information Technology Research in IS," Presented at *HICSS*, 2020.
10. "Regulatory Focus in the Context of Wearable Continuance," Presented at *AMCIS*, 2019.
11. "A Comparative Study of China and US Users' Acceptance of Online Payment," Presented at *ICSSSM*, 2016.
12. "A Study on Enterprise Technology Adoption of SaaS," Presented at *ICSSSM*, 2015.
13. "An Empirical Study on Consumer Acceptance of Mobile Payment Based on the Perceived Risk and Trust," Presented at *CyberC*, 2014.

## TEACHING

### Teaching Interests
Data Management, Managing Information Technology, Business Intelligence, Systems Analysis and Design, IS Project Management, IT Infrastructure and Security

### Courses Taught at University of Memphis
**Instructor**

| | |
|---|---|
| MIS 3770 *System Analysis & Methods* (classroom) | 2023 Spring |
| MIS 7610 *System Analysis & Design* (synchronous online) | 2023 Spring |
| MIS 3770 *System Analysis & Methods* (classroom) | 2022 Fall |
| MIS 7610 *System Analysis & Design* (synchronous online) | 2022 Fall |

### Courses Taught at Washington State University
**Instructor**

| | |
|---|---|
| MGMT 496 *Business Intelligence* (synchronous online) | 2022 Summer |
| MIS 372 *Data Management* (classroom) | 2022 Spring |
| MIS 499 *Special Problem-Business Intelligence* (online) | 2021 Summer |
| MIS 372 *Data Management* (synchronous online) | 2021 Spring |
| MIS 250 *Managing Information Technology* (classroom) | 2018 Summer, 2019 Fall |
| MIS 250 *Managing Information Technology* (online) | 2019 Summer, 2020 Summer |

**Teaching Assistant**

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|---|---|
| MIS 372 *Data Management* | 2020 Fall |
| MIS 322 *Enterprise Business Process Analysis* | 2020 Spring |
| MIS 250 *Managing Information Technology* | 2018 Spring & Fall, 2019 Spring |
| MIS 400 *Strategic Information Systems Leadership* | 2017 Fall |

## SERVICES

### Conference and Journal Reviews

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|---|---|
| Information & Management | 2023 |
| Journal of Electronic Business & Digital Economics | 2023 |
| European Conference on Information Systems (ECIS) | 2022, 2023 |
| Pacific Conference on Information Systems (PACIS) | 2022 |
| Hawaii International Conference on System Sciences (HICSS) | 2020, 2021, 2022 |
| Americas Conference on Information Systems (AMCIS) | 2018, 2019, 2020 |
| International Conference on Information Systems (IICIS) | 2020 |

**Service to Field**

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|---|---|
| AIS Doctoral Student College, Job Market session, invited guest speaker | 2022 Sep |
| Session Chair for Information Security and Privacy (SIG-SEC) mini-tracks | AMCIS 2020, 2021 |
| JAIS Special Issue on Technology and Social Inclusion Workshop, Support Team | 2020 |

**Service to Department**

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|---|---|
| Undergraduate Recruitment Committee Member, University of Memphis | 2023 |
| Faculty Search Committee Member, University of Memphis | 2022 |
| Committee Member of Fogelman MSIS Degree Learning Outcome Assessment | 2022,2023 |
| Discover Your Major, University of Memphis | 2022 |
| WSU Business Plan Competition, Session Coordinator | 2017, 2018, 2019 |

## HONORS & AWARDS &GRANT

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|---|---|
| Technology Development and Innovation Grant, $15,000, University of Memphis | 2022-2023 |
| Community of Research Scholars (CORS) Grant, $2,500, University of Memphis | 2022-2023 |
| AMCIS 2022 Junior Faculty Consortium Fellow, University of Memphis | 2022 |
| Carson College Of Business Three Minute Thesis Research Competition Winner, WSU | 2022 |
| AIS – Bocconi PhD Student Travel Grant | 2021 |
| AIS Doctoral Student Service Award | 2021 |
| AMCIS 2021 Later Stage Doctoral Consortium Fellow, WSU | 2021 |
| Graduate Assistant Fellowship, WSU | 2017-2022 |
| GPSA Travel & Registration Grants, WSU | 2017-2022 |
| MISE Department Doctoral Students Research Fellowship, WSU | 2019-2022 |
| Carson College First Year Summer Research Support, WSU | 2018 |
| Brelsford Housing Scholarship, WSU | 2017 |
| National Scholarship for Master Students, Ministry of Education of China | 2015, 2016 |

## PROFESSIONAL MEMBERSHIP

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|---|---|
| The Association for Information Systems (AIS) | 2017-Present |
| AIS SIG: Adoption and Diffusion of Information Technology | |
| AIS Women's Network | |

## TECHNICAL SKILLS

**Professional Certification**
The Professional Scrum Master I (PSM I) Certification
**Statistical and Text Analytics Software**
SPSS, AMOS, SmartPLS, Mplus
**Database Design and Business Intelligence Software**
Erwin, Microsoft SQL Server, Microsoft Visio, Microsoft Access, Tableau