

SIYUAN (SETH) LI

Dorman Family Distinguished Associate Professor
 Raymond A. Mason School of Business, William & Mary
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ACADEMIC POSITIONS

Raymond A. Mason School of Business, William & Mary	
Dorman Family Term Distinguished Associate Professor	2024 – Present
Assistant Professor	2018 – 2024
College of Business, Clemson University	
Assistant Professor	2014 – 2018
Visiting Assistant Professor	2013 – 2014

EDUCATION

Terry College of Business, The University of Georgia	Athens, GA
Ph.D. in Management Information Systems	2008 – 2013
<i>Advisor: Dr. Elena Karahanna</i>	
Business School, Hong Kong University of Science and Technology	Hong Kong
B.B.A. in Management Information Systems and Finance	2002 – 2006
First Class Honors	

RESEARCH STREAMS

- **Human-Computer Interaction & Behavioral Information Systems**
Examines user behavior in digital environments, including online herd behavior, social cues, information credibility, and peer influence in online platforms and social networks.
- **Intelligent Systems & Decision-Making**
Investigates the role of intelligent technologies – such as recommender systems, virtual reality, and generative AI – in shaping decision-making processes, creativity, and user outcomes.
- **IT Governance & Societal Impact**
Explores issues of privacy, transparency in digital platforms, sustainability reporting, and corporate governance.

JOURNAL PUBLICATIONS

(FT50 = Top 50 Journals in Financial Times Research Ranking; IF = Five-Year Impact Factor)

- [1] Sun, H., Li, S., Tseng, S., & Peterson, M. (2025). Virtual Reality, Mental Models, and Mindful Decision-Making. *Journal of the Association for Information Systems*, 26(4), 1166–1196. (IF: 7.4)
- [2] London, J., Li, S., & Sun, H. (2022). Seems Legit: An Investigation of the Assessing and Sharing of Unverifiable Messages on Online Social Networks. *Information Systems Research*, 33(3), 978–1001. (FT50; IF: 9.2)
- [3] Li, S., Qu, T., & Yu, Y. (2022). Outside Director Social Network Centrality and Turnover Before Stock Performance Crash: A Friend in Need? *Journal of Corporate Finance*, 76, Article 102280. (IF: 5.9)

- [4] Deng, H., Wang, W., **Li, S.**, & Lim, K. (2022). Can Positive Online Social Cues Always Reduce User Avoidance of Sponsored Search Results? *MIS Quarterly*, 46(1). (FT50; IF: 11.0)
- [5] Pu, W., **Li, S.**, Bott, G., Esposito, M., & Thatcher, J. (2022). To Disclose or Not to Disclose: An Evaluation of the Effects of Information Control and Social Network Transparency. *Computers & Security*, 112. (IF: 5.4)
- [6] Scott, K., Zagenczyk, T., **Li, S.**, Gardner, W., Coglisier, C., & Laverie, D. (2018). Social Network Ties and Organizational Citizenship Behavior: Evidence of A Curvilinear Relationship. *European Journal of Work and Organizational Psychology*, 27(6), 752–763. (IF: 5.7)
- [7] **Li, S.**, & Karahanna, E. (2015). Online Recommendation Systems in a B2C E-Commerce Context: A Review and Future Directions. *Journal of the Association for Information Systems*, 16(2). (IF: 7.4)
- [8] **Li, S.**, Boudreau, M., Huber, M., & Watson, R. (2013). Sustainability Performance and CSR Disclosure: The Missing Link. *International Journal of Social Ecology & Sustainable Development*, 4(2).
- [9] Watson, R., Boudreau, M., **Li, S.**, & Levis, J. (2010). Telematics at UPS: En Route to Energy Informatics. *MIS Quarterly Executive*, 9(1).
 - *Best Paper Award* (1st Place, SIM Best Paper Award Competition, 2009)

SELECTED WORKING PAPERS

- [1] **Li, S.**, Sun, H., Zhao, Q., & Wang, Y. "I Go For That Offbeat Option! Examining Contrarian Behavior in Online Marketplaces." *Under 4th-round review, MIS Quarterly.*
- [2] Zhao, E., Shea, C., & **Li, S.** "How Pre-existing Relationships between New Team Members Affect Individual and Team Performance." *Under 2nd-round R&R, Organization Science.*
- [3] **Li, S.**, Sun, H., Wang, W., & Zou, H. "To Follow or Not to Follow? Examining Online Herd Cues' Effect on Herd Behavior." *Under 2nd-round R&R, Journal of the Association for Information Systems.*
- [4] Wang, Y., Zhao, Q., & **Li, S.** "To Craft or Not to Craft? The Impact of Algorithmic Knowledge on Creators' Creative Behavior." *Under review, Information Technology and People.*
- [5] **Li, S.** & Kohli, R. "Bridging the Social Divide: How Generative AI Can Foster Understanding and Reduce Polarization." *Work-in-progress.*

PRESENTATIONS AND CONFERENCE PROCEEDINGS

- [1] **Li, S.** & Kohli, R. (2026). "Information Systems and Social Divide: How Large Language Models Moderate Polarization." *Virginia Research Seminar Series, George Mason University.*
- [2] Zhao, E., Shea, C., & **Li, S.** (2026). "Shared Histories in New Teams: The Effect of Pre-Existing Relationships on Performance." *IACM 2026, Vienna, Austria.*
- [3] **Li, S.** & Kohli, R. (2025). "Bridging the Social Divide: How Generative AI Can Foster Understanding and Reduce Polarization." *Brownbag Series, Mason School of Business, William & Mary.*
- [4] Zhao, E., Shea, C., & **Li, S.** (2024). "How Pre-existing Relationships between New Team Members Affect Individual and Team Performance." *IACM 2024, Singapore.*
- [5] **Li, S.**, Shen, R., & Yu, Y. (2023). "Does Corporate ESG Disclosure Spillover Through Board Interlocks?" *Brownbag Series, Mason School of Business, William & Mary.*
- [6] Shea, C., **Li, S.**, & Zhao, E. (2022). "Familiar Faces in New Places: How Pre-existing Relationships between New Team Members Affect Individual and Team Performance." *82nd Annual Meeting of the Academy of Management, Seattle, WA (Showcase Symposium).*
- [7] Kohli, R. & **Li, S.** (2021). "Economic Rationality and Strategy: How Institutional Logics Explain ACO's Pursuit of Healthcare Cost-savings." *Brownbag Series, Mason School of Business, William & Mary.*
- [8] Kohli, R. & **Li, S.** (2021). "Learning to be Rational: Economic Rationality among Accountable Care Organizations." *Virginia Research Seminar Series, George Mason University.*

- [9] Jia, L. & Li, S. (2020). "Peer Effects on Knowledge Contribution Behaviors." *2020 INFORMS Annual Meeting, Virtual*.
- [10] Tofangchi, S., Hanelt, A., & Li, S. (2019). "Advancing Recommendations on Two-Sided Platforms: A Machine Learning Approach to Context-Aware Profiling." *ICIS 2019, Munich, Germany*.
- [11] Li, S. & Sun, H. (2019). "Herd Booster: Examine the Impact of Product and Recommendation Type on Herd Behavior." *SIG-DIGIT, ICIS 2019, Munich, Germany*.
- [12] Wade, J., Li, S., Pu, W., & Thatcher, J. (2018). "Turning the Negative Affiliation Around: Looking Glass Self in Online Community Platforms." *ICIS 2018, San Francisco, CA*.
- [13] Purvis, R. & Li, S. (2018). "The Development of Psychological Climate within IS Development Projects and Its Impact on IS Development Project Performance." *ECIS 2018, Portsmouth, UK*.
- [14] Scott, K., Zagenczyk, T., Li, S., Gardner, W., Cogliser, C., & Laverie, D. (2017). "Citizenship Behavior of Included and Excluded Employees: Evidence of a Curvilinear Relationship." *77th Annual Meeting of the Academy of Management, Atlanta, GA (Best Accepted Paper)*.
- [15] Pu, W., Li, S., & Thatcher, J. (2017). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency." *ICIS 2017, Seoul, South Korea*.
- [16] Scott, K., Zagenczyk, T., & Li, S. (2017). "Social Network Ties and Organizational Citizenship Behavior: A Social Network Analysis." *32nd Annual Conference of the SIOP, Orlando, FL*.
- [17] Pu, W., Li, S., & Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of SNS Transparency and Culture." *SIG-DIGIT, ICIS 2016, Dublin, Ireland*.
- [18] Pu, W., Li, S., & Thatcher, J. (2016). "Self-disclosure and SNS Platforms: The Impact of Transparency, Accountability, and Culture." *AMCIS 2016, San Diego, CA*.
- [19] Li, S. & Sun, H. (2015). "The Role of System Type in Herd Behavior in User Adoption and Continuance of Technology." *ICIS 2015, Fort Worth, TX*.
- [20] Li, S. & Karahanna, E. (2012). "Peer-based Recommendations in Online B2C E-Commerce: Comparing Collaborative Personalization and Social Network-based Personalization." *HICSS 2012, Maui, HI*.
- [21] Li, S., Boudreau, M., & Watson, R. (2011). "Why Organizations Have Different Levels of Sustainability Disclosure: A Study of CSR Quality in the IT Industry." *54th ASAC, Montréal, QC, Canada*.
- [22] Watson, R., Williamson, T., Boudreau, M., & Li, S. (2011). "Business Canvas for Energy Informatics." *SIG Green, ICIS 2011, Saint Louis, MO*.

TEACHING EXPERIENCE

William & Mary, 2018 - Present

BUAD467 Predictive Analytics (BBA)	2 sections present
BUAD466 Developing Business Intelligence (BBA)	5 sections Avg. eval: 4.51/5
BUAD5762 Capstone Project (MSBA, OMSBA)	2 sections Avg. eval: 4.81/5
BUAD5732 Data Visualization (MSBA)	6 sections Avg. eval: 4.82/5
BUAD6271 Data Management (FT-MBA, PT-MBA, OMSBA)	9 sections Avg. eval: 4.85/5
BUAD6971 MBA Independent Studies (MBA)	1 section Avg. eval: 5.00/5

Clemson University, 2013 - 2018

MGT3500 Introduction to Business Analytics (BBA)	7 sections Avg. eval: 4.50/5
MGT4560 Business Data Management (BBA)	8 sections Avg. eval: 4.60/5
MGT3180 Introduction to Information Systems (BBA)	1 section Avg. eval: 4.30/5
MGT8990 PhD Independent Studies	1 section Avg. eval: 5.00/5

University of Georgia, 2010 – 2013

MIST4600 Computer Programming in Business (BBA)

2 sections | Avg. eval: 4.3/5

MIST4620 System Analysis and Design (BBA)

4 sections | Avg. eval: 4.5/5

MIST5620 Business Intelligence (BBA)

1 section | Avg. eval: 4.3/5

RESEARCH GRANTS

- **Li, S. & Kohli, R.** (2024). AI Initiatives Grant, Raymond A. Mason School of Business, William & Mary. Award: \$4,000.
- **Li, S.** (2021–2024). *Summer Research Grant*, Raymond A. Mason School of Business, William & Mary. Award: \$20,000/year.
- **Li, S., Qu, T., & Yu, Y.** (2014). “Outsider Information for Insider Trading: A Social Network Analysis.” Singapore Ministry of Education, *Tier 1 Grant (MOE2014-T1-001-240)*. Award: S\$79,960 (~US\$64,000). *Competitively reviewed a national external grant.*

PROFESSIONAL SERVICES - EXTERNAL

Associate Editor

- *MIS Quarterly*, 2026–present
- *Journal of the Association for Information Systems*, 2026–present
- *Decision Support Systems*, 2025–present

Editorial Board

- *AIS Transactions on Human-Computer Interaction (THCI)*, 2025–present
- *Journal of the Association for Information Systems*, 2024–2026

Mini Track Chair

- Global Development Track. Americas Conference on Information Systems, Virtual, 2020
- Global Development Track. Americas Conference on Information Systems, Cancún, Mexico, 2019
- ICTs in Global Development Track. Americas Conference on Information Systems, New Orleans, 2018

Conference Associate Editor

- IS Innovation, Adoption and Diffusion Track. ECIS, Milan, Italy, 2026
- IS Innovation, Adoption and Diffusion Track. ECIS, Amman, Jordan, 2025
- IT Implementation and Adoption Track. ICIS, Bangkok, Thailand, 2024
- IS Innovation, Adoption and Diffusion Track. ECIS, Paphos, Cyprus, 2024
- Social Impact of IS Track. ICIS, Hyderabad, India, 2023
- Governance, Strategy and Value of IS Track. ICIS, Virtual, 2020
- Cognition and Human Behavior in IS Track. ECIS, Marrakech, Morocco, 2020
- Human Computer Interaction Track. PACIS, Dubai, UAE, 2020
- Human Behavior and IS Track. ICIS, Munich, Germany, 2019
- Cognition and Human Behavior in IS Track. ECIS, Stockholm, Sweden, 2019
- Human Behavior and IS Track. ICIS, San Francisco, CA, 2018
- Human Behavior and IS Track. ICIS, Seoul, South Korea, 2017
- Sustainability and Societal Impacts of IS Track. ICIS, Dublin, Ireland, 2016
- E-Business and E-Government Track. PACIS, Chiayi, Taiwan, 2016
- Sustainability and Societal Impacts of IS Track. ICIS, Fort Worth, TX, 2015

Session Chair

- Human Computer Interaction Track. ICIS, Bangkok, Thailand, 2024
- IT Implementation Track. ICIS, India (virtual), 2020
- Human Behavior and IS Track. ICIS, Seoul, South Korea, 2017
- IS Adoption and Diffusion Session. PACIS, Singapore, 2015

- Evolution and Appropriation in IS Perceptions and Utilization II Session. ICIS, Auckland, New Zealand, 2014

Reviewer

- *Journals*: MIS Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of the Association for Information Systems, Journal of Strategic Information Systems, Information & Management, Information Systems Journal, Information Systems Frontiers, Information Technology & People, Internet Research, Journal of Industrial Ecology, Database, Decision Science, Decision Support Systems
- *Conferences*: ICIS, AMCIS, ECIS, HICSS, PACIS

PROFESSIONAL SERVICES - INTERNAL

Service at William & Mary

- Research Brownbag Series Coordinator, 2023–2024
- Research Committee, Mason School of Business, 2022–2024
- Business Research Subject Participation System (SONA) Coordinator, 2021–2022, 2025–present
- First-Year Undergraduate Student Advisor, 2019–2023
- Faculty Search Committee, 2019, 2020, 2022
- Research Digest Editor, 2020
- Independent Study Advisor, 2020

Service at Clemson University

- Business Analytics Curriculum Developer for Undergraduate and Graduate Programs, 2014–2016
- Consultant, AIS SAP Competition, University of Indiana, 2016
- Case Leader, CoMIS Case Competition, University of Minnesota, 2015
- PhD Dissertation Committee, 2016–2018
- Faculty Search Committee, 2014–2017
- PhD Recruitment Committee, 2015–2017
- Research Workshop Coordinator, 2014

ACADEMIC AWARDS AND HONORS

- Best Reviewer of The Year (2024), *Journal of the Association for Information Systems*
- Best Reviewer Award (2023), *AIS Transactions on Human-Computer Interaction*
- Dean's Research Fellow (2021–2025), Mason School of Business, William & Mary
- Best Accepted Paper (2017), 77th Annual Meeting of the Academy of Management, Atlanta, GA
- Doctoral Teaching Award for Outstanding Teaching (2013), Department of MIS, University of Georgia
- 1st Place, SIM Best Paper Award Competition (2009), Society for Information Management
- Influencer on a Class of 2020 Graduate, Cohen Career Center, William & Mary
- Etheredge Scholarship (2008–2011), Terry College of Business, University of Georgia

ADDITIONAL TRAINING AND CERTIFICATE

Completion Certificate of the Social Network Analysis Training Workshop, *LINKS Center*, University of Kentucky, July 5–10, 2011

PROFESSIONAL MEMBERSHIP

Association for Information Systems (AIS)

AIS Special Interest Group on Adoption and Diffusion of Information Technology (SIGADIT)

AIS Special Interest Group on Human Computer Interactions (SIGHCI)