YIXIU (ASHLEY) YU

Dept. of Information Systems and Operations Management,

Miller College of Business, Ball State University, Muncie, IN 47306

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EDUCATION

Texas Tech University, Lubbock, TX

Ph.D. in Business Administration, 2020

> (Concentration: Management information systems)
>
> Dissertation: Three Essays on User Satisfaction, Dissatisfaction,
>
> Ambivalence, and Post-adoption Behavior (Supervisor: Dr. Fred Davis)

Tongji University, Shanghai, China

M.S. in Management Science and Engineering, 2012

Southwest Jiaotong University, Chengdu, Sichuan, China

B.S. in Management Information Systems, 2009

ACADEMIC POSITION

Tenure-track Assistant Professor of Computer Information Systems, 08.2020 -

ISOM, Miller College of Business, Ball State University

RESEARCH INTERESTS

User satisfaction and dissatisfaction; user post-adoption behaviors;
Information security; data security breach.

TEACHING INTERESTS

Data Visualization, Business Analytics, Data Mining, Business Intelligence,
Information Systems Security, Cybersecurity, Database, Information Systems Design.

RESEARCH

Refereed Journal Articles

1. **Yu, Y.**, Li, X., & Jai, T. (2017). The impact of green experience on customer satisfaction: evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, *29*(5), 1340-1361.

2. **Yu, Y.**, Li, X, & Qiu, C. (2017). Understanding Chinese domestic travelers' trip patterns to mount Fanjing. *Journal of China Tourism Research, 13*(2), 141-160.
3. Li, X., Wang, Y., & **Yu, Y.** (2015). Present and future website marketing activities in the us hotels: Change propensity analysis. *International Journal of Hospitality Management, 47*, 131-139.

Manuscripts under Review

1. **Yu, Y.** and Davis, F. User satisfaction and dissatisfaction: Bipolar versus unipolar conceptualizations. (Under review at the *International Journal of Information Management*)
2. **Yu, Y.** and Davis, F. Approach, avoidance, and ambivalence: modeling the underlying reasons for mixed feelings of user satisfaction and dissatisfaction. (Under review at the *Journal of the Association for Information Systems*)
3. **Yu, Y**, Davis, F., and Tian, X. Differential determinants of software user satisfaction and dissatisfaction. (Under review at the *International Journal of Human-Computer Interaction*)

Working Papers

1. **Yu, Y.** and Davis, F. Understanding user satisfaction, dissatisfaction, and switching behavior. (In the final preparation for submission to *MIS Quarterly*)
2. **Yu, Y.** & He, W. The impact of information overload on social media user discontinuance.
3. **Yu, Y.** Users' satisfaction and dissatisfaction with smart home devices: An aspect-based sentiment analysis approach

Selected Conferences & Symposiums

1. **Yu, Yixiu**, Gu, Q., & Wang, L. (2021) What do consumers like and dislike about smart home devices? The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
2. **Yu, Yi**, Gu, Q., & Wang, L. (2021) The impact of immersive experience on consumer purchase intention. The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
3. Gu, Q., **Yu, Y.**, & Wang, L. (2021) AI applications in project management. The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
4. **Yu, Y.** & Davis, F. (2019). User satisfaction and dissatisfaction and their antecedents and consequences. The 17th Annual Big XII + MIS Research Symposium, April 2019, in Lubbock, TX.
5. **Yu, Y.** & Davis, F. (2018). Conceptualizing user satisfaction and dissatisfaction. The 16th Annual Big XII + MIS Research Symposium, April 2018, in Stillwater, OK.

6. Yu, Y. & Davis, F. (2018). Are the "best answers" in online question-answering (Q&A) sites really best? The 24th Americas Conference on Information Systems (AMCIS), August 2018, in New Orleans, LA.

7. **Yu, Y.** & Davis, F. (2017). The Determinants of IS User Satisfaction and Dissatisfaction: A Text Mining Approach. The 23rd Americas Conference on Information Systems (AMCIS), August 2017, in Boston, MA.

8. **Yu, Y.** & Davis, F. (2016). Generation Y's satisfaction and dissatisfaction with mobile shopping apps. The 22nd Americas Conference on Information Systems (AMCIS), August 2016, in San Diego, CA.

TEACHING EXPERIENCE

Miller College of Business, Ball State University

Assistant Professor   *Fall 2020 – Present*

- ➢ CIS 410 Information Systems Security
- ➢ BA 310 Data Visualization for Business Analytics
- ➢ BA 305 Introduction to Business Analytics
- ➢ BA 345 Data Mining for Business Analytics
- ➢ CIS 450 E-Commerce Design and Applications

Rawls College of Business, Texas Tech University

Graduate Part-time Instructor   *Fall 2015 - Spring 2019*

- ➢ ISQS 3358 Business Intelligence
- ➢ ISQS 2340 Introduction to Information Technology
- ➢ ISQS 3344 Introduction to Production and Operations Management

Teaching Assistant   *Spring 2019 - Summer 2019*

- ➢ ISQS 5381 Data Science
- ➢ ISQS 5350 Project Management

PROFESSIONAL EXPERIENCE

The Linde Group, Shanghai, China   Jun 2012 - May 2013
- ➢ Assistant in the Department of Strategic Marketing & Sales

Dongtan Investment Management Co., Ltd., Shanghai, China   Feb 2012 - Jun 2012
- ➢ Assistant Consultant in the Department of Industry Strategy Consulting

HONORS & AWARDS

James Wetherbe Research Fellowship, TTU, 2019

Doctoral Student Excellence in Research Award, TTU, 2017

Rawls Doctoral Student Research Grant, TTU, 2016

Merit-based Andrew H. Morris Memorial Scholarship, TTU, 2018

Merit-based Rawls Graduate Scholarship, TTU, 2016-2019

Merit-based Jill and Larry Austin ISQS Graduate Scholarship, TTU, 2016-2017

Study Abroad Competitive Scholarship, TTU, 2014, 2016

J.T. and Margaret Talkington Graduate Fellowship, TTU   2013-2017

SKILLS

Data Mining and Business Intelligence: R, Python, SAS Enterprise Miner, Pentaho

Data Visualization: Tableau, R, MS Excel

Database: MySQL, MS SQL Server, MS Access

Statistics: Stata, R, SmartPLS, AMOS, SPSS, MS Excel

Programming: Python, C++, JSP, ASP

CERTIFICATES

Text Mining and Analytics Certificate on Coursera (2016)

Data Processing Using Python Certificate on Coursera (2016)

PROFESSIONAL ASSOCIATION MEMBERSHIP

Association for Information Systems (AIS)

Institution for Operations Research and the Management Sciences (INFORMS)

Decision Sciences Institute (DSI)

SERVICES

Department and college service:

Faculty advisor, Women in ISOM Club, Fall 2021 - present

Committee member, MCOB Research Day committee, Fall 2021 - present

Committee member, ISOM Research Committee, Fall 2020 - present

Faculty member, BA Major Advisory Board, Fall 2020 - present

Faculty member, CIS Major Advisory Board, Fall 2020 - present

Committee member, Faculty Development Committee, Miller College of Business, Fall 2020 - Spring 2021.

Professional service:

Ad hoc Reviewer:

        Journal of Supply Chain and Operations Management (2021)

        American Journal of Business (2020)

        International Journal of Hospitality Management (2018, 2019, 2020)

        Tourism Analysis: An Interdisciplinary Journal (2018)

        Journal of Quality Assurance in Hospitality & Tourism (2018)

        International Journal of Contemporary Hospitality Management (2016, 2017)

        Journal of China Tourism Research (2017)

        Business and Management Research (2016)

        Journal of Business and Hotel Management (2015, 2016)

        The European Conference on Information Systems (ECIS 2019)

        The Pre-ICIS SIGHCI Research Workshop (SIGHCI 2018)

        The Americas Conference on Information Systems (AMCIS 2016, 2017 & 2018)

        The Pre-ICIS SIGDSA Research Track Symposium (SIGDSA 2016)

        The International Conference on Information Systems (ICIS 2016)

Program Committee (PC) Member:

        China Summer Workshop on Information Management (CSWIM 2019)

Conference Duties:

        Session chair, The usability and Usage of Technology (SIGHCI) at AMCIS 2017

        Organization coordinator, The 14th Big Data Symposium at Texas Tech University (April 2016)