

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

Assistant Professor of Computer Information Systems, August 2020 - present

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

RESEARCH INTERESTS

User satisfaction and dissatisfaction, user ambivalence, user post-adoption behavior;
Emerging technologies, such as IoT, smart home devices, and AR/VR.

TEACHING INTERESTS

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

RESEARCH

Refereed Journal Articles

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

2. **Yu, Yixiu**, Li, Xu, & Qiu, Can-Hua. (2017). Understanding Chinese domestic travelers' trip patterns to mount Fanjing. *Journal of China Tourism Research*, 13(2), 141-160.
3. Li, Xu, Wang, Youcheng, & **Yu, Yixiu**. (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, Yixiu**, Davis, Fred, and Tian, Xin. Differential determinants of user satisfaction and dissatisfaction. (Under review at *Journal of Theoretical and Applied Electronic Commerce Research*)
2. **Yu, Yixiu** and Davis, Fred. Approach, avoidance, and ambivalence: modeling the underlying reasons for mixed feelings of user satisfaction and dissatisfaction. ("Reject & Resubmit" at *Journal of the Association for Information Systems*)

Working Papers

1. **Yu, Yixiu** and Davis, Fred. User satisfaction, dissatisfaction, and ambivalence: A bivariate evaluative space perspective. (In the final preparation to be submitted to *International Journal of Information Management*)
2. **Yu, Yixiu** and Davis, Fred. Understanding user satisfaction, dissatisfaction, and switching behavior. (In the final preparation for submission. Target journal: *Journal of Management Information Systems*)
3. **Yu, Yixiu**. Cognitive bias in Q&A sites. (In progress)
4. **Yu, Yixiu**. User perception of smart home devices. (In progress)

Selected Conferences & Symposiums

1. **Yu, Yixiu**, Gu, Qiannong, & Wang, Lu. (2021) What do consumers like and dislike about smart home devices? The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
2. **Yu, Yixiu**, Gu, Qiannong, & Wang, Lu. (2021) The impact of immersive experience on consumer purchase intention. The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
3. Gu, Qiannong, **Yu, Yixiu**, & Wang, Lu. (2021) AI applications in project management. The Decision Sciences Institute 52nd Annual Conference, November 2021, online.
4. **Yu, Yixiu** & Davis, Fred. (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, Yixiu & Davis, Fred.** (2018). Conceptualizing user satisfaction and dissatisfaction. The 16th Annual Big XII + MIS Research Symposium, April 2018, in Stillwater, OK.
6. **Yu, Yixiu & Davis, Fred.** (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, Yixiu & Davis, Fred.** (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, Yixiu & Davis, Fred.** (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

- Fall 20; class size 25 students; teaching evaluation **4.7/5**.
- Fall 21; class size 18 students; teaching evaluation N/A

BA 305 Introduction to Business Analytics

- Fall 20; class size 35 students; teaching evaluation **4.5/5**.
- Fall 21; class size 38 students; teaching evaluation N/A

BA 345 Data Mining for Business Analytics

- Spring 21; class size 28 students; teaching evaluation **4.8/5**.

CIS 450 E-Commerce Design and Applications

- Spring 21; class size 25 students; teaching evaluation **4.7/5**.

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

Note: The average teaching evaluation score of the above courses at TTU: **4.7/5**

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, Leximancer, Pentaho
Data Visualization: Tableau, R, MS Excel
Database: MySQL, MS SQL Server, MS Access
Statistics: R, SmartPLS, SPSS, AMOS, MS Excel
Programming: Python, C++, C, JSP, ASP

CERTIFICATES

Text Mining and Analytics (on Coursera, 2016)
Data Processing Using Python (on Coursera, 2016)
China National Computer Network Certificate (2007)

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:

Committee member, ISOM Research Committee, 2020 - present

Faculty member, ISOM CIS Advisory Board, 2020 - present

Committee member, Faculty Development Committee, Miller College of Business, 2020 - present.

Professional service:

Ad hoc Reviewer:

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)