# Yan LIN

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## Education

| | | |
|---|---|---|
| PhD | 2017 | Department of Information Management and Operations Research |
| | | Nanyang Business School |
| | | Nanyang Technological University, Singapore |
| | | Major: Information Systems |
| B.E. | 2011 | School of Computer Science and Technology |
| | | University of Science and Technology of China (Hefei City, China) |
| | | Major: Computer Science and Engineering |
| | | Minor: Finance |

## Work Experience

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|---|---|
| June 2018 – Now | Assistant Professor |
| | Shenzhen Audencia Business School (Shenzhen University-WeBank Institute of FinTech), Shenzhen University |
| August 2017 – May 2018 | Research Associate, Nanyang Technological University, Singapore |
| July 2011 – April 2012 | Engineer, Program Trade Division, eBroker Systems Shenzhen |

## Research Interests

Business Analytics, Crowdfunding, Social Network, Social Media, e-commerce, Entrepreneurship, FinTech

**Publications**

- **Yan Lin**, Dai Yao, Xingyu Chen (2021), "Happiness Begets Money: Emotion and Engagement in Live Streaming." *Journal of Marketing Research,* *https://doi.org/10.1177%2F00222437211002477*

- **Yan Lin** and Wai Fong Boh (2021), "Information Cues or Content? Examining Project Funding Decisions by Crowdfunders", Accepted at *Information and Management*

- **Yan Lin**, Wai Fong Boh (2020). "How Different Are Crowdfunders? Examining Archetypes of Crowdfunders." *Journal of the Association for Information Science and Technology, 71(11), 1357-1370, https://doi.org/10.1002/asi.24332*

- Liang Zhu, **Yan Lin\***, Mingming Cheng (2020). "Sentiment and guest satisfaction with peer-to-peer accommodation: When are online ratings more trustworthy?" *International Journal of Hospitality Management, 86,* https://doi.org/10.1016/j.ijhm.2019.102369

**Working Papers and Work in Progress**

- "Duchenne Smiles in Live Streaming", with Yao Dai (National Singapore University) and Xingyu Chen (Shenzhen University), ongoing

- "Measuring ESG Practices in Firms using Machine Learning", with Rui Shen (CUHK Shenzhen), Julia Yu (University of Virginia), and Jasmine Wang (University of Virginia), ongoging

- **Yan Lin**, "Novelty and Familiarity: Examining Project Creators' Innovation and Imitation Strategies for Crowdfunding Success." Under Review at *Journal of Association for Information Systems*

- Chien-Hui Chuang, Wai Fong Boh, **Yan Lin**, and Anne Wu. "Social Networks, Information Access, and Work Performance", Draft completed

- Yimiao Zhang, **Yan Lin**, Kim Huat Goh. "Impact of Online Influencer Endorsement on Product Sales: Quantifying Value of Online Influencer", Draft completed

- "Culture Mixing in Coworking Space", with Zou Xi (Nanyang Technological University) and Boh Wai Fong (Nanyang Technological University), ongoing

**Paper Presentations**

- **Yan Lin**, Dai Yao, Xingyu Chen, "Happiness Begets Money: Emotion and Engagement in Live Streaming"
  - Invited Talk at Shanghai Jiao Tong University (December, 2020)
  - 42nd ISMS Marketing Science Conference 2020 (Virtual Meeting, Presented by Dai Yao)

- **Yan Lin**, Dai Yao, Xingyu Chen, "Empathy and Engagement in Live Streaming", The Workshop on e-Business 2019, Munich, Germany

- Chien-Hui Chuang, Wai Fong Boh*, **Yan Lin**, and Anne Wu. "Social Networks, Information Access, and Work Performance", Accepted for presentation at the *Academy of Management Specialized Conference in Big Data 2018*, England

- Yimiao Zhang, **Yan Lin**, Kim Huat Goh. "Impact of Online Influencer Endorsement on Product Sales: Quantifying Value of Online Influencer", The Workshop on e-Business 2018, Santa Clara, USA

- Chien-Hui Chuang, Wai Fong Boh, **Yan Lin**, and Anne Wu. "From Offline to Online: How Do Offline Networks Influence Online Communication?", Accepted for presentation at *the 2017 Pre-ICIS Workshop on Accounting Information Systems*

- **Yan Lin** and Wai Fong Boh. "Cues or Content? Examining the Moderating Role of Crowdfunder Experience", 2017. Accepted for presentation at the *23rd Americas Conference on Information Systems (AMCIS 2017)*

- **Yan Lin**. "I Have Seen It Before: How does Project Similarity Affect Crowdfunding Success", 2017. Accepted for presentation at the *11th China Summer Workshop on Information Management (CSWIM 2017)*

- **Yan Lin**, "The Heterogeneity of Crowdfunders", Accepted at the *PACIS 2016 Doctoral Consortium*

- **Yan Lin**, Wai Fong Boh, and Kim Huat Goh. "How different are crowdfunders? Examining archetypes of crowdfunders and their choice of projects." Academy of Management Proceedings. Vol. 2014. No. 1. Academy of Management, 2014. ***AOM OCIS Best Paper Runner-up***

**\*** Presenter

**Grants**

- Shenzhen University Startup Grant (RMB 200,000), 2018 – 2021
- Culture Mixing and Social Network in Co-working Space: Evidence from Spatial Data (RMB 100,000), Shenzhen University, PI in China, 2020—2022, *Joint Project with Zou Xi and Wai Fong Boh at Nanyang Technological University*

**Teaching**

Shenzhen University

- FinTech and Business Analytics, Master by Research Program
  - 2020 – 2021 AY Spring
- Introduction to Financial Technology and Risk Management, Master's Level, in English
  - 2020 – 2021 AY Fall, Rating: 4.67/5
- Introduction to Financial Technology, Undergraduate Level, in English/Chinese
  - 2019 – 2020 AY Spring, Rating: 4.29/5
- Innovation and Entrepreneurship, Master's Level, in English
  - 2018 – 2019 AY Spring (Exchange Program), Rating: 4.62/5
  - 2019 – 2020 AY Spring (Preparatory program)
- Business Research Methods, Master's Level, in English
  - 2018 – 2019 AY Fall, Rating: 4.49
  - 2019 – 2020 AY Fall, Rating: 4.78
- Introduction to Management, Undergraduate Level, in English
  - 2018 – 2019 AY Fall, Rating: 4.41

Nanyang Technological University, Singapore

- 2016, Strategy and Technology Innovation Management (Teaching Assistant)
- 2016, An Introduction to IT (Lecturer, Rating: 4.24/5, 4.03/5)
- 2015, An Introduction to IT (Lecturer, Rating: 3.95/5)
- 2014, An Introduction to IT (Lecturer, Rating: 3.91/5)

**Professional Service**

- Ad hoc reviewer for *MIS Quarterly*, *Journal of the Association for Information Systems*, *Journal of Strategic Information Systems, Journal of the Association for Information Science and Technology, Electronic Commerce Research and Applications, International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), Americas Conference on Information Systems (AMCIS), Annual Meeting of the Academy of Management (AOM)*
- *Associate Editor on PCS for ICIS 2021*

**University Service**

- Assistant to the Dean (Teaching, May 2019 – Now)
- Faculty hiring committee member
- Academic Coordinator, Financial Technology Program (Undergraduate and post-graduate)

**Student Development Projects Supervised**

- **Li Xiao Shu (荔小树)**
  - Gold Medal, China Collegiate Computing Contest 2020 (2020 中国高校计算机大赛，一等奖)
- **Predicting EPS Using Analyst Forecasts**
  - University Student Project Grant (RMB 1000)

**Honors and Awards**

Academy of Management (AOM) OCIS Best Paper Runner-up (2014)

Outstanding Graduate Student, Anhui Province (2011)

Outstanding Graduate Student, University of Science and Technology of China (2011)

Outstanding Student Scholarship, USTC (2008, 2009, 2010)

Gold Medal, National Olympiad in Informatics in Provinces (Fujian Province, 2005)