

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

*Name:* Yixiu Yu

*Rank:* Assistant Professor

*Involvement:* Participating

*Qualification:* Scholarly Academic

*Brief Description for Basis of Qualification:* SA because received a Ph.D. in 2020 and had at least 2 peer-reviewed journal publication and at least 2 additional Scholarship activities in last 5 years.

*Office Address:* WB235

*Area of Academic Discipline Specialization:* Computer Information Systems

**Degrees**

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2020

Degree-Granting Institution: Texas Tech University

Principal Academic Units:

Major Fields of Study: Management Information Systems

Minor Field of Study:

Dissertation Title: Three essays on user satisfaction, dissatisfaction, ambivalence, and post-adoption behavior

M.S. Degree:

Name of Degree: M.S.

Year Conferred: 2012

Degree-Granting Institution: Tongji University

Principal Academic Units:

Major Fields of Study: Management Science and Engineering

Minor Field of Study:

Dissertation Title:

B.S. Degree:

Name of Degree: B.S.

Year Conferred: 2009

Degree-Granting Institution: Southwest Jiaotong University

Principal Academic Units:

Major Fields of Study: Management Information Systems

Minor Field of Study:  
Dissertation Title:

## SCHOLARLY ACTIVITIES

### Refereed Journal Articles

1. Yu, Y., Davis, F. (2023). User Satisfaction and Dissatisfaction: Bipolar versus Unipolar Conceptualizations. *Journal of Computer Information Systems, Tier 2*, 64(4), 486-500. **Tier 2**/Basic or Discovery Scholarship, None
2. Yu, Y., Tian, X., Liang, S. (2022). Exploring Sources of Software User Satisfaction and Dissatisfaction: Insights from Online Reviews. *American Journal of Information Technology, Tier 4*. **Tier 4**/Basic or Discovery Scholarship, None

### Conference Proceedings in Scholarly Meetings

1. Gu, Q., Yang, J., Yu, Y., Wang, L. (2023). *How organizational culture affects project performance: US-Thailand comparison*. DSI 2023 proceeding. /Basic or Discovery Scholarship, None
2. Yu, Y., Fu, Q., Zhang, D., Gu, Q. *What are Smart Home Product Users Commenting on?*. The 2023 Southwest Data Science Conference. /Basic or Discovery Scholarship, None

### Work-in-Progress

#### *Journal Article*

1. Yu, Y., Davis, F., Walden, E., Turel, O. The Dual Role of Ambivalence in the Satisfaction-Continuance Intention Relationship for AI Voice Assistants. *IJIM, Tier 1*.

#### *Working Paper*

2. Yu, Y., Davis, F. *Understanding user satisfaction, dissatisfaction, and switching behavior*. Target: Journal of Management Information Systems.

### Presentations at Conferences

1. Yu, Y., DSI Annual Conference, "Sentiment analysis of smart home products." (September 2023). Basic or Discovery Scholarship
2. Yu, Y., AMCIS, "Will Smart Home Make Life Better?." (August 2023). Basic or Discovery Scholarship

3. Yu, Y., Midwest DSI, "Why did Your Reviews Receive Thumbs-Up Votes but Mine Receive Thumbs-Down Votes?." (April 2023). Basic or Discovery Scholarship
4. Yu, Y., DSI Annual Conference, "What do consumers like and dislike about smart home devices?," Virtual. (November 20, 2021). Basic or Discovery Scholarship
5. Yu, Y., DSI Annual Conference, "The impact of immersive experience on consumer purchase intention," Virtual. (November 19, 2021). Basic or Discovery Scholarship
6. Yu, Y. (Author), INFORMS Annual Conference, "Age Distribution, Growth Dynamics, and Consumer-to-consumer Online Auction Market Structure." (November 11, 2020). Basic or Discovery Scholarship

### **Conferences and Meetings Attended**

1. DSI. (November 2021 - November 2021).
2. INFORMS Annual Conference, INFORMS. (November 2020 - November 2020). / Basic or Discovery Scholarship

### **Business and Other Professional Experience**

1. Professional, DSI Conference, Conference Chair. (November 2023 - December 2023).
2. Professional, MIS Quarterly, Ad-Hoc Reviewer. (October 2023 - December 2023).
3. Professional, CSWIM Conference, Ad-Hoc Reviewer. (August 2023 - December 2023).
4. Professional, Journal of Sustainable Tourism, Ad-Hoc Reviewer. (July 2023 - December 2023).
5. Professional, Journal of Computer Information Systems, Ad-Hoc Reviewer. (June 2023 - December 2023).
6. Professional, MWDSI, Conference Chair. (April 2023 - December 2023).
7. Professional, Information Technology & People, Ad-Hoc Reviewer. (January 2022 - December 2022).
8. Professional, Journal of Electronic Commerce Research, Ad-Hoc Reviewer. (January 2022 - December 2022).
9. Professional, Journal of Supply Chain and Operations Management, Ad-Hoc Reviewer. (January 2021 - December 2022).

10. Professional, American Journal of Business, Ad-Hoc Reviewer. (October 2020 - December 2022).
11. Professional, Journal of Database Management, Ad-Hoc Reviewer. (September 2020 - December 2020).

### **Professional Development and Participation**

1. Attended Seminar/Training, Research. (January 2022 - January 2022)

## **SERVICE ACTIVITIES**

### **Student Mentoring/Supervision**

1. Business Analytics.
2. Sydney Garrels, Independent Study, ISOM, ISOM 497, 1 credit hours, "Robot Vacuum Users' Mixed Feelings: Evidence from Online Reviews," Completed. (December 2023).
3.  Jacob Bishop, Honor's Thesis Advisor, ISOM, HONOR499, 3 credit hours, "Esports Analytics for VALORANT: A Data Mining Approach," Completed. (May 2023).

### **University, College, Departmental Committees**

1. Department/program, Search Committee for ISOM Assistant/Associate Professor, Committee Member. (April 2023 - December 2023).
2. Department/program, Search committee for ISOM Assistant Teaching Professor position, Committee Chair. (January 2023 - December 2023).
3. Department/program, ISOM CIS Advisory Board, Committee Member. (January 2023 - December 2023).
4. Department/program, ISOM Research Committee, Committee Member. (January 2023 - December 2023).
5. Department/program, ISOM Salary Committee, Committee Member. (January 2023 - December 2023).
6. Department/program, ISOM Teaching Committee, Committee Member. (January 2023 - December 2023).
7. Department/program, Women in ISOM Club, Faculty Mentor. (January 2023 -

December 2023).

8. Department/program, Search committee for ISOM Assistant Lecturer position, Committee Member. (April 2023 - July 2023).
9. Department/program, Search Committee for ISOM Associate Professor Position, Committee Member. (June 2022 - June 2023).
10. College, MCOB Research Day committee, Committee Member. (January 2022 - December 2022).
11. Department/program, BA Major Advisory Board, Advisory Board. (August 2020 - December 2021).
12. College, Faculty Development Committee, Committee Member. (August 2020 - May 2021).

#### **Professional Education Instruction**

1. Institute, BSU University Senate, Committee Member. (August 2023 - August 2024).

#### **Honors, Awards, and Recognitions**

1. Outstanding Teaching Award, ISOM (August 2022)

#### **Work History**

1. Assistant Professor. (August 2020 - Present).

#### **Summary of Intellectual Contributions – AACSB Report**

<b><u>Contribution Type</u></b>	<b><u>BDS</u></b>	<b><u>AIS</u></b>	<b><u>TLS</u></b>	<b><u>Total</u></b>
<i>Refereed Journal Articles (PRJ)</i>	2	0	0	2
<i>Books/Monographs (Mono)</i>	0	0	0	0
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	2	0	0	2
<i>Presentations at Conferences</i>	6	0	0	6
<i>Professional Presentations</i>	0	0	0	0

<i>(Pres)</i>				
<i>Grants</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Textbooks</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conferences and Meetings attended</i>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>
<i>Professional Development and Participation</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Consulting</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>