Yung-Ming Li

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EDUCATION

- **University of Washington, Seattle (2001~2005)**
  Ph.D. in Information Systems
- **University of Southern California, Los Angeles (1991 ~ 1992)**
  M.S. in Computer Science
- **National Chiao Tung University, Taiwan (1984~1988)**
  B.S. in Computer & Information Science

RESEARCH TOPICS

- Peer to Peer Networks
- Digital Supply Chains
- Social Computing
- Internet Economics
- Business Intelligence
- Electronic Commerce

TEACHING INTERESTS

- Telecommunications Management
- Database Management
- Electronic Commerce
- Economics of Information Systems

EXPERIENCES

- **National Yang Ming Chiao Tung University, Hsinchu, Taiwan (2005 ~ Present)**
  Institute of Information Management
  Director (2011-2013)
  Professor (2012 -)
  Associate Professor (2009 -2012)
  Assistant Professor (2005-2009)
- **University of Washington Business School, Seattle, WA (2001~2005)**
  Department of Information Systems & Operations Management
  Teaching and Research Assistant
- **KEYNet and KEYCITI, Inc., Tainan and Taipei, Taiwan (1997~2001)**
  Co-founder and the Chief Technology Officer
- **Kao Yuan Institute of Technology, Kaohsiung, Taiwan (1993~2001)**
  Department of Information Management & Communication
  Lecturer

PUBLICATIONS

Journal Papers

Journal Papers Published (Forthcoming)

1. "Deriving Collective Recommendation with Aspect-based Sentiment and Social Influence, " with J.-H. Liou, S.-Y. Chen, G. Cao, *Journal of Electronic Commerce Research,* 25(4), 2024 (SSCI)
2. "Understanding Behavioral Intention to Use of Air Quality Monitoring Solutions with Emphasis on Technology Readiness," with Q. Aini, D. Manongga, U. Rahardja, I. Sembiring, *International Journal of Human-Computer Interaction, Forthcoming*, 2024 (SSCI)
3. "A Collective Portfolio Selection Approach for Investment Clubs," with L.-F. Lin, and M.-C Hung *Information & Management*, 61(2), p103909, 2024 (SSCI)
4. "A Social Selection Mechanism for Sports Betting Market," with C.-Y. Hsieh, and S.-N. Fan, *Decision Support Systems*, Vol 178, p114119, 2024 (SCI)
5. "A Social Discovery Mechanism for Endorsing Investors in Equity Crowdfunding," with C.-Y. Hsieh, and W.-Z. Zeng, *Decision Support Systems*, Vol 176, p114049, 2024 (SCI)
6. "A Social Diagnosis Mechanism for Healthcare Knowledge Sharing" with L.-F. Lin, and Y.-C. Lin, *Journal of Information Sciences*, pp1-24, 2023 (SSCI).
7. "A Social Mechanism for Healthcare Consulting Recommendation" with L.-F. Lin, J.-L. Li, and W.-C. Chiang, *Information Systems*, Vol. 116, 2023 (SCI).
8. "A Social Investing Approach for Portfolio Recommendation" with L.-F. Lin, C.-Y. Hsieh, and B.-S. Huang, *Information & Management*, 58 (8), p103536, 2021 (SSCI).
9. "An Appraisal Mechanism for a Social Marketplace," with L.-F. Lin and M.-Y. Lien, *Information & Management*, 58 (7), p103511, 2021 (SSCI).
10. "A Social Mechanism for Task-oriented Crowdsourcing Recommendations," with C.-Y. Hsieh, L.-F. Lin and C.-H. We, *Decision Support Systems*, Vol. 141, 113449, 2021 (SCI).
11. "An Efficient Approach to Identify Social Disseminators for Timely Information Diffusion" with L.-F. Lin, *Information Sciences*, Vol. 544 (12) pp 78-96, 2021 (SCI).
12. "A Social Recommendation Approach for Reward-based Crowdfunding Campaigns" with J. H. Liou, Y.-W. Li, *Information & Management*, Vol. 57 (7), 103246, 2020 (SSCI).
13. "A Social Fundraising Mechanism for Charity Crowdfunding" with J.D. Wu, C.Y. Hsieh, J. H. Liou, *Decision Support Systems*, Vol. 129, 113170, 2020 (SCI)
14. "Diffusing Mobile Coupons with Social Endorsing Mechanism," with J.H. Liou, C.-Y. Ni, *Decision Support Systems*, Vol. 117, pp 87-99, 2019 (SCI)
15. "Contracting Models for P2P Content Distribution," with H. Ghasemkhani, K. Moinzadeh, Y.Tan, *Production and Operations Management,* Vol. 27(11) pp1940-1959, 2018 (SCI)
16. "Quality of Service Based Pricing Schemes for Content Sharing in Peer-to-Peer Networks," with P. De, L. Hao, and Y. Tan, *Production and Operations Management,* Vol. 26 (8) pp1427-1443, 2017 (SCI)
17. "A Diffusion Path Planning Mechanism for Social Marketing," with C.-Y., Lai and L.-F. Lin, *Information & Management,* Vol. 54 (5) pp 638-650, 2017 (SSCI)
18. "A Social Referral Appraising Mechanism for the e-Marketplace," with C.-Y., Lai and L.-F. Lin, *Information & Management,* Vol. 54 (3) pp 269-280, 2017 (SSCI)
19. "A Social Route Recommendation Mechanism for Store Shopping," with L.F. Lin and C.C.

Hou, *Decision Support Systems,* Vol. 94 pp 97-108, 2017 (SCI)

20. "A Social Endorsing Mechanism for Target Advertisement Diffusion," with L.F. Lin and W.-H. Wu, , *Information & Management*, Vol. 52 (8), pp 982-997, 2015 (SSCI)
21. "Enhancing Targeted Advertising with Social Context Endorsement" with L-F Lin and S-W Chiu, *International Journal of Electronic Commerce*, Vol. 19 (1), pp 99-128, 2014 (SSCI)
22. "Design to Lure: the Cognitive Landscape Perspective," with Y.-S. Yeh, *Information & Management,* Vol. 51 (8), pp 995-1004, 2014 (SSCI)
23. "Creating Social Intelligence for Product Portfolio Design," with H.-M Chen, J.-H. Liou, L.-F. Lin, *Decision Support Systems*, Vol. 66, pp 123-134, 2014 (SCI)
24. "A Recommender Mechanism for Social Knowledge Navigation in an Online Encyclopedia," with L.-F. Lin, and Y.-H. Lin, *Information Processing & Management*, Vol. 50 (5), pp 634–652, 2014 (SSCI)
25. "A Social Recommender Mechanism for Location-Based Group Commerce", with C.-L. Chou. and L.-F. Lin, *Information Sciences*, Vol. 274, pp 125-142, 2014 (SCI)
26. "A Social Appraisal Mechanism for Online Purchase Decision Support in the Micro-Blogosphere" with C.-Y., Lai, *Decision Support Systems*, Vol. 59, pp 190–205, 2014 (SCI)
27. "Analyzing Integration of WiMax and WiFi Services: Bandwidth Sharing and Channel Collaboration," with J.-H. Jhang-Li, *Decision Sciences*, Vol. 44 (6), pp 1059-1090, 2013 (SSCI)
28. "Self-Organized Formation and Evolution of Peer-to-Peer Networks," with Y. Tan and P. De, *INFORMS Journal on Computing*, Vol. 25 (3), pp 502-516, 2013 (SCI)
29. "Recommending Social Network Applications via Social Filtering Mechanism," with H.-W. Hsiao and Y.-L., Lee, *Information Sciences*, Vol. 239 (1), pp 18-30, 2013 (SCI)
30. "A Social Recommender Mechanism for E-Commerce: Combining Similarity, Trust, and Relationship," with J.- D. Wu and C.-Y., Lai, *Decision Support Systems*, Vol. 55 (3), pp 740-752, 2013 (SCI)
31. "Deriving Market Intelligence from Microblogs", with T.-Y. Li, *Decision Support Systems*, Vol. 55 (1), pp 206-217, 2013 (SCI)
32. "A Diffusion Mechanism for Social Advertising over Microblogs," with Y.-L. Shiu, *Decision Support Systems*, Vol. 54 (1), pp 9-22, 2012 (SCI)
33. "A Social Recommender Mechanism for Improving Knowledge Sharing in Online Forums," with T.-F. Liao and C.-Y., Lai , *Information Processing & Management*, Vol. 48 (5), pp 978-994, 2012 (SSCI)
34. "Online Social Advertising via Influential Endorsers," with Y.-L., Lee and N.-J. Lien, *International Journal of Electronic Commerce*, Vol. 15 (3), pp 119-153, 2012 (SSCI)
35. "Analysis of Emerging Technology Adoption for the Digital Content Market," with B.-H. Jin, *Information Technology and Management*, Vol. 13 (3), pp 149-165, 2012 (SSCI)
36. "Analysis of Pricing Strategies for Community-based Group Buying:The impact of Competition and Waiting Time," with J.-H. Jhang-Li, T.-K. Hwang, P.-W. Chen, *Information Systems Frontier*, Vol. 14 (3), pp 633-645,2012 (SCI)
37. "Discovering influencers for Marketing in the Blogoshpere," with C.-Y, Lai, C.-W. Chen, *Information Sciences*, Vol. 181 (23), pp 5143-5157, 2011. (SCI).
38. "Analyzing Online B2B Exchange Markets: Asymmetric Cost and Incomplete Information," with J.-H. Jhang-Li, *European Journal of Operational Research*, Vol. 214 (3), pp 722-731, 2011. (SCI)
39. "Building a Qualitative Recruitment System via SVM with MCDM Approach," with C.-Y. Lai and C.-P. Kao, *Applied Intelligence*, Vol 35, pp75–88, 2011. (SCI)
40. "Pricing Digital Content Distribution Over Heterogeneous Channels," *Decision Support Systems*, Vol. 50 (1), pp 243-257, 2010. (SCI)
41. "Pricing Peer-Produced Service: Quality, Capacity, and Competition Issues," with Y.-L., Lee, *European Journal of Operational Research*, Vol. 207 (3), pp 1658-1668, 2010. (SCI)

42. "Knowledge Sharing in Communities of Practice: A Game Theoretic Analysis" with J.-H. Jhang-Li, *European Journal of Operational Research*, Vol. 207 (2), pp 1052-1064, 2010. (SCI)
43. "Identifying Influential Reviewers for Word-of-Mouth Marketing," with C.-H. Lin and C.-Y. Lai, *Electronic Commerce Research and Applications*, Vol. 9, pp 294–304, 2010. (SSCI)
44. "Increasing Trust in Mobile Commerce through Design Aesthetics," with Y.-S. Yeh, *Computers in Human Behavior*, Vol. 26 (4), pp 673-684, 2010. (SSCI)
45. "Reward Mechanisms for P2P VoIP Networks," with J.-H. Jhang-Li. and D.-Y. Cheng, *Information Technology and Management*, Vol. 11 (2), pp 91–105, 2010. (SSCI)
46. "Pricing Schemes for Digital Content with DRM Mechanisms," with C.-H. Lin, *Decision Support Systems*, Vol. 47 (4), pp528-539, 2009. (SCI)
47. "Building Mobile Trust: Contribution from Quality and Satisfaction," with Y.-S. Yeh., *Online Information Review*, Vol. 36 (3), pp 1066-1086, 2009. (SSCI)
48. "Pricing Display Ads and Contextual Ads: Competition, Acquisition, and Investment," with J.-H. Jhang-Li, *Electronic Commerce Research and Applications*, Vol. 8 (1), pp 16-27, 2009. (SSCI)
49. "A Synthetical Approach for Blog Recommendation: Combining Trust, Social Relation, and Semantic Analysis," with C.-W. Chen, *Expert Systems with Applications*, Vol. 36 (3), pp 6536-6547, 2009. (SCI)
50. "TREPPS: A Trust-based Recommender System for Peer Production Services," with C.-P. Kao, *Expert Systems with Applications*, Vol. 36 (2), pp 3263-3277, 2009. (SCI)
51. "Search Location-Dependent Data in Broadcasting Environment," with L.-F. Lin, *Autosoft Journal-Intelligent Automation & Soft Computing*, Vol. 15 (3), pp 455-472, 2009. (SCI)
52. "Analysis of Scale Effects in Peer-to-Peer Networks," with Y. Tan and Y.-P. Zhou, *IEEE/ACM Transactions on Networking*, Vol. 16 (3), pp 590-602, 2008. (SCI)
53. "Auditing and Provision Strategies of Utility Computing Service: A Game Theoretic Perspective," with Y.-L., Lee, *Journal of Information Management*, Vol. 14 (S), pp 239-260, 2007. (TSSCI)

Journal Papers Under Review (Revising)"
1. "Analyzing Performance and Incentives for Peer-Contributed Content Networks," with Y.-S. Yeh;
2. "Operating Peer-Produced Service: Efficientization and Monetization," with Y.-L., Lee;
3. "Landscape Preference toward the Development of E-Loyalty in E-Service Context," with Y.-S. Yeh;
4. "A Social Referral Mechanism for Contextual Mobile Advertising," with L.-F. Lin and Q. Pan.
5. "Social Event-Driven Location-based Commerce," with Z.- W. and L.-F. Lin.

Conference Papers

Refereed International Conference Papers

1. "P2P Co-Insurance Recommendation Combining AI and Crowd Intelligence" W.-C. Chiang, J.-H. Liou and Y.-M. Li, Pre -ICIS Workshop on e-Business (WeB 2024), Bangkok, Thailand, December, 2024.
2. "Enhancing Book Discovery: A Personalized Recommender System Powered by Large Language Models," T.-C. Lin, Yung-Ming Li Y.-M. Li, 15th International Conference on Smart Computing and Artificial Intelligence, Takamatsu Japan, July, 2024
3. "Greenwashing Detection Mechanism based on Multimodal Analysis and Social Intelligence," S.-Y. Huang, Y.-M. Li, 15th International Conference on Smart Computing and Artificial Intelligence, Takamatsu Japan, July, 2024

4. "A Drug Abuse Detection Based on User Behavior and Linguistic Style," T.-J. Tseng, Y.-M. Li, Proc. 15th IIAI International Congress on Advanced Applied Informatics (ESKM 2024), Takamatsu Japan, July, 2024

5. "Uncovering the Critical Traits of Sustainable Brand Success in the Attention Economy from Social Media," S.-Y. Liao, Y.-M. Li, Proc. 15th IIAI International Congress on Advanced Applied Informatics (ESKM 2024), Takamatsu Japan, July, 2024

6. "Designing a Loot Box Probabilities Disclosure Mechanism Based on Consortium Blockchain," Y. H. Ni, Y.-M. Li, Proc. 15th IIAI International Congress on Advanced Applied Informatics (ESKM 2024), Takamatsu Japan, July, 2024

7. "A Social Appraisal Mechanism on Patients' Health Decision" W.-C. Chiang , J.-H. Liou and Y.-M. Li, Pre -ICIS Workshop on e-Business (WeB 2023), Hyderabad, India , December, 2023.

8. "A Collective Opinion Mechanism for Crowdfunding Recommendation" B.-H. Jin, K. Sanamlao,Y.-M. Li. Proc. 29th Americas Conference on Information Systems (AMCIS 2023), Panama City, Panama, August 2023.

9. "A Chat-based personal recommendation mechanism with opinion intelligence," Y.-M. Li, C.-Y. Hsieh, C.-C. Hsu , Proc. 29th Americas Conference on Information Systems (AMCIS 2023), Panama City, Panama, August 2023

10. "Exploring the Role of Social Identity and Semantic Traits in the Success of the Creator Economy" T.-Y. Wu, Y.-M. Li, Proc. 14th IIAI International Congress on Advanced Applied Informatics (ESKM 2023), Koriyama, Japan, July, 2023.

11. "A Social Capital-Based NFT Collection Recommendation Mechanism," S.-C. Wang, Y.-M. Li, Proc. 14th IIAI International Congress on Advanced Applied Informatics (ESKM 2023), Koriyama, Japan, July, 2023.

12. A Social Intelligence Mechanism for Information Security Alerts Recommendation," P. Kuo, Y.-M. Li, Proc. 14th IIAI International Congress on Advanced Applied Informatics (ESKM 2023), Koriyama, Japan, July, 2023.

13. "Supervised Machine Learning Based Anomaly Detection in Online Social Networks", C.-L. Che, T-K Hwang, Y.-M. Li, Proc. 11th World Conference on Information Systems and Technologies (WorldCIST 2023), Pisa, Italy, April, 2023.

14. "Analysis of the characteristics of different peer-to-peer risky loans ", B.-H. Jin, Y.-M. Li, K.-T Ho Proc. 11th World Conference on Information Systems and Technologies (WorldCIST 2023), Pisa, Italy, April, 2023.

15. "Machine Learning Detection for Financial Statement Fraud ", T-K Hwang, W.-C. Chen, W.-C. Chiang, Y.-M. Li,, Proc. 10th World Conference on Information Systems and Technologies (WorldCIST 2022), Budva, Montenegro, April, 2022.

16. "Fashion Recommendation with Compatibility and Trends", C.-Y. Hsieh, Y.-M. Li, Proc. 14th International Conference on Computer Science and Information Technology (ICCSIT 2021), Paris, France, October, 2021.

17. "Analysis of Factors Affecting Backers' Fundraising on Reward-based Crowdfunding ", B.-H. Jin, Y.-M. Li, Proc. 8th World Conference on Information Systems and Technologies (WorldCIST 2020), Budva, Montenegro, April, 2020.

18. "A Hybrid Learning Approach for Information Anomaly Detection", C.-L. Che, Y.-M. Li, Proc. International Conference on Library and Information Science (LIS 2020), Osaka, Japan, January, 2020

19. "Fashion Recommendation with Social Intelligence on Personality and Trend," C.-Y. Hsieh, Y.-M. Li, Proc. 10th International Conference on E-Service and Knowledge Management (ESKM 2019), Toyama, Japan, July, 2019.

20. "Detecting Spam Reviews for Improving House Sharing Recommendation," Y.-C. Chuang, Y.-M. Li, Proc. 10th International Conference on E-Service and Knowledge Management (ESKM 2019), Toyama, Japan, July, 2019.

21. "A Social Recommendation Mechanism for P2P Currency Exchange L.-F. Lin , Y.-M. Li, Proc. 10th International Conference on E-Service and Knowledge Management (ESKM 2019), Toyama, Japan, July, 2019.
22. "'Design of a Social-Based Recommendation Mechanism for Peer-to-Peer Insurance", with J. H. Liou T.-K. Hwang, S.N. Wu, Y.-M. Li, Proc. 11th Workshop on Applications of Knowledge-Based Technologies in Business (AKTB 2019), Seville, Spain, June 2019.
23. "Co-insurance Group Formation Mechanism for P2P Insurance, T.-K. Hwang, Y.-M. Li, S.N. Wu, Proc. 11th International Conference on Informatics and Systems (INFOS 2018), Cairo University, Egypt.
24. "A Social Recommendation Mechanism for Peer-to-Peer Lending," T.-K. Hwang, Y.-M. Li, J.-F. Wan, Proc. 24th Americas Conference on Information Systems (AMCIS 2018), New Orleans, USA, August 2018.
25. "Study on Crowdfunding Patterns and Factors in Different Phases. B.-H. Jin, Y.-M. Li, Z.-W. Li. Proc. 24th Americas Conference on Information Systems (AMCIS 2018), New Orleans, USA, August 2018.
26. "Feasibility and Development Analysis of P2P Online Lending Platforms in Taiwan ", B.-H. Jin, Y.-M. Li, T.-W. Liu:, 6th World Conference on Information Systems and Technologies (WorldCIST 2018), Naples, Italy, March, 2018.
27. "Mobile Sharing Platform Operation Model and System Dynamic Analysis: Uber and Taiwan Taxi as Examples", T-K Hwang, B-H Jin, Y.-M. Li, S-J Lee, 6th World Conference on Information Systems and Technologies (WorldCIST 2018), Naples, Italy, March, 2018.
28. Social Recommendation Mechanism for Enhancing O2O Commerce", L.-F. Lin Y.-M. Li, Q. Pan, Proc. 8th International Conference on E-Service and Knowledge Management (ESKM 2017), Hamamatsu, Japan, July, 2017.
29. "A Social Recommendation Mechanism for Crowdfunding", Y.-M. Li, J.-H. Liou, Y.-W. Li, Proc. 9th Workshop on Applications of Knowledge-Based Technologies in Business (AKTB 2017), Poznan, Poland, June, 2017.
30. "A Social Endorsing Mechanism for Mobile Coupons", Y.-M. Li, J.-H. Liou, C.Y. Ni, Proc. 15th Workshop on e-Business (WeB 2016), Dublin, Ireland, December, 2016.
31. "Analysis of Monetizing Strategies for Crowd-Sourced Content Platform", T.-K. Hwang, Y.-M. Li, Proc. 15th Workshop on e-Business (WeB 2016), Dublin, Ireland, December, 2016.
32. "A Social Recommendation Mechanism for Social Fundraising", Y.-M. Li, J.-D. Wu, Proc. 20th Pacific Asia Conference on Information Systems (PACIS 2016), Chia-Yi, Taiwan, June, 2016.
33. "A Appraisal Mechanism for Social Marketplace", L.- F. Lin, Y.-M. Li, M.-Y. Lien, Proc. 24th European Conference on System (ECIS 2016), Istanbul, Turkey, June, 2016.
34. "The Role of Information, Experience and Participation in Building Brand Equity on Social Media", B-H Jin, Y-M Li,:4th World Conference on Information Systems and Technologies, (WorldCIST 2016). Recife, PE, Brazil, March, 2016.
35. "A Nearby Expert Discovering Mechanism: For Social Support", T-K Hwang, Y-M Li, B-H Jin, 4th World Conference on Information Systems and Technologies, (WorldCIST 2016). Recife, PE, Brazil, March, 2016.
36. "A Contextual Group Recommender Mechanism for Location-based Service", L.- F. Lin, Y.-M. Li, T.-K. Hwang, Alvin Chang , Proc. 21th Americas Conference on Information Systems (AMCIS 2015) , El Conquistador Resort, Puerto Rico, August, 2015.
37. "A Social Referral Mechanism for Job Reference Recommendation", T.-K. Hwang, Y.-M. Li, L.-F. Lin, Y. –T. Fu, Proc. 21th Americas Conference on Information Systems (AMCIS 2015) , El Conquistador Resort, Puerto Rico, August, 2015.
38. "Design of Contextual Local Expert Support Mechanism". J.-H. Liou, Y.-M. Li, Proc. 17th International Conference on Electronic Commerce (ICEC 2015), Seoul, Korea, August, 2015.

39. "A Strategic Analysis of Digital Publishing Provision", B.-H. Jin, Y.-M. Li:, Proc. 17th International Conference on Electronic Commerce (ICEC 2015), Seoul, Korea, August, 2015.

40. Social Appraisal Support for Point-of-interest Visiting Decision-making, L.- F. Lin, Y.-M., Proc. 23th European Conference on System (ECIS 2015), Munster, Germany, May, 2015.

41. "Pricing and Competition in Mobile App Market", N.-Y. Pai, Y.-M. Li,, Proc. 11th International Conference on E-Business (ICE-B 2014), Vienna, Austria, August, 2014.

42. "Leveraging Social and Contextual Intelligence for Point-of-Interest Recommendation", Li, Y.-M., Y.-C. Lin, L.-F..Lin, Proc. 18h Pacific Asia Conference on Information Systems (PACIS 2014), Chengdu, China, June, 2014.

43. "A Social Endorsing Mechanism for Location-based Advertising", Lin, L.-F., Y.-M. Li, Proc. 18h Pacific Asia Conference on Information Systems (PACIS 2014), Chengdu, China, June, 2014.

44. "Competing Advertising and Pricing Strategies for Location-based Commerce", Pai, N.-Y., Y.-M. Li, Proc. 22th European Conference on System (ECIS 2014), Tel Aviv, Israel, June, 2014.

45. "Optimal Recommendation and Long-tail Provision Strategies for Content Monetization", Hwang, T.-K., Y.-M. Li, Proc. 47th Hawaii International Conference on System Science (HICSS-47), Maui, Hawaii, USA, January, 2014.

46. "A Social Referral Mechanism for E-marketplace", C.-Y. Lai, Li, Y.-M., Proc. 15th International Conference on Electronic Commerce (ICEC 2013),, Turku, Finland, August, 2013. (**Best paper award**)

47. "A Diffusing Path Planning Mechanism for Marketing Information Propagation over Social Media", Li, Y.-M., C.-Y. Lai, Proc. 46th Hawaii International Conference on System Science (HICSS-46), Maui, Hawaii, USA, January, 2013.

48. "Evaluating Disseminators for Time-Critical Information Diffusion on Social Networks", Li, Y.-M., L.-F. Lin Proc. International Conference on E-Business (ICE-B 2012), p. 251-260 Rome, Italy, July, 2012.

49. "Analyzing The Pricing Models for Outsourcing Computing Service", Li, Y.-M., C.-L. Chou,, Proc. 16h Pacific Asia Conference on Information Systems (PACIS 2012), Ho Chi Minh City, Vietnam, July, 2012.

50. "Designing a Social Support Mechanism for Online Consumer Purchase Decision Making", Li, Y.-M., Y.-L. Lee, Proc. 16h Pacific Asia Conference on Information Systems (PACIS 2012), Ho Chi Minh City, Vietnam, July, 2012.

51. "Building Social Decision Support Mechanisms with Friend Networks", Li, Y.-M., Yi-Lin Lee, Proc. 45th Hawaii International Conference on System Science (HICSS-45), Maui, Hawaii, USA, January, 2012.

52. "Analyzing Monetization Models for Digital Content Services: Channel Ownership and Royalty Contracts", Li, Y.-M., Yuan Fang, B.-H. Jin, Proc. 10th Workshop on e-Business (WeB 2011), Shanghai, China , December, 2011.

53. "Social Support Mechanism in Micro-blogosphere", Li, Y.-M., C.-Y. Lai, 13th International Conference on Electronic Commerce (ICEC 2011), Paper 44, Liverpool, UK, August, 201.

54. "Business Modeling for Online Video Services: Download vs. Streaming", Li, Y.-M., L.-F. Lin, 13th International Conference on Electronic Commerce (ICEC 2011), Paper 48, Liverpool, UK, August, 201.

55. "VoIP Pricing in Competing Markets", Li, Y.-M., S.-W. Chu, 13th International Conference on Electronic Commerce (ICEC 2011), Paper 49, Liverpool, UK, August, 2011, forthcoming .

56. "Deriving Marketing Intelligence over Microblogs", Li, Y.-M., T.-Y. Li, Proc. 44th Hawaii International Conference on System Science (HICSS-44), pp 1-10, Kauai, Hawaii, USA, January, 2011..

57. "A Diffusion Mechanism for Online Advertising Service over Social Media", Li, Y.-M., Y.-L. Shiu, Proc. 4th International Workshop on Architectures, Concepts and Technologies for

Service Oriented Computing (ACT4SOC 2010), pp 16-25, Athens, Greece, July, 2010.

58. "Integration of WiMax and WiFi Services: Bandwidth Sharing and Channel Collaboration", Paper 28, Li, Y.-M., J.-H. Jhang-Li, Proc. 14th Pacific Asia Conference on Information Systems (PACIS 2010), Taipei, Taiwan, July, 2010.

59. "Comparing the Contracts for Digital Music Channels", Li, Y.-M., J.-H. Jhang-Li, Y-. Fong, Proc. 8th Workshop on e-Business (WeB 2009), Phoenix, Arizona, USA, December, 2009.

60. "Pricing and Capacity Planning in Online Games: The Design of Contracting-out Model", Li, Y.-M., J.-H. Jhang-Li , S.-W. Chuang, Proc. 8th Workshop on e-Business (WeB 2009), Phoenix, Arizona, USA, December, 2009. (**Best paper award**)

61. "Comparing B2B Trading Mechanisms", Li, Y.-M., J.-H. Jhang-Li, Proc. 8th Workshop on e-Business (WeB 2009), Phoenix, Arizona,, USA, December, 2009.

62. "Identifying Bloggers with Marketing Influence in the Blogoshpere", Li, Y.-M., C.-Y, Lai, C.-W. Chen, 11th International Conference on Electronic Commerce (ICEC 2009), pp 335-340, Taipei, Taiwan, August, 2009.

63. "Advertising Strategies for Peer-Supported Content Services", Li, Y.-M., H.-C, Chang, J.-H. Jhang-Li, 11th International Conference on Electronic Commerce (ICEC 2009), pp 370-373, Taipei, Taiwan, August, 2009.

64. "Recommender Service for Social Network based Applications", Li, Y.-M., H.-W. Hsiao, 11th International Conference on Electronic Commerce (ICEC 2009), pp. 378-381, Taipei, Taiwan, August, 2009.

65. "An Endorser Discovering Mechanism for Social Advertising", Li, Y.-M., N.-J. Lien, 11th International Conference on Electronic Commerce (ICEC 2009), pp. 125-132, Taipei, Taiwan, August, 2009.

66. "A Novel Recommendation Mechanism for Knowledge Sharing in Online Forum Communities", Li, Y.-M., T.-F. Liao, Proc. 13th Pacific Asia Conference on Information Systems (PACIS 2009), Hyderabad, India, July, 2009.

67. "Service Quality's Impact on Mobile Satisfaction and Intention to Use 3G", Li, Y.-M., Y.-S. Yeh., Proc. 42th Hawaii International Conference on System Science (HICSS-42), pp1-10, Manoa, Hawaii, USA, January, 2009.

68. "Discovering Influential Nodes for Viral Marketing", Li, Y.-M., C.-Y, Lai, C.-H. Lin, Proc. 42th Hawaii International Conference on System Science (HICSS-42), pp1-10, Manoa, Hawaii, USA, January, 2009.

69. "Operating Models for Wi-Fi Access Services", Li, Y.-M., C.-C. Lo, D.-Y. Cheng, J.-H. Jhang-Li, Proc. 7th Workshop on e-Business (WeB 2008), pp.336-342, Paris, France, December, 2008.

70. "Optimal Strategies of IT Consulting Firms: The Impact of License Fee and Open Source", Li, Y.-M., J.-H. Jhang-Li, Y.-C. Liu, 10th International Conference on Electronic Commerce (ICEC 2008), Article No. 40, Innsbruck, Austria, 2008.

71. "Economic Investigation of Peer Produced Services", Li, Y.-M., Y.-L. Lee, Proc. 12th Pacific Asia Conference on Information Systems (PACIS 2008), pp.1526-1535, Suzhou, China, July, 2008.

72. "Building Cooperation in VoIP Network through a Reward Mechanism", Li, Y.-M., D.-Y. Cheng, J.-H. Jhang-Li, Proc. 12th Pacific Asia Conference on Information Systems (PACIS 2008), pp.799-808. Suzhou, China, July, 2008.

73. Incorporate Personality Trait with Support Vector Machine to Acquire Quality Matching of Personnel Recruitment", Li, Y.-M., C.-Y. Lai, C.-P. Kao, 4th Proc. International Conference on Business and Information 2008 (BAI 2008), pp.1-11, CD-ROM:B2-315, Seoul, Korea, July, 2008.

74. "Agent-based Social Decision Mechanism For EC Service Quality Evaluation", Li, Y.-M.,Y.-L. Lee , C.-Y .Lai, 4th Proc. International Conference on Business and Information 2008 (BAI 2008), pp.1-9, CD-ROM:D4-545-1733-1-DR, Seoul, Korea, July, 2008.

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114.   "Effects of BBS Information Sharing on Users' Online Purchasing Behaviors", Li, Y.-M., V. Chi, C.-Y. Chiu , Proc. 18th International Conference on Information Management (ICIM 2007), Taipei, Taiwan, May, 2007. (in Chinese)

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HONOR AND AWARDS

- Best Paper Award, ICEC (15th International Conference on Electronic Commerce), 2013
- Best Paper Award, WeB (8th Workshop on e-Business), 2009
- Best Paper Award, ICEB (7th International Conference on Electronic Business), 2007
- Best Paper Award, 9th National Conference of Information Management for PhD, 2007.
- Fellow, ICIS Doctoral Consortium, 2004.
- Bertauche Fellowship, University of Washington Business School, 2005.
- Four-year teaching and research scholarship, University of Washington Business School (2001-2005).
- Excellent Practical Project Award, the 12th and 13th Technological &Vocational Education Conference of Taiwan (1997, 1998).
- Best Award of Project Advisor, Kao Yuan Institute of Technology (1995, 1996).

PRESENTATIONS

- "A Nearby Expert Discovering Mechanism: For Social Support", March, 2016, WorldCIST 2016, Recife, PE, Brazil,
- "A Contextual Group Recommender Mechanism for Location-based Service", August, 2015, AMCIS, Puerto Rico.
- "Social Appraisal Support for Point-of-interest Visiting Decision-making", May, 2015,

ECIS, Munster, Germany

- "Competing Advertising and Pricing Strategies for Location-based Commerce", June, 2014, ECIS, Tel Aviv, Israel.
- "Social Commerce Engineering", May, 2014, Research workshop (Social Networks and Social Commerce) of National Science Council, Taipei, Taiwan. (National Chengchi University)
- "Service Innovation in Social Commerce: Method & Practice", April, 2014, National Chung Cheng University, Chia-Yi, Taiwan.
- "A Social Referral Mechanism for E-marketplace", August, 2013, ICEC, Turku, Finland.
- Service Commerce: Engines and Applications", April, 2013, National Sun Yet-san University, Kaohsiung, Taiwan.
- "Engineering Social Commerce" (keynote speaker), October, 2012,,ICCCS 2012, Rourkela, India
- "Designing a Social Support Mechanism for Online Consumer Purchase Decision Making", July, 2012, PACIS 2012, Ho Chi Minh City, Vietnam,
- "User-generated content and Social computing: Service and Market", April, 2011, National Central University, Taoyuan, Taiwan.
- "User-generated content and Social computing: Service and Market", April., 2011, National Cheng Kung University, Tainan, Taiwan.
- "Deriving Marketing Intelligence over Microblogs", January, 2011, HICSS-44, Kauai, Hawaii, USA.
- "Decision Mechanism Design and Applications of Social Computing: Knowledge Sharing and Social Commerce", December, 2010, Research workshop of National Science Council, Hsinchu, Taiwan. (National Chiao Tung University)
- "Research Issues in Social Media & Social Computing", December, 2010, National Chi Nan University, Puli, Taiwan..
- A" Diffusion Mechanism for Online Advertising Service over Social Media", July, 2010, ACT4SOC'10, Athens, Greece.
- "Operating Models for User Generated Content Service", June, 2010, National Cheng Kung University, Tainan, Taiwan.
- "Social Media: Concepts, Applications, and Research", December, 2009, National Chi Nan University, Puli, Taiwan..
- "Contracting Models for P2P Content Distribution", November, 2009, National Taiwan University, Taipei, Taiwan.
- "An Endorser Discovering Mechanism for Social Advertising", August, 2009, ICEC'09, Taipei, Taiwan.
- "Agent-based Social Decision Mechanism For EC Service Quality Evaluation", July, 2008, BAI'08, Seoul, Korea.
- "Self-Organized Formation and Evolution of Peer-to-Peer Networks", June, 2007, Management Summit of National Science Council, Taipei (National Taiwan University), Taiwan.
- "Pricing Heterogeneous Content Distribution Channels: Efficiency and Profitability", December, 2006, WeB'06, Milwaukee, Wisconsin, USA.
- "Optimal Contract of P2P Content Distribution", December, 2006, WeB'06, Milwaukee, Wisconsin, USA.
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- "Peer- to- Peer Networks for Content Distribution", March, 2005, National Chiayi University, Chiayi, Taiwan.
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- "Peer-to-Peer Networks for Content Distribution: Scale, Formation and Pricing", December, 2004, ICIS Doctoral Consortium, Charlottesville, Virginia (University of Virginia), USA.
- "On the Formation of Peer- to- Peer Networks: Self-Organized Sharing, Groups and Links", December, 2004, ICIS'04, Washington, D.C., USA.
- "On the Scale of Peer-to-Peer Networks", December 2003, WITS'03, Seattle, Washington, USA.

PROFESSIONAL AFFILIATION AND SERVICES
- Member of INFORM, ACM, AIS, TAAI
- Associate Editor
  - Information & Management
  - Electronic Commerce Research and Applications (ECRA)
  - Information Technology and Management
  - Journal of E-Business (JEB)
  - Journal of Management and Systems
- Associate Editor
  - 2016 International Conference on Information Systems (ICIS 2016)
  - 2016 Pacific Asia Conference on Information Systems (PACIS 2016)
  - 2011 International Conference on Information Systems (ICIS 2011)
- Editorial Board Member
  - International Journal of Business and Systems Research (IJBSR)
- Conference Track Co-chair
  - 2016 Pacific Asia Conference on Information Systems (PACIS 2016), Economics of Information Systems Track
- Conference program committee
  - 13th International Conference on e-Business, Colmar, Alsace, France (ICE-B 2015)
  - The 11th IEEE International Conference on e-Business Engineering , Guangzhou, China (ICEBE 2014)
  - TRUST 2014- Trust in Agent Societies Workshop at AAMAS 2014 Paris, France
  - 12th International Conference on e-Business, Vienna, Austria (ICE-B 2014)
  - The 10th IEEE International Conference on e-Business Engineering , Coventry, UK (ICEBE 2013)
  - TRUST 2013- Trust in Agent Societies Workshop at AAMAS 2013 Saint Point, Minnesota, USA
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  - TRUST 2012- Trust in Agent Societies Workshop at AAMAS 2012 Valencia, Spain
  - 10th International Conference on e-Business, Rome, Italy (ICE-B 2012)
  - 9th International Conference on e-Business, Seville, Spain (ICE-B 2011)
  - 11th International Conference on Electronic Commerce, Liverpool, England (ICEC 2011)
  - TRUST 2011 - Trust in Agent Societies Workshop at AAMAS 2011. Taipei, Taiwan
  - 1st National Conference on Web Intelligence and Applications (NCWIA2011), Kaohsiung, Taiwan

- o 2010 International Conference on Progress in Informatics and Computing, Shanghai, China (PIC 2010)
  - o 9th Workshop on e-Business, St. Louis, USA (WeB 2010)

- Conference Session Chair/Discussant
  - o 14th Pacific Asia Conference on Information Systems (PACIS 2010)
  - o 11th International Conference on Electronic Commerce (ICEC 2009)
  - o The Third China Summer Workshop on Information Management (CSWIM 2009)
  - o 19th International Conference on Information Management (ICIM 2008)
  - o 7th International Conference on Electronic Business (ICEB 2007)
  - o The First China Summer Workshop on Information Management (CSWIM 2007)
- Reviewer for
  - o Journal
    - Management Science (MS)
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    - INFORMS Journal on Computing (JOC)
    - Decision Science Journal (DSJ)
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    - European Journal of Information Systems (EJIS)
    - International Journal of Electronic Commerce (IJEC)
    - Information Technology and Management (ITM)
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    - IEEE Transactions on Parallel and Distributed Systems (TPDS)
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    - Information Sciences (INS)
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    - Annals of Mathematics and Artificial Intelligence(AMAI)
    - Engineering Applications and Artificial Intelligence (EAAI)
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  - o Research Grants
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