

## ZOU, YI (Zoe)

Isenberg School of Management, University of Massachusetts Amherst  
121 Presidents Drive, Amherst, MA 01003

### EDUCATION

**PhD in Management** (*Major: Management Information Systems; Minor: Marketing*)

Smith School of Business, Queen's University, Canada

**Dissertation Title:** “*When Interacting Online Leads to Taking Action Offline: Examining the Effects of Online Persuasion on IS Users' Pro-Environmental Behaviours*”

**Thesis Supervisor:** Brent Gallupe

**Thesis Committee:** Laurence Ashworth (Marketing); Leandre Fabrigar (Social Psychology); Sandy Staples (IS)

**External Examiner:** Richard Watson

**Master's Degree in Electronic Commerce –MEC** Dalhousie University, Canada

**Bachelor's Degree in Computer Science and Technology – BSc**

University of Shanghai for Science Technology (Co-program with Griffith College, Dublin)

### ACADEMIC POSITION

2017~Present Assistant Professor, University of Massachusetts Amherst, Isenberg School of Management, Operations & Information Management.

### ACADEMIC PUBLICATIONS & PRESENTATIONS

**Refereed Publications:**

- **Zou, Y.,** (2015) A Relational View of Individual Participation in Online Communities of Practice: An Integrative Literature Review, *International Conference on Information Systems (ICIS)*, Accepted in the Divisional Proceedings, Fort Worth, TX, USA.
- **Zou, Y.,** (2014) When Do Online User-Generated Reviews Really Matter? A Self-Validation Analysis, *Pacific Asia Conference on Information Systems (PACIS)*, Accepted in the Divisional Proceedings, Cheng Du, China.
- **Zou, Y., Webster, J.** (2014) Information Overload in Using Content Management Systems: Causes and Consequences, *Pacific Asia Conference on Information Systems (PACIS)*, Accepted in the Divisional Proceedings, Cheng Du, China.

- Levallet, N., **Zou, Y.**, (2012). An Integrative View of Agile ISD Approach and Principles, *Administrative Sciences Association of Canada 2012 Conference*, Accepted in the Divisional Proceeding, St John's, Canada.
- **Zou, Y.**, (2011). Literature Review: The Role of Habit in IS Post-Adoption. *Administrative Sciences Association of Canada 2011 Conference*, Accepted in Divisional Proceeding, Montreal, Canada.
- **Zou, Y.**, (2011). The Effect of Consumers' Green Attitudes on Eco-friendly Purchase Decisions: A meta-analysis. *Administrative Sciences Association of Canada 2011 Conference*, Accepted in Divisional Proceeding, Montreal, Quebec, **Awarded Best Student Paper**.
- Schellinck, T., Schrans, T., and **Zou, Y.**, (2009). *Informing the Debate: Specifications for an Effective Gambling Risk Assessment System Based on Loyalty Tracking Data*, the 6th International Conference on Gaming Industry and Public Welfare, pg. 149-168, Macau China, December 2009.
- Schellinck, T., Schrans, T., and **Zou, Y.**, (2009). *Developing an Improved Measure of Risk and Harm due to Gambling: Characteristics of an Improved Instrument and the Application of Formative and Reflective Constructs*, the 6th International Conference on Gaming Industry and Public Welfare, pg. 169-188, Macau China, December 2009.

**Non-Refereed Publications:**

- Schrans, T., Schellinck, T., and **Zou, Y.**, (2009). *Child and Youth Drinking: The Context Of Alcohol Use Among Adolescents In Nova Scotia: In-Depth Qualitative Research With Adolescents Age 13-18 Years And Their Parents*. Nova Scotia Promotion and Protection (NSHPP). [http://www.gov.ns.ca/hpp/publications/child\\_and\\_youth\\_drinking.pdf](http://www.gov.ns.ca/hpp/publications/child_and_youth_drinking.pdf)
- Schrans, T., Schellinck, T., and **Zou, Y.**, (2008). *2007 Yellow Flag Post-Campaign Evaluation among Young Adults 19-34 in Nova Scotia*, Nova Scotia Promotion and Protection (NSHPP). [http://www.gov.ns.ca/hpp/publications/Yellow\\_Flag\\_Report.pdf](http://www.gov.ns.ca/hpp/publications/Yellow_Flag_Report.pdf)

**Presentations:**

- *When Interacting Online Leads to Taking Action Offline: Examining the Effects of Online Persuasion on IS Users' Pro-Environmental Behaviours*, International Conference on Information Systems (ICIS), Doctoral Consortium, Auckland, New Zealand, 2014.
- *When Interacting Online Leads to Taking Action Offline: Examining the Effects of Online Persuasion on IS Users' Pro-Environmental Behaviours*, Pacific Asia Conference on Information Systems (PACIS), Doctoral Consortium, Cheng Du, China, 2014.
- *Barriers to Adoption and Use of Content Management Systems in Organizations*, Queen's HEC Annual Conference, Kingston, Canada, 2012.
- *Understanding the Barriers to Adoption of Content Management Systems in Organizations*, Queen's HEC Annual Conference, Kingston, Canada, 2010.

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- “*Characteristics of Relative and Absolute Measures in Retail Data Mining*” - Poster Session, *Dalhousie Research Day*, Halifax Canada, 2007.

## RESEARCH IN PROGRESS

- Zou, Y., Gallupe, B., “Social Values & The Impact of Green IS” manuscript under review of a FT50 journal.
- Zou, Y., “Informing A Third Generation of Research on Online Communities of Practice” manuscript in preparation for submission to a journal in the AIS Senior Scholars' Basket of Journals.
- Zou, Y., Hess, T. J., Lei, Z.-F., "Working Title: A New Look at Online Product Recommendation Agents: Investigating the Role of Regulatory Fit on Consumer Decision Making" (pilot studies completed)
- Zou, Y., Hess, T. J., Lei, Z.-F., "Working Title: Do Online User-Generated Reviews Really Matter? A Self Validation Analysis" (study design completed)

## AWARDS

R.S. McLaughlin Fellowship, 2013, 2014  
Ontario Graduate Scholarship, 2011, 2012  
Graduate Entrance Tuition Award, 2010  
Queen’s School of Business Award, 2010, 2011  
Queen’s Graduate Award, 2010, 2011  
Scholarship for Top Graduate Students, 2006  
The University Top Scholarship 2003, 2004  
Scholarship for the Excellent Student 2002, 2003

## TEACHING EXPERIENCE

### Lecturer

- OIM350/297A, “*Business Intelligence & Analytics*”, UMass, 2017~Present (*nominated for a 2018-2019 Distinguished Teaching Award*)
- COMM 162, “*Regression Analyses*”, Smith School of Business, Queen’s University, 2013
- COMM 492, “*Business Intelligence: Introduction & Descriptive Modelling*”, Smith School of Business, Queen’s University, 2012 (In-class Evaluation: **4.45/5**), 2014, 2015
- COMM 492 “*Business Intelligence: Predictive Modelling*”, Smith School of Business, Queen’s University, 2012 (In-class Evaluation: **4.70/5**), 2014, 2015

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- COMM 492 “*Text Mining & Web Mining for Business Intelligence*”, Smith School of Business, Queen’s University, 2014, 2015
- MGMT 803, “*Multiple Regression Analyses*” - Graduate Course, Smith School of Business, Queen’s University, 2011 (In-class Evaluation: **4.52/5**)
- BUSI 6420, “*Variable Creation & Manipulation-Data Pre-processing for Marketing Research*” -- Marketing Informatics, Faculty of Management, Dalhousie University, 2009

### **Teaching Assistant**

- **Managing Databases for Business Intelligence**, Dr. Steve Thomas, Smith School of Business, Queen’s University, 2014, 2015, 2016 (**USAT: 4.50/5**)
- **Statistics – Graduate Course**, Dr. Jane Webster, Smith School of Business, Queen’s University, 2011
- **Marketing Research**, Dr. Tony Schellinck, Faculty of Management, Dalhousie University, 2009

## **SERVICE**

### **Served as a program committee member at**

2017 Pacific Asia Conference on Information Systems (Knowledge Management track)

### **Reviewed for**

2020 Pacific Asia Journal of the Association for Information Systems

2019 Communications of the Association for Information Systems

2016 Journal of Strategic Information Systems

2016 Internet Research

2011-2018, 2020 International Conference on Information Systems

2015-2019 American Americas Conference on Information Systems

2011, 2019 European Information Systems Conference

2011, 2017 Pasic Asia Information Systems Conference

2011-2013, 2015 Administrative Sciences Association of Canada Conference

### **Served as a member of IS lecturer search committee (2017)**

### **Served as a member of research ethics board (REB)**

2014, 2015 Smith School of Business, Queen’s University

## **WORK EXPERIENCE**

### **Senior Consultant & Data Analyst**

2007—2010

Focal Research Consultants Limited. (FRCL), Halifax, Canada

**Research Assistant**

2009

Marketing Research Project, Dr. Tony Schellinck, Faculty of Management, Dalhousie University

**PROJECT EXPERIENCE**

**Model Development** Using Player Loyalty Data for an International Gaming Corporation (FRCL), New Zealand 2009/06-2010/06

**2009 Atlantic Film Festival Survey** (FRCL), 2009/07-2009/09

**2009 Nova Scotia Alcohol Indicator Report** (FRCL), 2009/08

**2008 SGC Players Club Member Survey & Re-modelling Risk Identification Algorithm for Slots Play** (FRCL), 2008/11-2009/06

**Customer Service Satisfaction Survey for Credit Union Central of Nova Scotia (CUCNS) and League Savings & Mortgage** (FRCL), 2008/08-2009/01

**Diagnostic Analysis for iCare Responsible Gambling Program** (FRCL), 2008/09

**2008 Culture of Alcohol Use in Nova Scotia** (FRCL), 2008/04-2008/08

**Child and Youth Drinking: The Context of Alcohol Use among Adolescents in Nova Scotia** (FRCL), 2008/03-2008/04

**2007 Nova Scotia Young Adults (19-35 years) Gambling Prevalence Study; Yellow Flag Post-Campaign Evaluation** (FRCL), 2008/01-2008/03

**2007 Nova Scotia Adults (19+ years) Gambling Prevalence Study** (FRCL), 2007/10-2008/03

**Preliminary analysis of usability of Player Behavioural Data for Host Responsible Gambling** (FRCL), 2007/08-2007/09

**Outcome Monitoring Systems (OMS) for Nova Scotia Health Services** (FRCL), 2007/03 ~ 2008/12