

Yixin ZHANG

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DEGREES

- 2013 **Doctor of Philosophy in Information Systems**, Hong Kong University of Science and Technology, 2013
Dissertation Title: “*Essays on Microblog and Online Community*”
Supervisor: Prof. Kar Yan Tam, Dissertation Committee Members: Prof. Patrick Y. K. Chau, Prof. Larry Jiing-Lih Farh, Prof. James Y. L. Thong, Prof. Xiaojun Zhang
- 2006 **Bachelor of Engineering in Software Engineering, First Class Honors**, University of Hong Kong
- 2005 **Bachelor of Business Administration (Information Systems), First Class Honors**, University of Hong Kong

ACADEMIC AND PROFESSIONAL EXPERIENCE

- Associate professor (Docent), University of Gothenburg, Sweden, 01/2024 - present
- Senior lecturer, University of Gothenburg, Sweden, 10/2018 - 01/2024
- Tutkijatohtori (equivalent to Assistant Professor), University of Jyväskylä, Finland, 07/2014 – 08/2018
- Research Visit, University of Georgia, 02/2018 - 05/2018, supported by University Research Mobility Grant, University of Jyväskylä
- Visiting Scholar, Hong Kong University of Science and Technology, Hong Kong, 01/2014 - 05/2014

RESEARCH INTERESTS

- Human-AI Interaction and Responsible AI: Transparency, openness, and governance of generative AI platforms in the public sector.
- Digital Transformation and Organizational Change: Digital transformation and renewal of legacy systems.
- Marketing, Social Media and Digital Platforms: influencer marketing, user engagement, and online information diffusion.
- Human–Computer Interaction (HCI): Interface design, attention allocation, and user contributions in social commerce and online communities.
- Digital Innovation for Sustainability: The role of data and analytics in green finance (e.g. green bonds), sustainable food networks (e.g. Community Supported Agriculture) and sustainability (e.g. how AI and data can help identify invasive species and how sensors and open data can help combat urban flooding).

PUBLICATIONS

Selected Journal Publications

1. Tuunanen, T., Lumivalo, J., Vartiainen, T., Zhang, Y. and Myers, M. D., “Micro-Level Mechanisms to Support Value Co-Creation for Design of Digital Services”, *Journal of Service Research*, 2023, p.10946705231173116. (Impact Factor: 8.6, AJG: 4, ABDC: A*) <https://journals.sagepub.com/doi/10.1177/10946705231173116>
2. Kuem, J., and Zhang, Y., “How Does Performance-Based Monetary Incentive Influence Cyberloafing’s Effects on Task Performance?”, *Information Systems Frontiers*, 2024, (Impact Factor: 8.3, AJG: 3, ABDC: A) <https://link.springer.com/article/10.1007/s10796-024-10525-7>
3. Zhang, Y., Semenov, A., and Ridings, C., “What to Post? Understanding Engagement Cultivation in Microblogging with Big Data-Driven Theory Building”, *International Journal of Information Management*, 2022, 102509. (Impact Factor 27.0, AJG: 2, ABDC: A) <https://doi.org/10.1016/j.ijinfomgt.2022.102509>
4. Zhang, Y., Liu, L., and Ho, S. Y., “How Do Interruptions Affect User Contributions on Social Commerce?”, *Information Systems Journal*, 2020, 30(3), 535-565. (Impact Factor: 6.3, AJG: 4, ABDC: A*) <https://doi.org/10.1111/isj.12266>
5. Dong, J. Q., Wu, W., and Zhang, Y. S., “The Faster the Better? The Effect of Innovation Speed on Project Success of Open Source Software”, *Information and Management*, 2019, 56(5), 669-680. The authors are listed alphabetically and contribute equally. (Impact Factor: 8.2, AJG: 3, ABDC: A*) <https://doi.org/10.1016/j.im.2018.11.002>
6. Wang, L., Sun, Z., Dai, X., Zhang, Y., and Hu, H. H., “Retaining Users after Privacy Invasions: The Roles of Institutional Privacy Assurances and Threat-Coping Appraisal in Mitigating Privacy Concerns”, *Information Technology and People*, 2019, 32(6), 1679-1703. (Impact Factor: 5.6, AJG: 3, ABDC: A) <https://doi.org/10.1108/ITP-01-2018-0020>

Additional Journal Publications

7. Wang, X., Zhang, Y., Siponen, M., and Zhang, N., “The power of persuasive messaging on improving password-change behavior in university information systems: Evidence from a large-scale field experiment”, *Computers & Security*, forthcoming. (Impact Factor: 5.4)
8. Lindström, N.B., Zhang, Y., “Metrics champions: navigating challenges and driving change in software measurement program implementation”, *International Journal of Information Systems and Project Management*, 2026, 14(3), e140301, DOI: 10.12821/ijispm140301
9. Lindström, N. B., Asatiani, A., Mankevich, V., Zhang, Y., “The soft side of hard metrics: Lessons from software development in multinational organizations”, *Business Horizons*, 2025. (AJG: 2, ABDC: B) <https://www.sciencedirect.com/science/article/pii/S0007681325001788>
10. Säynätmäki, O., Zhang, Y., “Understanding the Elderly and Their Next of Kin’s Usage of Mobile Personal Safety Service”, *Journal of Systems and Information Technology*, 2020, 22(2), pp. 137-159. (ABDC: B) <https://doi.org/10.1108/JSIT-08-2019-0163>

Peer-Reviewed Conference Proceedings

11. Du-Ikonen, L., Vieira, J., and Zhang, Y., “Engaging Students in Real-World Climate Resilience Through Challenge-Based Learning: A Practice from the Sustainable Cities Course”, European Society for Engineering Education (SEFI) Annual Conference, 2026, forthcoming. (CORE: B)
12. Persson, P., and Zhang, Y., “Openness and Transparency by Design: Crafting an Open Generative AI Platform for the Public Sector”, *Hawaii International Conference on System Sciences (HICSS)*, 2025. (CORE: A)
<https://scholarspace.manoa.hawaii.edu/items/b9a34e28-1f14-4be3-a6d5-cb48b1a5f9ee>
13. Li, Q., Zhang, M., Tan, D., Liu, L., and Zhang, Y., “Hiding in the Crowd? In Pursuit of Perceived Anonymity through a Uniform Visual Presentation on Algorithm-driven Social Media Platforms”, *Pacific Asia Conference on Information Systems (PACIS)*, 2024. (CORE: A)
https://aisel.aisnet.org/pacis2024/track13_hcinteract/track13_hcinteract/2/
14. Persson, P., Zhang, Y., Asatiani, A., Lindman, J. and Rudmark, D., “Toward Citizen-Centered Digital Government: Design Principles Guided Legacy System Renewal in A Swedish Municipality”, *Hawaii International Conference on System Sciences (HICSS)*, 2024. (CORE: A)
<https://scholarspace.manoa.hawaii.edu/items/2aeb2f4d-a233-4a2a-b9f7-8d33e2e33f38>
15. Persson, P., Zhang, Y., Asatiani, A., Lindman, J. and Rudmark, D., “Technical Debt in the Municipality Sector - The Missing Link with Citizens and Silofication”, the 14th *Scandinavian Conference of Information Systems*, 2023.
<https://aisel.aisnet.org/scis2023/14/>
16. Tona, O., Zhang, Y., Asatiani, A. and Lindman, J., “Role of Data in the Building of Legitimacy for Green Bonds—Capturing, Contextualizing, and Communicating”, the 56th *Hawaii International Conference on System Sciences (HICSS)*, 2023. (CORE: A)
<https://scholarspace.manoa.hawaii.edu/items/cbd36626-c3d2-43b4-abd9-9d8d921f542b>
17. Zhang, Y., Liu, L., and Claire, B., “Influencer Marketing and Commercialization of Social Media Platforms: How Do Consumers React to Blurred-boundary Advertisements?”, *Pacific Asia Conference on Information Systems (PACIS)*, 2022. (CORE: A) <https://aisel.aisnet.org/pacis2022/188/>
18. Zhang, Y., “Using Arduino in Teaching Digital Infrastructure among Students with Diverse Technical Backgrounds”, *Pacific Asia Conference on Information Systems (PACIS)*, 2022. (CORE: A) <https://aisel.aisnet.org/pacis2022/40/>
19. Bumann, A., Teigland, R., Germishuys, J., Ziegler, B., Mattson, M., Olsson, E., Rylander, R., Lindh, M., Zhang, Y., and Linders, T., “Predicting the spread of invasive marine species with open data and machine learning: Process and Challenges”, *International Conference on Marine Data and Information Systems (IMDIS)*, 2021.
20. Bumann, A., Teigland, R., Germishuys, J., Ziegler, B., Mattson, M., Olsson, E., Rylander, R., Zhang, Y., and Linders, T., “The Killer Shrimp Invasion Challenge on Kaggle: An

online competition tackling the spread of invasive marine species through machine learning”, *International Conference on Marine Data and Information Systems (IMDIS)*, 2021.

21. Laatikainen, G., Semenov, A., Zhang, Y., and Abrahamsson, P., “ICO Crowdfunding: Incentives, Pricing Strategy, Token Strategy and Crowd Involvement”, in M. Paasivaara and P. Kruchten (Eds.): *XP 2020 Workshops*, LNBIP 396, pp. 32–40, 2020. (CORE: B)
22. Laatikainen, G., Semenov, A., Zhang, Y., and Abrahamsson, P., “What Key Aspects Do ICOs Reveal About Their Businesses?”, in M. Paasivaara and P. Kruchten (Eds.): *XP 2020 Workshops*, LNBIP 396, pp. 41–49, 2020. (CORE: B)
23. Zhang, Y., and Garcia, R.G., “Do users really care about privacy? Mobile applications’ popularity, user satisfaction, and permission requests”, *European Conference on Information Systems (ECIS)*, 2020. (CORE: A) https://aisel.aisnet.org/ecis2020_rip/47/
24. Usunobun, I., Anti, E., Hu, F., Habila, L., Sayed, R., Zhang, Y., and Tuunanen, T., “Cultural Values’ Influences on Users’ Preferences for Gamification Techniques”, *International Conference on Information Systems (ICIS)*, 2019. (CORE: A*) https://aisel.aisnet.org/icis2019/design_science/design_science/1/
25. Hu, F., and Zhang, Y., “Empowering Migrant Workers and Labor NGOs in China: Creating a Law Searching Tool through a Design Science Approach”, *Pacific Asia Conference on Information Systems (PACIS)*, 2018. (CORE: A) <https://aisel.aisnet.org/pacis2018/187/>
26. Zhang, S. Y., Zhang, Z., and Ren, J., “Transform Farming with The Help of Social Media: A Pioneering Chinese Community Supported Agriculture (CSA) Farm and Its Micro Blog Usage”, *Pacific Asia Conference on Information Systems (PACIS)*, 2016. (CORE: A) <https://aisel.aisnet.org/pacis2016/380/>
27. Zhang, Z., and Zhang, S. Y., “How Do Explicitly Expressed Emotions Influence Interpersonal Communication and Information Dissemination? A Field Study of Emoji's Effects on Commenting and Retweeting on A Microblog Platform”, *Pacific Asia Conference on Information Systems (PACIS)*, 2016. (CORE: A) <https://aisel.aisnet.org/pacis2016/124/>
28. Zhang, Y., “Social Enterprises in Organic Farming and Their Usage of IT”, *Americas Conference on Information Systems (AMCIS)*, 2016. (CORE: A) <https://aisel.aisnet.org/amcis2016/SCU/Presentations/21/>
29. Zhang, Y., “Accomplice or Innocent? A Search Engine in Medical Scams”, *Americas Conference on Information Systems (AMCIS)*, 2016. (CORE: A) <https://aisel.aisnet.org/amcis2016/ISEdu/Presentations/32/>
30. Zhang, S. Y. and Liu, L., “Attention Trade-off between Two Types of User Contributions: Effects of Pinterest-Style Infinite Scroll Layouts on Creating Original

Sharing and Appreciating Others' Sharing", *International Conference on Information Systems (ICIS)*, 2013. (CORE: A*)
<https://aisel.aisnet.org/icis2013/proceedings/HumanComputerInteraction/5/>

31. Zhang, S. Y. and Zhang, Z., "Leveraging Microblogging to Build Trust by Community Supported Agriculture (CSA) Pioneers in China", *Annual SIG Global Development Workshop*, 2012.
32. Zhang, S. Y., "Culture's Influence on Buyer's Behavior in Online Auction", *the 11th Annual Workshop on HCI Research in MIS*, 2012.
33. Zhang, S. Y. and Tam, K. Y., "Technology Features, Empowering Perceptions, and Voicing Behavior on Microblog", *Americas Conference on Information Systems (AMCIS)*, 2012. (CORE: A)
<https://aisel.aisnet.org/amcis2012/proceedings/SocialIssues/19/>
34. Zhang, Y., "IT Enabled Environmentally Friendly Consumption: IT Features Addressing Challenges in Consumer Decision Making", *European Conference on Information Systems (ECIS)*, 2012. (CORE: A)
<https://aisel.aisnet.org/ecis2012/233/>
35. Zhang, S. Y. and Tam, K. Y., "Online Community Citizenship Behaviors (OCCB) and Community Sustainability: An Examination of Benefit Creating Behaviors in Online Communities", *Annual Workshop on HCI Research in MIS*, 2010.

Under Review

1. "Tipping Points of Value Cocrestruction in the Cocreated Customer Experience: A Mechanism-Based Model", *Journal of the Academy of Marketing Science* (Impact Factor: 15.8, AJG: 4*, ABDC: A*), under 2nd round revision.
2. "Enhancing Service Experiences with Immersive Virtual Reality: A Flow Comparison of Two Peer-to-Peer Accommodation Visualization Technologies", *Information and Management* (Impact Factor: 8.2, AJG: 3, ABDC: A*), under 1st round revision.
3. "The emergence of diversified platform-dependent entrepreneurs: A digital affordance actualization perspective", *Technovation* (Impact Factor: 10.9, AJG: 3, ABDC: A), under 1st round review.

RESEARCH FUNDINGS

- Interreg BALTFLOODS <https://interreg-baltic.eu/project/baltfloods/>
Period: March 2025 - February 2028
Project scale: **2.04 million euro** (approximately AUD 3.3 million)
The BALTFLOODS project (Baltic Flood Resilience and Digital Solutions) is an EU-funded cooperation initiative under the Interreg Baltic Sea Region programme. The project focuses on improving flood preparedness and reducing stormwater pollution in cities around the Baltic Sea region through digital technologies and citizen participation. BALTFLOODS develops advanced monitoring systems that provide real-time

environmental data to help municipalities and public authorities respond more effectively to floods. The project also promotes community engagement by involving citizens, schools, researchers, and local stakeholders in disaster preparedness and environmental protection activities.

The project is led by the City of Lappeenranta and includes partners from Finland, Sweden, Norway, and Germany. Yixin Zhang is leading the University of Gothenburg team, focusing on app development and citizen engagement activities.

- Ocean Data Factory (ODF) Sweden. Leader of work package II “Continuous Evaluation and Innovation”.

Period: October 2021 to October 2023

Project scale: **8,000,000 SEK** (approximately AUD 1.2 million)

The success of ODF (2019-2021) leads to the continuing funding from Vinnova (2021-03642), Sweden’s government agency for innovation. Ocean Data Factory Sweden (ODF) is Sweden’s national marine data lab and innovation platform for the “blue economy.” The initiative brings together universities, companies, public agencies, and technology partners to accelerate the use of ocean data, artificial intelligence (AI), machine learning, and digital technologies for sustainable marine development. <https://oceandatafactory.se/>

- Ocean Data Factory (ODF) Sweden. Leader of work package II “Continuous Evaluation and Innovation”.

Period: June 2019 to June 2021

Project scale: **8,000,000 SEK** (approximately AUD 1.2 million) Funded by Vinnova (2019-02256), Sweden’s government agency for innovation.

HONORS, AWARDS, AND MEMBERSHIP

- Yixin’s pedagogical approach, “*Learning by Doing: Using Arduino in Teaching Digital Infrastructure among Students with Diverse Technical Backgrounds*,” was selected as **one of the three finalists** for the Svenska Informationssystemakademin ***Swedish Information Systems Academy Pedagogical Prize*** 2024.
- Membership of Association of Information Systems (AIS)
- Research Mobility Grant, University of Jyväskylä, 2017
- University Research Travel Grant, HKUST, 2012, 2013
- University Overseas Research Awards, HKUST, 2009
- Second Runner-up in HKUST English Public Speaking Contest, Unprepared Speech, 2008
- Champion in HKUST English Public Speaking Contest, Unprepared Speech, 2007
- Rosita King Ho Scholarship, 2006
- First runner-up (team) in Software Engineering Final Year Project Competition, 2006
- Dean’s Honors List for outstanding academic achievements, 2006
- Kowloon Chamber of Commerce Scholarship, 2005
- Bank of East Asia Golden Jubilee Scholarship, 2005

- Represent the University of Hong Kong in the 23rd Business Orientation Program by American Chamber of Commerce, 2005
- Faculty of Business and Economics Student Exchange Scholarship, 2004
- Dean's Honors List for outstanding academic achievements, 2004, 2003
- Hong Kong Jockey Club Scholarship, 2002
- Rosita and K. K. Ho Scholarship, 2002
- Award of Dr. Richard C & Esther Y. Lee Charitable Foundation, 2002
- Tsinghua University Excellent First Year Student Scholarship, 2001

SERVICES

- Elected to the **Department Council of Department of Applied IT**, May 2026.
- Served in the **committee** for the 47th Information Systems Research Seminar in Scandinavia (IRIS2024) which is sister event of the 15th Scandinavian Conference on Information Systems (SCIS2024). I was responsible for coordinating the IRIS submissions and reviewing.
- Service roles include:
 - **Track chair** HCI And Robotic Interface Design, *Pacific Asia Conference on Information Systems (PACIS)*, 2026.
 - **Track chair** Health IT and IS for Healthcare, *PACIS*, 2023.
 - **Track chair** Human Behavior and IS, *PACIS*, 2022.
 - **Associate editor**, *International Conference on Information Systems (ICIS)* 2015, 2017, 2022, 2025.
 - **Associate editor**, *European Conference on Information Systems (ECIS)* 2021, 2022, 2023.
 - **Associate editor**, *PACIS* 2019, 2022.
 - **Program committee member**, *PACIS* 2012, 2015, 2016, 2018.
 - **Program committee member** for SIGHCI pre-ICIS Workshop, 2011, 2012, 2014.
- Served as reviewer for: *MIS Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of the Association for Information Systems, Information and Management, Journal of Strategic Information Systems, Information and Organization, Decision Support Systems, Electronic Commerce Research and Applications, Communications of the Association for Information Systems, Information Technology & People, ICIS, ECIS, AMCIS, PACIS, and HICSS*.
- Served as a study advisor for the master's program in Service Innovation and Management, offered by the Faculty of Information Technology at the University of Jyväskylä from March 2016 to August 2018. This international master's program focuses on IT-enabled service innovation, design, and management.
- Served on the organizing committee for the 26th and 27th Jyväskylä Summer Schools in 2016 and 2017. The Jyväskylä Summer School has a 30-year tradition and is designed for advanced master's students, graduate students, and post-docs in the fields of Science,

Technology, Engineering, and Mathematics (STEM). It attracts students from around the world.

- As leader of Work Package II “Continuous Evaluation and Innovation” for the Ocean Data Factory (ODF) Sweden project since June 2019, I have been researching the innovation process within ODF projects. As someone who values the significance of knowledge sharing and actively fosters collaboration, I initiated the ODF webinar series. Between February 2021 and October 2023, I organized twenty-one webinars covering a wide range of topics, such as using AI and citizen science to study seabirds and exploring the use of decentralized autonomous organizations in ocean sustainability science. More information about the webinars is available on the ODF website’s seminar series pages [Seminar series - ODF Sweden \(oceandatafactory.se\)](#) and ODF YouTube channel [Ocean Data Factory Sweden - YouTube](#). I manage both the seminar webpage and the ODF Webinar YouTube channel.

PEDAGOGICAL MERITS

Courses Taught

- **TIA330/TIA304 Project Work I**, master level, 7,5 credits. Class size: around 40. University of Gothenburg. 2024 Fall, 2023 Fall, 2022 Fall, 2021 Fall.

I independently designed and taught the course. Project Work I is a project course, and students do group projects to analyze digitalization challenges in real-world organizations. Students learn to analyze real-life problems in digital transformation and connect theory and practice through this project. Students can relate concepts and theoretical perspectives they learnt in courses before TIA304, i.e., TIA301 Technology, TIA302 Platform, and TIA304 Infrastructure to the problem.

I collaborated with the following organizations:

- ***GöteborgsOperan*** in 2021
How can GöteborgsOperan broaden its audience reach, attract young adults and immigrants, and use streaming services to complement in-person performances?
- ***EHRAB / ByggJobs*** in 2022
How can EHRAB’s platform ByggJobs address Sweden’s construction labor shortage through a digital platform that connects workers with companies, while building trust and attracting underrepresented groups?
- ***Sundsvall Municipality*** in 2023
How can Sundsvall Municipality implement AI-powered public services (such as chatbots and generative AI) while maintaining citizen trust, transparency, and data privacy?
- ***Örebro University*** in 2023
Örebro University’s RPA initiative began in 2023 as an innovation project with a specific strategic approach: to increase employees’ RPA knowledge so they could build and develop robotic processes independently, without support from the IT department. How does this initiative influence employees’ technical competence?
- ***Volvo Buses / Volvo Connect*** in 2024

A major challenge for Volvo Buses' B2B service platform, Volvo Connect, is balancing control (security, data protection, and brand integrity) with flexibility (allowing third-party developers and partners to innovate on the platform).

- **TIA325/TIA303 Infrastructure**, master level, 7,5 credits. Class size: around 40. University of Gothenburg. 2024 Fall, 2023 Fall, 2022 Fall, 2021 Fall. This course is developed based on TIA016 Digital Infrastructure.

I independently designed and taught the course. In this course, students learn the fundamentals of digital infrastructure, and identify challenges in the design and implementation of digital infrastructure. Students gain an in-depth understanding of concepts such as standards, installed base, network externalities, lock-in, path dependency, control and power dynamics. As part of the 2023 Fall, 2022 Fall course, I included an Arduino workshop, enabling students to design prototypes that address real-world problems identified by the students themselves. Examples include creating systems to adjust lighting and open windows in a study room based on user preferences. Additionally, students had the opportunity to visit **Zenseact** and **Västtrafik** to learn how digital infrastructures support businesses. **Zenseact** is a Swedish AI and software company focused on developing advanced driver-assistance systems and autonomous driving technology to make road traffic safer and more intelligent. **Västtrafik** is the public transport authority for Västra Götaland in Sweden, responsible for planning, coordinating, and operating bus, tram, train, and ferry services across the region.

- **TIA016 Digital Infrastructure**, master level, 15 credits. Class size: around 40. University of Gothenburg. 2020 Fall, 2019 Fall.

I independently designed and taught the course. The course is organized in three phases, lectures and seminars that focus on theory and management issues.

In 2019 Fall, before the coronavirus pandemic, a Hackathon workshop was organized, to help students better understand concepts such as standards, control through hands-on experiences in building prototypes with Arduino, and project work for which students try to solve a real-world problem through designing and analyzing a digital infrastructure. I designed the two-and-half day Hackathon workshop in which students built prototypes to solve a real-world problem using Arduino, such as a signaling system for efficient usage of charging poles at parking lots. In 2019, we ran the workshop; but in 2020 due to the corona pandemic, we had to skip it. Students were from diverse backgrounds, and many of the 40 students had no technical experience at all. Their feedback on the workshop was very positive.

- *“It was interesting to work with something new. I have never worked with coding before and I think it is important to have a little bit of knowledge of other areas. Especially areas that I will probably be collaborating with in the future.”*

- *“During this workshop I’ve learnt about design processes, prototyping, as well as teamwork. I’ve also accumulated greater knowledge about coding and building using Arduino. All and all, the last three days have been really fun.”*
- **TIG059 Systemutvecklingsprojekt (System Development Project)**, bachelor level, 15 credits. Class size: 90.
University of Gothenburg. 2020 Spring.
- I was responsible for the course, for its design and development, and co-taught it with colleagues. I was asked to take responsibility for the course on short notice and dedicated myself to its preparation. I completely redesigned and structured the course based on the textbook “Systems Analysis and Design in a Changing World”, resulting in a coherent and well-organized curriculum. In addition, I developed a course project centered on a gym management scenario, providing students with a relatable context that connected closely to their everyday experiences and enhanced engagement with systems development concepts.
- In this course, students learn the fundamentals of systems analysis, database design, user interface design, the system development life cycle, and project management methodologies. They also complete a group-based system development project in which they apply these concepts in practice.
- **TIG162 Affärssystem (Enterprise Systems)**, 15 credits. Class size: 81.
University of Gothenburg. 2018 Fall.
- This is a course for second year bachelor students. I co-taught the course with a colleague, and I was responsible for topics on business information systems.
- *“This course was very interesting and fun. I thought the layout was good.”*
 - *“The seminars were very interesting and good learning. Good teaching. ”*
 - *“I missed some of the lectures but the ones I did attend were very good.”*
- **TJTSM65 Information Privacy**, master and doctor level.
University of Jyväskylä.
2015 Spring class size: 54, 2017 Spring class size: 107
- I independently designed and taught this new elective course.
Enrollment for this elective course almost **doubled** from 54 in 2015 to 107 in 2017.
- *“Examples and the whole course was interesting”*
 - *“Good examples on lectures. Articles we read during class were nice and interesting.”*
 - *“I really liked the assig(n)ments because they made me think about things more deeply. And they were also a good way to prep for the exam.”*
- **TJTSM55 Information Systems Theories**, master and doctor level.
University of Jyväskylä. Co-taught with Prof. Tuure Tuunanen.
2014 Fall class size: 58, 2015 Fall class size: 78, 2016 Fall class size: 88, 2017 Fall class size: 131

In this course we provided students with a comprehensive understanding of major streams of research in Information Systems (IS). Students prepared research proposals and got familiar with IS research.

- **SISP 1509 Social Media in Business**, 2013, 1 session, class size: 24.
Hong Kong University of Science and Technology.

As teaching assistant, I worked with Prof. Kar Yan Tam and prepared course materials covering the following topics: social media in business, social media's influence on political agenda and public policymaking, social network analysis, and social psychological issues in use of social media.

- **ISOM101 Introduction to Information Systems**, 2011, 2 sessions, class size: 57, 58,
Hong Kong University of Science and Technology.

As lab instructor, I taught first-year undergraduate students Google advanced search, web development (HTML, CSS, FrontPage), data management (relational database, SQL, Microsoft Access), and business intelligence (macro in Microsoft Excel, Quiv table, OLAP).

- *“She was very active and enthusiastic about the subject. She showed genuine excitement about what she was teaching and demonstrated how our studies could be helpful to us in the real world by giving illustrations of possible real world job scenarios...”*
- *“She explains very clearly. She is very enthusiastic to answer our questions...”*
- *“(She) trained up our access, excel proficiency.”*

- **ISOM101 Introduction to Information Systems**, 2008, 2009, 2010
Hong Kong University of Science and Technology.

As a teaching assistant, I created group project assignments, and evaluated students' project reports and presentations. As a lab assistant, I supported the lab instructor and addressed students' questions during lab sessions.

- Invited sharing in School of Business and Management (SBM), Hong Kong University of Science and Technology, Briefing Session for staff and doctoral students training, 2011, 2012

Doctoral Student Supervision

- Principal supervisor of Per Persson. Thesis title: *“Managing Socio-Technical Debt: Causes and Design-Science Solutions for Citizen-Centred Digital Public Services”*. <https://gupea.ub.gu.se/items/01e1caf1-9259-4b74-aafa-ba75a306b06c> Defense date: 3 February 2026. The opponent for his defence was Professor Kalle Lyytinen, a leading scholar in Information Systems.

Given Per's extensive experience as an IT architect in both industry and the public sector, he possesses a deep understanding of practical issues in digital transformation. Our focus is on analyzing the problems from an academic perspective. We start with the design

science approach, as this approach aligns with Per's professional background in designing and implementing IT artifacts. As Per's study advances, we intend to integrate additional theoretical perspectives to explore the complexities within the public sector's digital technology ecosystem. I am also learning from Per, who is passionate about enhancing service quality for citizens through digital transformation in the public sector.

Master's Thesis Supervision

Master's theses often mark the first experience with academic research for many students, which can be quite challenging. I enjoy sharing my research experience, providing advice on literature and research methods, and offering support throughout students' thesis work. Assisting students in their research endeavors is truly rewarding.

I have supervised thirteen master theses, three received VG High Pass at the University of Gothenburg, and two received grade 5 Excellent at the University of Jyväskylä.

Completed at the University of Gothenburg

1. Lam Vikström and Zlatka Dulic, *Impediments to Technological Change in an Incumbent Company: Case Study of a Software-Driven Incumbent Company in the Automotive Industry*
2. Jing Xu, *Adopting Artificial Intelligence Tools in Recruitment Activities: For HR Practitioners*, thesis received VG – High Pass
3. Florin Gabriel Dascalu and Nicole Dawn DiNatali, *Green City Zone: A Case-Study in a Multi-Stakeholder Initiative within a Smart City*
4. Feiquan Chen and Ke Zou, *Transforming into Data-Driven: Challenges in Digital Transformation for An Organization in Complex Power Relations*, thesis received VG – High Pass
5. Ademi Xhemajl and Elwing Ester, *Challenges When Implementing an RPA into A Workflow System: A Case Study within A Swedish Healthcare Company*
6. Patricija Ilin and Tomi Mustikka, *Expanding the Concept of Digital Competence: A Case Study on How Digital Competence is Portrayed in a Company Transforming to Digital Service Orientation*, thesis received VG – High Pass

Completed at the University of Jyväskylä

7. Olli Säynätmäki, *Understanding the Elderly and Their Next of Kin's Usage of Mobile Personal Safety Service*. A study based on Olli's thesis was published in the *Journal of Systems and Information Technology*.
8. Mengcheng Li, *Why Do People Share Knowledge in Online Social Q&A Communities* After her master study, Mengcheng went on to pursue Ph.D. in the Faculty of Information Technology, University of Jyväskylä, successfully completing her Ph.D. in January 2023.
9. Arttu Kääriä, *Technology Acceptance of Voice Assistants: Anthropomorphism as A Factor*
10. Kamila Khudaibergenova, *Consumer Acceptance of Smart Cards in Public Transportation*, thesis received grade 5, excellent
11. Fumin Hu, *Empowering Migrant Workers and Labor NGOs in China: Creating A Law Searching Tool through a Design Science Approach*. A research in progress based on

Fumin's thesis was published at *Pacific Asia Conference on Information Systems (PACIS)*, 2018.

12. Salla Mattila, *Product Information Management Challenges in B2B E-Commerce*, thesis received grade 5, excellent
13. Ahmad Salameh, *Spreading Ideologies through Tweets: Examining Extreme and Moderate Muslims Usage of Twitter*, co-supervised with Alexander Semenov

Below are some excerpts from master thesis students' acknowledgments:

- *"First and foremost, I extend my heartfelt gratitude to my supervisor, Yixin Zhang, providing me full support, guidance, and suggestions during the whole process. Your in-depth insights help me to explore new horizons and in-depth understanding about academic writing. I really appreciate you helping me figure out the topic, form research questions and reach out for interviews, your patience and encouragement really build my confidence to finish the thesis. Your unconditional support has been my pillar during the challenging moments."*
- *"First and foremost, we have to thank our supervisor Yixin Zhang, who has been our greatest champion and supporter. Her regular feedback and pep talks helped to guide us through this amazing journey. The wisdom and positivity she bestowed upon us truly motivated us to cross the finish line with pride."*
- *"Special thanks to my supervisor Yixin Zhang for your encouraging guidance and support all the way along. You were always so nice and patient to answer my questions step by step and you knew how to think about things from others' perspectives. Moreover, you, as a good example, taught me to be strict with details in academics and be generous and kind to others in life. Most importantly, what I learnt from you was to hold a positive attitude towards life and always trying my best."*

Feedback from Dr. Mengcheng Li, whose master thesis I supervised. She completed her Ph.D. in January 2023, and in her Ph.D. dissertation acknowledgements, she shared: *"I would also like to thank the supervisor of my Master study, Dr. Yixin Zhang, without whom I would never have considered academia as a career. Thank you for guiding me step by step to undertake research wisely and for referring me to Prof. Tuure Tuunanen to start my doctoral study. Thank you for all your advice – not only in regard to research, but also for the daily practices."*

Pedagogical Training

I have completed the following pedagogical training at the University of Gothenburg.

- PIL201 Supervision in Postgraduate Programmes, 2021 Spring, completed, University of Gothenburg
- HPE101 Teaching and Learning in Higher Education 1: Basic Course, 2019 Fall, completed, University of Gothenburg
- HPE102 Teaching and Learning in Higher Education 2: Subject Field Pedagogy, 2019 Fall, completed, University of Gothenburg
- HPE103 Teaching and Learning in Higher Education 3: Applied Analysis, 2020 Spring, completed, University of Gothenburg

OTHER ACADEMIC EXPERIENCE AND WORK EXPERIENCE

Culture Exchange	<i>University for Foreigners of Perugia</i> , Perugia, Italy, 07/2005
Undergraduate	<i>Bentley University</i> , Waltham, Massachusetts, U.S., 01/2004 -
Exchange	05/2004
First Year	<i>Tsinghua University</i> , Beijing, China, 09/2001 - 06/2002
Bachelor of	Admitted as the 8 th out of more than 140,000 high school students
Management	college entrance exam (Gaokao) in Shaanxi Province, transferred to the <i>University of Hong Kong</i> with Full Scholarship
Part-time Analyst	<i>Morgan Stanley Dean Witter Asia Limited</i> , 09/2005 -02/2006
	Working on the Straight Through Processing (STP) team
Summer Analyst	<i>Morgan Stanley Dean Witter Asia Limited</i> , 06/2005 - 08/2005
	Working on the Equity Trading Support (ETS) team

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