

M. Lisa Yeo

University of California, Merced | School of Engineering
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EDUCATION

Doctor of Philosophy Operations & Information Systems	2012
Masters of Business Administration International Business, University of Alberta	2006
Bachelor of Mathematics, Honours Applied Math, Co-operative Program, University of Waterloo	1996

ACADEMIC APPOINTMENTS

Assistant Professor The Ernest & Julio Gallo Management Program, School of Engineering, University of California, Merced, CA	2016-PRES.
Visiting Assistant Professor Information Systems & Operations Management Department, Haskayne School of Business, University of Calgary, Calgary, AB	SEPT.-DEC. 2019
Assistant Professor Information Systems & Operations Management Department, Sellinger School of Business and Management, Loyola University Maryland, Baltimore, MD	2012-2017

EXPERIENCE

- **Teaching:** Classes ranging from 4-100 students, first-year to doctoral level, including MBA.
 - Topics: management information systems, cybersecurity, networks, data governance, enterprise security planning, operations management, project management, statistics, data analysis, and decision making.
 - Service Learning: Director of UCM's Foster Family Center for Engineering Service Learning (curriculum redesign; human-centered design; community partner development); revised Loyola class to be SL-optional
- **Sponsored Research:** Member of IoT4Ag NSF ERC with projects exploring data value chain and increasing digital agriculture technology adoption (PI and Co-PI, respectively) with combined budgets of \$400K over three years.
- **Leadership:** Co-Lead of DCI at Io4Ag ERC; YeoLab; Vice Chair MIST MM (2022); Director of Foster Family Center for Engineering Service Learning (2024-); Leadership Development: Alumnus of UC Women's Initiative for Professional Development (UC WI)
- **Curriculum development:** New courses in undergraduate & graduate programs, Part of team developing new graduate programs (MCS PhD and MIST MM) and undergraduate minor (MAD minor). Revamping the Engineering Service Learning program.
- **Instructional development:** Anti-racist Pedagogy, Online teaching, UCM Faculty Learning Community - STEM, Mobile Summer Institute on Scientific Teaching (MoSIST)
- **Research Communication:** 12 publications including one book, numerous research presentations
- **Public Communication:** outreach through media appearances, including California Council on Science & Technology Expert Briefing on data security in digital agriculture.

ACADEMIC PUBLICATIONS & PRESENTATIONS

BOOKS

Yeo, M. L. (2003). *Personal firewalls for administrators and remote users*. Upper Saddle River, NJ: Pearson Education.

REFEREED ARTICLES

Yeo, M.L., Hidaji, H., Rolland, E., Patterson, R.A., Nault, B.R., and Kolfal, B. (2024) *IT Service Disruptions and Provider Choice*. *ACM Trans. Manage. Inf. Syst.* Just Accepted (October 2024). <https://doi.org/10.1145/3701040>

Yeo, M. L., & Keske, C. M. (2024). *From profitability to trust: Factors shaping digital agriculture adoption*. *Frontiers in Sustainable Food Systems*, 8. <https://doi.org/10.3389/fsufs.2024.1456991> (Project funded through [IoT4Ag NSF ERC](#))

Bhappu, A. D., Lempiälä, T., & Yeo, M. L. (2022). *Platform Service Designs: A Comparative Case Analysis of Technology Features, Affordances, and Constraints for Ridesharing*. *Digital*, 2(2), 320–332. MDPI AG. DOI: <http://dx.doi.org/10.3390/digital2020018>

Yeo, M.L., Rolland, E., Rees Ulmer, J., and Patterson, R.A. (2022). *How Customer Demand Reactions Impact Technology Innovation and Security*. *ACM Trans. Manage. Inf. Syst.* 13(3), Article 32 (September 2022), 17 pages. DOI: <https://doi.org/10.1145/3505227>

Bhappu, A., Blomqvist, K., Andreeva, T., Zappa, P., Yeo, L. & Lempiälä, T. (2020) *Providers' initial trust on an organization-sponsored sharing platform: The framing of coworker collaborative consumption*. *Frontiers in Psychology*. 11 Article 2174. DOI: <https://doi.org/10.3389/fpsyg.2020.02174>

Arazy, O., Ortega, F., Nov, O., Yeo, L., and Balila, A. (2015). Functional roles and career paths in Wikipedia. *Proceedings of the 19th ACM Conference on Computer Supported Cooperative Work & Social Computing*. (Vancouver, BC, Canada, March 2015). Pp. 1092-1105

Yeo, M.L., Rolland, E., Rees Ulmer, J., and Patterson, R.A.* (2014). Risk Mitigation Decisions for IT Security. *ACM Trans. Manage. Inf. Syst.* 5(1) DOI=10.1145/2576757 <http://doi.acm.org/10.1145/2576757>

Croson, R., Schultz, K., Siemsen, E., Yeo, M.L.* (2013) Behavioral operations: The state of the field. *Journal of Operations Management*, 31 (1-2). pp. 1-5.

Arazy, O., Yeo, L., Nov, O. (2013) Stay on the Wikipedia task: When task-related disagreements slip into personal and procedural conflicts. *Journal of the American Society for Information Science and Technology*. 64(8). pp. 1634-1648.

Kolfal, B., Patterson, R., Yeo, L.* (2013) Market Impact on IT Security Spending. *Decision Sciences Journal*. 44(3). pp. 517-556.

Yeo, L., Arazy, O. (2012) What Makes Corporate Wikis Work? An Investigation of Wiki Affordances. In K. Peffers, M. Rothenberger, & B. Kuechler (Eds.), *DESRIST 2012, Lecture Notes in Computer Science 7286* (pp. 174-190). Las Vegas: Springer-Verlag.

Arazy, O., Nov, O., Patterson, R., Yeo, L. (2011) Information Quality in Wikipedia: The Effects of Group Composition and Task Conflict. *Journal of Management Information Systems*. 27 (4).

Patterson, R., Rolland, E., & Yeo, L.* (2006, October). Security and Privacy in Outsourcing with Customer-Specified Risk Tolerance. *electronic Journal for E-commerce Tools and Applications*. 2 (1). <http://www.ejeta.org/specialOct06-issue/ejeta-special-06oct-1.pdf>

WORKS IN PROGRESS

Harmon, T., Bernacchi, L., Visser, M.A., Gibson, K., and Yeo, M.L. *Inland California as a Circular Bioeconomy: Agri-Food Technology & the Future of Work* (book chapter) Pathway for innovative and economic development for Inland CA through ag and bioeconomy with recommendations for policymakers

Hidaji, H., and Yeo, M.L. *Provider Efficiency and Downstream Firms*

Byun, E.J., Yeo, M.L., Yeh, M. *Online Harassment Interventions* Examination of intervention impact on reducing harm in online environments.

Byun, E.J. and Yeo M.L. *Application Updates* Impact of app updates on usage and market share.

Yeo M.L., & Gavrea, C. *Valuing personal data: Reward platforms* Examining consumers' willingness to share personal data on reward platforms.

Yeo, M.L., and Sun, S. *Modeling the IoT Ag Data Value Proposition* Project funded through [IoT4Ag NSF ERC](#). Examination and development of data value business models in precision agriculture.

REFEREED PRESENTATIONS

Byun, E., Yeo M.L., and Yeh, M. (2024) *Digital Inclusion: Can Platform Affordances Mitigate Online Harassment?* Presented by E. Byun at AMCIS 2024 (Salt Lake City, UT, Aug. 14-17, 2024)

Yeo, M.L., and Keske, C. (2024) *Understanding technology acceptance disparity in digital agriculture*. Presented by L. Yeo at the Annual Meeting of the American Sociological Association (ASA 2024) (Montreal, PQ, Aug. 9-13, 2024)

Byun, E., Yeo, M.L., and Yeh, M. (2023) *Digital Inclusion: Can Platform Affordances Mitigate Online Harassment?* Presented by E. Byun at the Workshop on Information Technologies and Systems (Hyderabad, India, Dec. 13-15, 2023)

Hidaji, H., and Yeo, M.L. (2021) *Impact of Supplier Output on Downstream Firms* Presented by H. Hidaji at the 2021 POMS Annual Conference (Online, Apr. 30-May 5, 2021)

Hidaji, H., and Yeo, M.L. (2020) *ICT Provider Output and Downstream Firms' Service Tier Choice* Presented by H. Hidaji at the 20th Annual Workshop on the Economics of Information Security (WEIS 2020) Centre for European Policy Studies (Brussels, Belgium, Dec. 14-15, 2020)

Bhappu, A., Yeo, M.L., Kovalchick, A., & Lempiälä, T. (2019) *Service Delivery in the Sharing Economy: Assumptions and Technology Affordances for Service Interactions on Ridesharing Platforms* Presented by A. Bhappu at 6th International Workshop on the Sharing Economy (IWSE 2019) (Utrecht, NL, June 2019)

Yeo, M.L., Rolland, E., Rees Ulmer, J., & Patterson, R.A. (2017) *Innovation vs. Security: Customer Demand Reaction to Adverse Events and Industry Innovation* Presented by L. Yeo at the *Workshop on Information Technologies and Systems (WITS2017)* by invitation (Seoul, SK, Dec. 2017).

Hidaji, H., Kolfal, B., Patterson, R., Rolland, E., & Yeo, L.* (2015) *To Share or Not to Share: Supplier Choice and Customer Demand Reactions to Adverse Events*. Presented by L. Yeo at the Conference on Information Systems and Technology (CIST 2015) (Philadelphia, Nov. 1, 2015)

* Authors listed in alphabetical or reverse alphabetical order

Yeo, M.L, and Phillips-Wren, G. (2014) *Monetizing Personal Private Information: A preliminary model*. Presented by L. Yeo at the Workshop on Information Technologies and Systems (WITS2014) (Auckland, NZ, Dec. 2014)

Yeo, L, Arazy, O. (2012) *What Makes Corporate Wikis Work? An Investigation of Wiki Affordances*. Presented by L. Yeo at Design Science Research in Information Systems and Technology (DESRIST 2012) (Las Vegas, NV, May 2012) Presented by L. Yeo

Yeo, L, Rees Ulmer, J. (2010) *Risk Mitigation Decisions for IT Security*. Presented by L. Yeo at the Workshop on Information Technologies and Systems (WITS2010) (St. Louis, MO, Dec. 2010)

Kolfal, B., Patterson, R., Yeo, L.* (2010) *Market Impact on IT Security Spending*. Presented by L. Yeo at the 9th Workshop on the Economics of Information Security (WEIS 2010) (Cambridge, MA, June 7, 2010) Available from: http://weis2010.econinfosec.org/papers/session1/weis2010_kolfal.pdf

INVITED TALKS

Yeo, M.L. (2019) *Cybersecurity & Product Innovation: How do data breaches impact product design choices?* Presented by L. Yeo at the CITRIS Research Exchange, CITRIS & The Banatao Institute, UC Berkeley (Berkeley, CA, Oct. 16, 2019.) ([Recording](#))

Yeo, M.L., Rolland, E., Rees Ulmer, J., & Patterson, R.A. (2018) *Artificial Intelligence: How customer reactions impact innovation* Presented by L. Yeo at University of Calgary (Calgary, AB, Nov. 2018.)

Yeo, M.L., Rolland, E., Rees Ulmer, J., & Patterson, R.A. (2018) *Artificial Intelligence: How customer reactions impact innovation* Presented by L. Yeo at EECS Seminar, UC Merced (Merced, CA, Nov. 2018.)

FUNDING

Year	Description	Amount
2021-2025	Project: <i>AgTech Adoption and the Data Value Proposition</i> , IoT4Ag NSF Engineering Research Center (NSF)	\$400,000
2011	University of Alberta Dissertation Fellowship, University of Alberta	\$22,000
2009	Queen Elizabeth II Scholarship (Doctoral), Province of Alberta	\$15,000
2010	Mary Louise Imrie Graduate Student Award, University of Alberta	\$1,300
2007	Provost Doctoral Entrance Award, University of Alberta	\$8,435
2007	Ziegler PhD Fellowship, Alberta School of Business	\$5,600

INDUSTRY EXPERIENCE

SuperNet Project Coordinator, IT Manager

Jan. 2004 – June 2007

The Alberta Library (TAL); Edmonton, AB – A consortium of 290 public, university, college, technical institute and special libraries, TAL is internationally recognized for collaboration and innovation.

- Coordinated efforts to enable public library access to provincial telecom network (SuperNet) with a \$4M budget for hardware, software, and implementation support in all public libraries, regardless of size. Responsible for purchasing and deployment recommendations.

- Identified opportunities for new library services enabled by SuperNet, thereby expanding access to resources outside of major centers.
- Coordinated promotional activities to inform library workers, board members, and patrons about the project and the potential for their communities.

Senior Network Analyst

Nov. 1997 – Jan. 2004

Legislative Assembly Office (LAO); Edmonton, AB – Provides non-partisan services to Members of the Legislative Assembly and the public.

- Secured the LAO's IT infrastructure, across two main legislature buildings and 83 independent remote offices.
- Managed projects to upgrade infrastructure, implement new library information system, and increase public access to legislative sessions.
- Managed daily operations of network infrastructure, library information systems, web servers, database servers, and tier two user support.
- Educated end-users on their technology, policies, and best practices, including the elected members of the Legislative Assembly (MLAs).

INVITED INDUSTRY PRESENTATIONS

IT Security Spending. Canadian Information Processing Society (CIPS) Security Special Interest Group (Edmonton, AB. April 16, 2009)

Risk Management for Decision Makers: Policy to Implementation. Netspeed (a leading library technology conference in Canada, highlighting emerging technologies and their applications in today's libraries.) (Edmonton, AB. October 2006)

Risk Management: Computer Security for Decision Makers. Netspeed (Edmonton, AB. October 2005)

Network Security. Netspeed (Calgary, AB. October 2004)

SuperNet. NetSpeed (Calgary, AB. October 2004)

Personal Firewalls. Canadian Information Processing Society (CIPS) Security Special Interest Group (Edmonton, AB. September 2003); CIPS Ice Conference (Edmonton, AB. October 2003)

SERVICE

University of California, Merced

- Chair, Committee on Committees (CoC) (Sept. 2024-; member Sept 2023-)
- Chair, Faculty Advisory Committee on Information Technology (Feb. 2024-)
- Member, Institutional Review Board (Nov. 2023-)
- Faculty Advisory Committee, CITRIS @ UC Merced (2019-)
- Chair, Department Justice, Equity, Diversity & Inclusion (JEDI) Committee, Dept. Management of Complex Systems (Aug. 2020-2021)
- Faculty Representative, Research Data Protection Working Group (Aug. 2021-Sept. 2024)
- Faculty Representative, Information Privacy and Security Committee (IPSC) (2017-2024)
- Organizing committee member, CyberAware Day (2017, 2018); Panel Moderator (2017)
- Panellist, CS4Me (April 2018)
- Judge, Innovate to Grow (2018-2024)

University of California (system-wide)

- Member, Academic Senate AI Workgroup (Oct. 2024-)
- UC Merced representative, University Committee on Committees (UCOC) (Sept. 2024-)

- UC Merced representative, University Committee on Academic Computing and Communication (UCACC) (Feb. 2024-)
- Faculty Advisory Board, CITRIS Policy Lab (2020-)
- Member, Cyber-Risk Working Group (Fall 2020)

Sellinger School of Business and Management, Loyola University Maryland

- Sellinger Strategic Planning Task Force (2015)
- Faculty Mentor, Information Systems Student Organization (ISSO), Loyola University Maryland (2013-2017)
- Loyola representative at the national CyberWatch Center
- Undergraduate Student Research & Scholarship Colloquium (Apr. 2015-2017)

Professional Community Activities

- INFORMS Annual Meeting 2019 Track Co-chair (BOM Section)
- INFORMS Section: Behavioral Operations Management (BOM) Treasurer (2015), Secretary (2019-2020)
- INFORMS IT Committee member (2015-2018)
- INFORMS Forum: Women in OR/MS (WORMS) VP Communications (2014); Jr. VP Communications (2013)
- Alberta School of Business, Dean Selection Committee, May 2011- Dec 2011
- International Conference on Information Systems (ICIS), St. Louis, December 2010
- Workshop on Information Technologies and Systems (WITS), St. Louis, December 2010
- Business Research Conference, University of Alberta, 2009-2010
- 3rd Annual Behavioural Operations Conference, University of Alberta, July 2008.

Peer Review

- **Journals:** Information Technology and Management Journal (Ad Hoc AE 2017-2020), Information Systems Frontiers (Ad Hoc AE 2014-2015), Decision Support Systems Journal, Communications of the Association for Information Systems (CAIS), Management Science, JASIST, MIS Quarterly, Digital Threats: Research and Practice (DTRAP), ISR, POM, Frontiers in Sustainable Food Systems
- **Conferences:** Hawaii International Conference on System Sciences (HICSS), Workshop on Economics of Information Security (WEIS), Conference on Information Systems & Technology (CIST), International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), Workshop on Information Technologies and Systems (WITS)
- **Grants:** National Science Foundation (NSF, 2023-), US Dept. of Agriculture (USDA, 2023-)

Community Outreach

- Community Alliance with Family Farmers (CAFF) Small Farm Innovation Challenge, Judge (2021-)
- INFORMS Resoundingly Human podcast guest (Jan. 21, 2023) *The complexities of combatting cyberbullying and harassment.*
- California Council on Science & Technology (CCST) Expert Briefing Panelist (Oct. 6, 2022). *Cultivating Data Security in Precision Agriculture.*
- Merced City Schools STEAM Guest Speaker (Oct. 15, 2019) *Hacking Image Recognition*
- Merced City Schools Science & Engineering Fair Judge (Jan. 24, 2020)

Media Appearances

- March 13, 2024 [How a TikTok ban could impact local Valley small businesses](#) ABC30 Fresno
- March 10, 2024 [UC's Academic Congress on AI discusses its use in higher education](#) Daily Bruin
- January 21, 2023 [The complexities of combatting cyberbullying and harassment.](#) INFORMS Resoundingly Human podcast

- October 6, 2022 Panelist for Expert Briefing [Cultivating Data Security Practices in Precision Agriculture - California Council on Science & Technology \(CCST\)](#). Recording available: [Cultivating Data Security Practices in Precision Agriculture - YouTube](#)
- March 2, 2017 Guest on [Your Money & Business](#), Maryland Public Television
- May 2, 2016 [Held up and then some: Beware of ransomware](#) *The Business Monthly*. Mark R. Smith
- Feb. 22, 2016 [Cyber security expert from Loyola explains the fight between Apple and the FBI](#) *In Focus* ABC2 WMAR. Baltimore
- Feb. 22, 2016 Ransomware discussion. [Knowledge@Wharton](#). Dan Loney (host); Larry Whiteside, Jr. of Optiv (second guest).
- Feb. 18, 2016 [Hackers extort money from victim of ransomware](#) *WBAL TV*. Lowell Melser
- Nov. 11, 2015 [FBI says MD man is behind biggest online banking theft yet](#) *CBSBaltimore WJZ*. Mike Hellgren
- Sept. 4 2015 [Travelers, be wary of scammers at the pump this Labor Day weekend.](#) *CBSBaltimore WJZ*. Meghan McCorkell
- Sept. 3, 2014. [Local Professor talks iCloud risks in wake of nude celebrity photo leak](#) *CBSBaltimore WJZ*. Linh Bui
- March, 2014. 11 *TV Hill*, *WBAL-TV* Segment discussing credit card breaches and chip card technology. No link available.
- Feb. 28, 2014. [Hotels, colleges are prime targets for hackers.](#) *Baltimore Business Journal* Ryan McDonald
- Feb. 27, 2014. [Cyber Security & Data Breaches: What it Indicates About the Future.](#) *The Mark Steiner Show* (radio)
- Feb. 4, 2014. [Why hotels are ripe targets for data breach.](#) *Baltimore Business Journal* Ryan McDonald
- Jan. 31, 2014. [Target shoppers aren't only credit card users who need to worry.](#) *Baltimore Business Journal* Ryan McDonald
- Jan. 27, 2014. [Michaels' potential data breach has crafters nervous.](#) *Baltimore Business Journal* Ryan McDonald