

M. Lisa Yeo

University of California, Merced
School of Engineering
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EDUCATION

Doctor of Philosophy **2012**
Operations & Information Systems

Dissertation: *Decision Making for Information Security Investments*
My dissertation makes use of stochastic modelling and mathematical programming methods to investigate investments in information security in order to provide better decision support for managers.

Supervisors: Dr. Raymond A. Patterson & Dr. Kenneth L. Schultz.

Masters of Business Administration **2006**
International Business, University of Alberta

Bachelor of Mathematics, Honours **1996**
Applied Math, Co-operative Program, University of Waterloo

ACADEMIC APPOINTMENTS

Assistant Professor **2016-PRES.**
The Ernest & Julio Gallo Management Program, School of Engineering, University of California, Merced, CA

Visiting Assistant Professor **SEPT.-DEC. 2019**
Information Systems & Operations Management Department, Haskayne School of Business, University of Calgary, Calgary, AB

Assistant Professor **2012-2017**
Information Systems & Operations Management Department, Sellinger School of Business and Management, Loyola University Maryland, Baltimore, MD

RESEARCH INTERESTS

My research interests lie in examining the both the economics of information systems, security and privacy, as well as the organizational behaviours that lead to decisions that deviate from the rational behaviour expected in typical mathematical models. In a broader sense, I find applications in the areas of knowledge management, decision support, and behavioural operations as well as information security and privacy.

TEACHING EXPERIENCE

Information Systems, upper year undergraduate elective, **UC Merced** (Spring 2018, 2019)

Cyber Security & Data Privacy, First year seminar (SPARK), **UC Merced** (Fall 2018, Spring 2020)

Operations Management, Masters of Management required course, **UC Merced** (Spring 2019, 2020)

Information Systems, 2nd year undergraduate required course, **Loyola University Maryland** (Fall 2012-Spring 2017)

Networks & Security, undergraduate course required for IS major, optional for IS minors, **Loyola University Maryland** (Spring 2015-Spring 2017; Taught as a Service-Learning Optional course in 2017)

Enterprise Security and Planning, graduate course, required of students in the CyberSecurity Certificate program and open to all MBA students, **Loyola University Maryland** (Fall 2012-Fall 2014)

Strategic Security Planning, graduate course, required of students in the CyberSecurity Certificate program and open to all MBA students, **Loyola University Maryland** (Summer 2016)

Security Controls and Prevention Strategies, graduate course, required of students in the CyberSecurity Certificate program and open to all MBA students, **Loyola University Maryland** (Fall 2016)

Lecturer

Probability and Statistics for Business, 3rd year undergraduate required course, **University of Alberta**. (Winter 2011)

Information Security, MLIS, School of Library and Information Studies, **University of Alberta**. (Spring 2010; Summer 2011)

Management Information Systems, 4th year undergraduate, capstone for MIS majors, **University of Alberta**. (Winter 2007)

Introduction to Management Information Systems, MBA, **University of Alberta**. (Spring 2006; Summer 2007)

Introduction to Management Information Systems, 3rd year undergraduate core for Accounting & MIS majors, **University of Alberta**, (Spring 2005; Spring 2006)

Lab Instructor

Data Analysis and Decision Making, MBA, **University of Alberta**. (Fall 2010, Fall 2011)

Probability and Statistics for Business, 3rd year undergraduate required course, **University of Alberta** (Winter 2011)

In addition to lecturing, I have been involved in the development of several courses in management information systems and information security. I completed the University Teaching program at the University of Alberta in November 2010. Details are provided in my teaching dossier, available on request.

PUBLICATIONS & PRESENTATIONS

BOOKS

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

REFEREED ARTICLES

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, RA.* (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, ML.* (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>

REFEREED PRESENTATIONS

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 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*. Accepted at the Conference on Information Systems and Technology (CIST 2015) (Philadelphia, Nov. 1, 2015)

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. In K. Peffers, M. Rothenberger, & B. Kuechler (Eds.), *Design Science Research in Information Systems and Technology (DESRIST 2012)* (Las Vegas, NV, May 2012)

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)* Harvard University. (Cambridge, MA, June 7, 2010) Available from: http://weis2010.econinfosec.org/papers/session1/weis2010_kolfal.pdf

WORKING PAPERS

Bhappu, A., Blomqvist, K., Andreeva, T., Zappa, T., & Yeo, L. (2020) *Employee Sensemaking As Providers On An Organization-Sponsored Sharing Platform: Motivation, Perceived Risks, Initial Coworker Trust And Sharing Behavior*. R&R: *Frontiers in Psychology*

Bhappu, A., Kovalchick, A., Lempiälä, T., & Yeo, M.L. (2019) *Service Delivery and Sustainable Consumption in the Sharing Economy: Platform Assumptions and Technology Affordances for Prosumer Service Interactions* Target journal: *Sustainability SI*

Hidaji, H., Kolfal, B., Patterson, R., Rolland, E., & Yeo, M.L. (2019) *Separate or Shared Provision of Cloud Services with Demand Risks and Externalities* Target journal(s): *ISR, MISQ*

Hidaji, H., and Yeo, M.L. (2019) *Provider Efficiency and Downstream Firms* Target journal(s): *POM, EJOR*

* Authors listed in alphabetical or reverse alphabetical order

Yeh, M. and Yeo, M.L. (2019) *Online Harassment Interventions* Target journal(s): Marketing Science, Computers in Human Behavior

Yeo, M.L., Rolland, E., Rees Ulmer, J., & Patterson, R.A. (2019) *Artificial Intelligence: How customer reactions impact innovation* Target journal(s): DS,

Yeo, M.L., & Phillips-Wren, G. (2018) *Valuing Personal Private Information* Target journal(s): International Journal of Information Management

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. *Invited talk*)

OTHER PRESENTATIONS

Yeo, M.L., Rolland, E., Rees Ulmer, J., & Patterson, R.A. (2018) *Artificial Intelligence: How customer reactions impact innovation* Presented by L. Yeo at INFORMS Annual Meeting (Phoenix, AZ, Oct. 2018)

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 INFORMS Annual Meeting (Houston, TX, Oct. 2017)

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 WITS Feeder Conference on Security & Risk in SMAC & Cyber-physical systems. (Pomona, CSA, May 26, 2017)

Yeo, M.L., & Phillips-Wren, G. (2015) *Monetizing Personal Private Information* Presented by L. Yeo at the University of Alberta by invitation. Research Seminar. (Edmonton, AB, Sept. 11, 2015)

Yeo, L., Rolland, E., Rees Ulmer, J., & Patterson, R. (2011) "Risk Mitigation Decisions for IT Security." Presented by L. Yeo at *Institute for Operations Research and the Management Sciences Annual Meeting (INFORMS2011)*. (Charlotte, NC, Nov 16, 2011)

Kolfal, B., Patterson, R., & Yeo, L. (2010) "Market Impact on IT Security Spending." Presented by L. Yeo at *Canadian Operations Research Society Conference (CORS 2010)*. (Edmonton, AB, May 27, 2010)

Yeo, L., Rolland, E., Rees Ulmer, J., & Patterson, R. (2010) "Risk Mitigation Decisions for IT Security." Presented by L. Yeo at *Canadian Operations Research Society Conference (CORS 2010)*. (Edmonton, AB, May 26, 2010)

Kolfal, B., Patterson, R., & Yeo, L. (2010) "Market Impact on IT Security Spending." Presented by L. Yeo at *Alberta Research Conference on Operations (ARCO)*. (University of Calgary, Calgary, April 9, 2010)

Kolfal, B., Patterson, R., & Yeo, L. (2010) "Market Impact on IT Security Spending." Presented by L. Yeo at *MIS/MS Weekly Seminar*. (University of Alberta, Edmonton, February 12, 2010)

Campello, F., Delasay, M., Yeo, L. & Schultz, K.L. (2009) "Behavioral Operations Management Literature, 2008." Presented by L. Yeo at *4th Annual Behavioral Operations Conference* (Syracuse University, Syracuse, June 2009).

Kolfal, B., Patterson, R., & Yeo, L. (2009) "IT Security Spending with Probabilistic Adverse Events." Presented by L. Yeo at *Alberta Research Conference on Operations* (University of Alberta, Edmonton, AB, April 3/2009)

Kolfal, B., Patterson, R., & Yeo, L. (2009) "IT Security Spending with Probabilistic Adverse Events." Presented by L. Yeo at *Research Seminar* (University of Calgary, Calgary, AB, March 6, 2009)

Arazy, O., Yeo, L., Patterson, R., Yang, S. (2008) "What Makes Corporate Wikis Work? An Investigation of Users' Attitudes towards Wiki Design Features." Presented by L. Yeo at *University of Alberta Business Research Conference*, (University of Alberta, Edmonton, AB, October 31, 2008)

Yeo, L. (2006) "Security and Privacy in an Outsourcing Environment." Presented by L. Yeo at *UofA MBA International Business project seminar*. (University of Alberta, Edmonton, AB, April 25, 2006)

DOCTORAL SCHOLARSHIPS, FELLOWSHIPS, GRANTS & AWARDS

Major

2011 University of Alberta Dissertation Fellowship
University of Alberta, \$22,000

2009 Queen Elizabeth II Scholarship (Doctoral)
Province of Alberta, \$15,000

Minor

2008-2011 Travel Grants
Alberta School of Business; Institute for Information Infrastructure Protection (I3P);
\$4,600

2010 Mary Louise Imrie Graduate Student Award
University of Alberta, \$1,300

2007, 2008 Provost Doctoral Entrance Award
University of Alberta, \$8,435

2007 Ziegler PhD Fellowship
Alberta School of Business, \$5,600

Other

2010 Best Student Paper, Alberta Research Conference in Operations for Market Impact on IT Security Spending. Alberta Research Conference on Operations (ARCO). University of Calgary. (Calgary, April 9, 2010)

INDUSTRY EXPERIENCE

SuperNet Project Coordinator, IT Manager **Jan. 2004 – June 2007**
The Alberta Library; Edmonton, AB – A consortium of 290 public, university, college, technical institute and special libraries, TAL is internationally recognized for collaboration and innovation.

Senior Network Analyst **Nov. 1997 – Jan. 2004**
Legislative Assembly Office; Edmonton, AB – Provides non-partisan services to Members of the Legislative Assembly and the public.

Systems Administrator **Sept. 1993 – Nov. 1997**
Century Sales and Service, Ltd. (now Century-Vallen); Edmonton, AB – Leading supplier of industrial tools and safety supplies with locations across Alberta and Saskatchewan.

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

- Faculty Representative on UC Merced Information Privacy and Security Committee (IPSC) (2017-)
- Organizing committee member, CyberAware Day (2017, 2018); Panel Moderator (2017)
- Panellist, CS4Me (April 2018)
- Judge, Innovate to Grow (2018, 2019)

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-)
- Loyola representative at the national CyberWatch Center
- Undergraduate Student Research & Scholarship Colloquium; Judge (Apr. 2015), Committee (Sept. 2015-2017)

Journal Reviews

- Information Technology and Management Journal
 - Ad Hoc Associate Editor
- Information Systems Frontiers
 - Ad Hoc Associate Editor
- Decision Sciences Journal
- Communications of the Association for Information Systems (CAIS)
- ISR

Conference Reviews

- Conference on Information Systems & Technology (CIST) 2013-2018
- International Conference on Information Systems (ICIS) 2012, 2018
- Workshop on Information Technologies and Systems (WITS) 2011-2018

Volunteer 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)
- 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.

Media Appearances

- 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