

## M. Lisa Yeo

University of California, Merced  
School of Engineering  
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### EDUCATION

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**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

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**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

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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

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*Data Governance*, elective MAD Minor, General Education, **UC Merced** (Spring 2021, 2022)

*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 2019-2022)

*Seminar in MIS*, MCS PhD elective course, **UC Merced** (Spring 2020)

*Information Systems*, 2<sup>nd</sup> year undergraduate required course (Fall 2012-Spring 2017)

*Networks & Security*, undergraduate course required for major (Spring 2015- 2017; Service-Learning optional in 2017)

*Enterprise Security and Planning*, graduate course (Fall 2012- 2014)

*Strategic Security Planning*, graduate course (Summer 2016)

*Security Controls and Prevention Strategies*, graduate course (Fall 2016)

### **Lecturer**

*Probability and Statistics for Business*, 3<sup>rd</sup> year undergraduate required course (Winter 2011)

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

*Management Information Systems*, 4<sup>th</sup> year undergraduate, capstone for MIS majors (Winter 2007)

*Introduction to Management Information Systems*, MBA (Spring 2006; Summer 2007)

*Introduction to Management Information Systems*, 3<sup>rd</sup> year undergraduate core, (Spring 2005,2006)

### **Lab Instructor**

*Data Analysis and Decision Making*, MBA (Fall 2010, Fall 2011)

*Probability and Statistics for Business*, 3<sup>rd</sup> year undergraduate required course (Winter 2011)

## **INSTRUCTIONAL DEVELOPMENT**

UC Davis – UC Merced Faculty Learning Community in STEM, Office of the VPF and Center for Engaged Teaching and Learning, UC Merced (AY 2020-21)

Anti-Racist Course Redesign Retreat, Center for Engaged Teaching and Learning & Office of Equity, Diversity and Inclusion, UC Merced (January 2021)

Faculty Institute on Designing Resilient Online Instructions, Center for Engaged Teaching and Learning, UC Merced (Summer 2020)

University Teaching Program, University of Alberta (2010)

## **PUBLICATIONS & PRESENTATIONS**

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### **BOOKS**

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

### **REFEREED ARTICLES**

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 19<sup>th</sup> 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>

## IN REVIEW

### WORK IN PROGRESS

- Hidaji, H., and Yeo, M.L. (2022) *Provider Efficiency and Downstream Firms*
- Hidaji, H., Kolfal, B., Nault, B., Patterson, R., Rolland, E., & Yeo, M.L.\* (2022) *Service Disruptions and Provider Choice*
- Byun, E.J. and Yeo M.L. *Application Updates* Impact of app updates on usage and market share.
- Byun, E.J., Yeh, M., Yeo, M.L.\* *Online Harassment Interventions* Examination of intervention impact on reducing harm in online environments.
- Gavrea, C. & Yeo, M.L. (2022) *Valuing personal data: Reward platforms* Examining consumers' willingness to share personal data on reward platforms.
- Yeo, M.L., Keske, C., & Phillips-Wren, G. *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

- Hidaji, H., and Yeo, M.L. (2020) *ICT Provider Output and Downstream Firms' Service Tier Choice* Accepted to the 20<sup>th</sup> 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*

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\* Authors listed in alphabetical or reverse alphabetical order

Presented by A. Bhappu at 6<sup>th</sup> 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)

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 9<sup>th</sup> 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](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.)

## OTHER PRESENTATIONS

Bhappu, A.D., Andreeva, T., Zappa, P., Yeo, M.L., & Blomqvist, K. (2019) *Trust and Prosumer Engagement: Employee Adoption of an Organization-Sponsored Sharing Platform*. Presented by A. Bhappu at EGOS 2019 (Edinburgh, UK, July 2019)

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)

Bhappu, A., Yeo, M.L., Kovalchick, A., & Lempiälä, T. (2018) *Service Delivery in the Sharing Economy: Assumptions and Technology Affordances for Service Interactions on Ridesharing Platforms* Presented by A. Bhappu 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)

## FUNDING

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Year	Description	Amount
2021	Project 31: <i>Modeling the IoT Ag Data Value Proposition</i> , IoT4Ag NSF Engineering Research Center (NSF)	\$12,000
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,	\$8,435

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

## INDUSTRY EXPERIENCE

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**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

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### University of California, Merced

- Chair, Department Justice, Equity, Diversity & Inclusion (JEDI) Committee, Dept. Management of Complex Systems (Aug. 2020-2021)
- Faculty Representative on UC Merced Research Data Protection Working Group (Aug. 2021-)
- Faculty Advisory Committee, CITRIS @ UC Merced (2019-)
- 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)

### University of California (system-wide)

- Member, Cyber-Risk Working Group (Fall 2020)
- Faculty Advisory Board, CITRIS Policy Lab (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; 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)
- Management Science
- ISR
- POM

### Conference Reviews

- Workshop on Economics of Information Security (WEIS) 2021
- Conference on Information Systems & Technology (CIST) 2013-2020
- International Conference on Information Systems (ICIS) 2012, 2018
- Workshop on Information Technologies and Systems (WITS) 2011-2019

### 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 (2015-2018)
- 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
- 3<sup>rd</sup> Annual Behavioural Operations Conference, University of Alberta, July 2008.

### Community Outreach

- 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 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