

PROMOTION RECOMMENDATION  
The University of Michigan-Dearborn  
College of Business  
Department of Management Studies

Yi Guo, assistant professor of management studies, Department of Management Studies, College of Business, is recommended for promotion to associate professor of management studies, with tenure, Department of Management Studies, College of Business.

Academic Degrees

Ph.D.	2004	Texas A&M University, College Station, TX
M.S.	1999	University of Nebraska at Omaha, Omaha, NE
B.E.	1994	Beijing Jiaotong University, Beijing, China

Professional Record

2004 - present	Assistant professor of management studies, Department of Management Studies, University of Michigan-Dearborn
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Teaching: Professor Guo is rated significantly capable in teaching. She teaches classes primarily at the undergraduate level with the occasional graduate course. Her work is largely in teaching computer programming courses. She uses examples from her work in industry as an analyst and a developer to bring a real-world nature to her classroom. Professor Guo is regularly reviewed by her peers and performs peer classroom teaching reviews to assist in her own teaching as well as develop others. Her teaching has continued to improve throughout her time as an assistant professor, as she has embraced the concepts of continuous improvement to make her lectures even more dynamic and interactions with the students both frequent and valuable to the learning process.

Research: Professor Guo is rated excellent in her research. She has sixteen peer-reviewed publications in press or published, nineteen published conference proceedings, and three book chapters. She has shown the ability to work as a lead, contributing, or supporting author. Her work is referenced in the discipline, the reference disciplines, and in pedagogy.

Professor Guo is well-known in the field for her work in the area of flow as it pertains to learning and customer reactions. The listing below of her recent and significant publications show the stream that she has created in advancing the fields of information systems, pedagogy, and psychology in understanding the phenomenon of flow.

Recent and Significant Publications:

Klein, B. D., Rossin, D., Guo, Y., and Ro, Y., "An examination of the effects of flow on learning in a graduate-level introductory operations management course," *Journal of Education for Business*, vol. 85, 2010, pp. 292-298.

- Ro, Y., Guo, Y., Rossin, D., and Klein, B. D., "Flow and learning outcomes in an online operations management course," *International Journal of Operations and Quantitative Management*, vol. 16, no. 2, 2010, pp. 191-216.
- Liu, C-T, Guo, Y., and Hsieh, T-Y, "Measuring user perceived service quality of online auction sites," *Service Industries Journal*, vol. 30, no. 7, 2010, pp.1177 - 1197.
- Liu, C-T and Guo, Y., "Impact of customer service quality and computing satisfaction on online customer Loyalty," *Journal of E-Business*, vol. 11, No. 3, 2009, pp. 639-672.
- Guo, Y. and Klein, B. D., "Beyond the test of the 4-channel model of flow in the context of online shopping," *Communications of the Association for Information Systems*, Vol. 24, Article 48, 2009, pp.837-856.
- Rossin, D., Ro, Y., Klein, B., and Guo, Y., "The impacts of flow on learning outcomes in an online information Management Course," *Journal of Information Systems Education*, vol. 20, no. 1, 2009, pp.87-96.
- Guo, Y. and Poole, M.S., "Antecedents of flow when shopping online: A test of alternative models," *Information Systems Journal*, vol. 19, no. 4, 2009, pp. 369-390.
- Guo, Y. and Ro, Y., "Capturing flow in the business classroom," *Decision Sciences Journal of Innovative Education*, vol. 6, no. 2, 2008, pp. 437-462.
- Liu, C-T and Guo, Y., "Validating the end-user computing satisfaction instrument for online shopping systems," *Journal of Organizational and End User Computing*, vol. 20, no. 4, 2008, pp. 74-96.
- Guo, Y. and Liu, C-T., "Loyalty of web 2.0 sites: The role of sense of belonging," *Proceedings of the 14<sup>th</sup> Pacific Asia Conference on Information Systems*, July 9-12, 2010, Taipei, ROC.

Service: Professor Guo is rated excellent in her service. She has served on many major committees within the College and on several committees within the university. She does service to the discipline as an ad hoc reviewer, conference organizer, and proceedings editor. Professor Guo is also serving as the faculty coordinator and advisor for the MSIS degree program. Her service shows her commitment to the advancement of the discipline, the department, the college, and the university.

External Reviewers:

Reviewer A: "[Notes the quality and quantity of her work and states that her research record] would put her squarely in competition for the top research award [at my institution]."

Reviewer B: "[Dr. Guo] shows a strong ability to collaborate with colleagues on a number of different research streams."

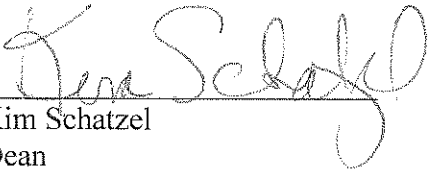
Reviewer C: "...impressed with the quality and quantity of her writing ... think[s] her articles will impact future research."

Reviewer D: "[Notes her ability to find holes in the literature and to perform quality research to fill those gaps,] providing interesting results that lead to practical implications."

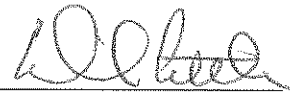
Reviewer E: "...[her record] establishes her as outstanding faculty member who performs quality research."

Summary of Recommendation:

Professor Guo is a highly regarded researcher who has made significant contributions in her career. Her publications reflect the stream that she has created in advancing the fields of information systems, pedagogy, and psychology in understanding the phenomenon of flow as it pertains to learning and customer reactions. Professor Guo has improved upon her teaching and has strived to make her lectures even more dynamic and interactive for her students. Her service shows her commitment to the advancement of the discipline, the university and to the college. We are very pleased to recommend, with strong support of the College of Business Executive Committee, Yi Guo for promotion to associate professor of management studies, with tenure, Department of Management Studies, College of Business.



Kim Schatzel  
Dean  
College of Business



Daniel Little  
Chancellor  
University of Michigan-Dearborn

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