Shi Ying LIM

13 Computing Drive
Singapore 117418

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sylim@nus.edu.sg

ACADEMIC POSITIONS

National University of Singapore 2018 - present
Assistant Professor, Department of Information Systems & Analytics

EDUCATION

University of Texas at Austin 2018
Ph.D. in Information Systems, McCombs School of Business
Dissertation: *Entrepreneurial Design of a Digital Health Business*
Committee: Sirkka Jarvenpaa (Chair), Hüseyin Tanriverdi, Diane Bailey, Douglas Hannah, and Edward Anderson Jr.

Yale University 2007
Master of Public Health (MPH)
Health Management Concentration in conjunction with **Yale School of Management**

University of California at Berkeley 2005
B.A. in Molecular and Cell Biology (Immunology) and Economics (honors)
Honors Thesis: *Cancer Incidence Associated with Living near Superfund Sites*
Advisor: Kenneth Chay

RESEARCH INTERESTS

1. Digital Entrepreneurship
2. Digital Innovation
3. Creative Problem Solving

PUBLISHED ARTICLES

1. **Lim, S.Y.**, Chan, T. H., "Designing for unanticipated uses: How product attributes shape community-led exaptation", *Strategic Management Journal*, 2026, 1–31.
2. Hannah, D., **Lim, S.Y.**, "When prototypes don't yield useful insights. " *Harvard Business Review* (hbr.org), 2024.
3. Chew, E.S., Woon, E.L., Low, J.K., Haseler, L.J., Ismail, I., Alif, M.B., Kwan, Y.H., Tan, J.W.M., Koh, S.S.M., Pang, H.N., Chen, J.D.Y., Yeo, S.J., **Lim, S.Y.,** Tan, C.L.C, Pua Y.H., "Feasibility, reliability and validity of self-measurement of knee range-of-motion using an accelerometer-based smartphone application by patients with total knee arthroplasty", *PLOS One*, 19(10), 2024, e0307219.
4. Chan, T.H., **Lim, S.Y.**, "The Emergence of Novel Product Uses: An Investigation of Exaptations in IKEA Hacks", *Management Science*, 69(5), 2023, pp. 2870-2892.
5. **Lim, S.Y.**, Jarvenpaa, S. L., and Lanham, H., "Barriers to Inter-organizational Knowledge Transfer in Post-Hospital Care Transitions: Review and Directions for Information Systems Research", *Journal of Management Information Systems*, *32*(3), 2015, pp. 48-74.

BOOK CHAPTERS

1. Jarvenpaa, S., Cantu, C., **Lim, S.Y.**, "Trust in virtual online environments", In G. Hertel, D. Stone, R. Johnson, & J. Passmore (Eds.), *The Wiley Blackwell Handbook of the Psychology of the Internet at Work,* 2017, Chichester: Wiley-Blackwell.

PAPERS UNDER REVIEW

1. Hannah, D., **Lim, S.Y.,** "Ventures' Pursuit of Product-Market Fit in Nascent Ecosystems: Evidence from Digital Health", *Conditional accept, Organization Science.*
   - **Winner, Kauffman Foundation Best Paper in Entrepreneurial Cognition, 2024**
2. Sun, Y.*, **Lim, S.Y.,** Goh, K.Y., "Digital Start-ups' Use of External Digital Components: Effects on Time to Early-stage Funding and the Moderation Effect of Employee Hires", *Conditional accept, Information Systems Research.*
3. **Lim, S.Y.,** Yeow, A., "Bootstrapping the Installed Base of Users: Managing Ambidextrous Tensions in Early-stage Software-as-a-Service Development", *4th roun*d review*, Information Systems Research*
4. **Lim, S.Y.,** Jarvenpaa, S., "Stretching Digital Templates in Nascent Digital Ventures", *3rd round review, MIS Quarterly.*

WORKING PAPERS

1. Yeow, A, **Lim, S.Y,** Foong, P.S., "Scaling vital signs monitoring systems: Lessons from COVID-19 pandamic and beyond".
2. **Lim, S.Y.,** Chan, T.H., "User Innovators' Creative Problem-Solving Journeys: How Abstraction and Iteration in Problem Solution Spaces Generate Novelty", *Reject and resubmit*
3. **Lim, S.Y.,** Chan, T.H., "From Obstacles to Opportunities: How Anchoring and Timing Choices Shape Serendipitous Discoveries"
4. Sun, Y.*, **Lim, S.Y.,** Goh, K.Y., "Legitimacy Tradeoffs: Use of Low-Code/No-Code Tools and Digital Start-ups' Funding".
5. Tamarin, I.*, **Lim, S.Y.**, "What Makes AI Viable for Population Health? Stakeholder Assessment of Goals and Tensions".
6. Hu, R.H.A.*, **Lim, S.Y**., " Spillover Impact of Grants in Nascent Technology Markets: Mixed Stakeholder Outcomes in Entrepreneurial Product Development".
7. Hu, R.H.A.*, **Lim, S.Y.**, "Deviance by Design: How Grant Ecosystems Create the Conditions for Their Own Exploitation"
8. Adnan, H.R.*, **Lim, S.Y.**, "Ontological Disagreement in Generative AI: How Technological Attributes Drive Contestation in Anime"

CONFERENCE PRESENTATIONS AND PROCEEDINGS (REFEREED)

1. Goh, X.L.L*, **Lim, S.Y.,** "Turning the Threat Around: Using GenAI to Remediate Functions in Creative Knowledge Communities It Displaced", in *Proceedings of 47th International Conference on Information Systems*, Lisbon, Portugal, December 13-16, 2026.
2. Hu, R.H.A.*, **Lim, S.Y**., "Spillover Impact of Grants in Nascent Technology Markets: Mixed Stakeholder Outcomes in Entrepreneurial Product Development", *Strategic Management Society 46th Annual Conference,* Berlin, October 17-20, 2026.
3. Adnan, H.R.*, Lim, S.Y., "Ontological Disagreement in Generative AI: How Technological Attributes Drive Contestation in Anime", *Academy of Management Annual Meeting*, Philadelphia, July 31- Aug 4
4. Hu, R.H.A.*, Lim, S.Y., "Deviance by Design: How Grant Ecosystems Create the Conditions for Their Own Exploitation", *Academy of Management Annual Meeting*, Philadelphia, July 31- August 4 2026 (Withdrawn)
5. Hu, R.H.A.*, **Lim, S.Y**., Mahmood, I., "An Indirect Path to Innovation: Grants, Vendors, and Nascent Technology Product Development", *Strategic Management Society 45th Annual Conference,* San Francisco, October 11-14, 2025.

6. Sun, Y.*, **Lim, S.Y**., Goh, K.Y., "Legitimacy Tensions in the Use of Low-Code/No-Code Tools: Implications for Digital Start-Ups' Funding Performance", *Strategic Management Society 45th Annual Conference,* San Francisco, October 11-14, 2025.
7. Sun, Y.*, **Lim, S.Y.,** Goh, K.Y., "Legitimacy Tradeoffs: Use of Low-Code/No- Code Tools and Digital Start-ups' Funding", in *Proceedings of 45th International Conference on Information Systems*, Bangkok, Thailand, December 15-18, 2024.
    - **Best Overall Conference Paper Award nominee, Best Paper in Track (Digital Innovation, Transformation, and Entrepreneurship) Award**
8. Sun, Y.*, **Lim, S.Y.**, Goh, K.Y., "Searching for Product-Market Fit with Externally Developed Components: Effects on Time to Product-Market Fit", in *Proceedings of the 44th International Conference on Information Systems,* Hyderabad, India, December 10-13, 2023.
9. Sun, Y.*, **Lim, S.Y**., Goh, K.Y., " Use of Externally-Sourced Digital Components and Start-ups' Time to Product Market Fit", In *Academy of Management Proceedings*, 2023, pp. 11732.
10. Asadullah, A., Faik, I., **Lim, S. Y.**, "The Dark Side of Digital Platforms: Understanding Small and Medium Enterprises' dependence on Third-Party Platforms", in *Proceedings of European Conference on Information Systems*, Kristiansand, Norway, June 11-16, 2023.
11. Yeow, A., **Lim, S.Y.,** Foong, P.S., "Temporary organizations in extreme events: A resourcing model of temporary organizing", *37th European Group for Organizational Studies Colloquium*, Amsterdam, Netherlands, July 8-10, 2021.
12. Tan, B., **Lim, S.Y.**, Um, SY, Anderson, EG., "Do Frequent Platform Versions Benefit Platform Developers and Owners?", in *Proceedings of the 54th Hawaii International Conference on System Sciences*, Kauai, United States, January 5-8, 2021.
13. **Lim, S.Y.**, Tan, C.H., "Resourcing for Large-Scale Mobilization: A Lesson from Singapore's Response to the COVID-19 Pandemic", in *Proceedings of the 41st International Conference on Information Systems,* December 13-16, 2020.
14. Tan, B., **Lim, SY**, Um, SY, Anderson, EG., "Do Frequent Platform Versions Benefit Platform Developers and Owners?", in *Proceedings of the 41st International Conference on Information Systems*, December 13-16, 2020.
15. Han, S. and **Lim, S.Y.**, "Early-stage Resource Acquisition Processes in a Health-care Technology Venture", in *Proceedings of the 41st International Conference on Information Systems,* December 13-16, 2020.
16. Chan, T.H., **Lim, S.Y.**, "Understanding User Hacks: Search Paths, Modularity and Design Triggers in IKEA Hacks", in *Proceedings of the 41st International Conference on Information Systems,* December 13-16, 2020.
17. Han, S., **Lim, S.Y.**, "Early-stage Resource Acquisition Processes in a Health-care Technology Venture", *Strategic Management Society 40th Annual Conference*, virtual, October 26-30, 2020.
18. Taani, I.*, Faik, I., **Lim S.Y.**, Tu, W.M., "The Temporal Dimension of Copresence in Medical Practice: The Case of Telestroke", in *Academy of Management Proceedings*, 2020, pp. 20603.
19. **Lim, S.Y.,** Hannah, D.P., "Pluripotent Digital Ventures and Their Paths to Product-Market Fit in New Markets", in *Academy of Management Proceedings*, 2020, pp. 16564.
20. **Lim, S.Y.**, Hannah, D.P., "Dissecting the Elusive Product Market Fit", in "Coordinating Stakeholders and Ecosystems in New Industries", in *Academy of Management Proceedings*, 2019, pp. 11228.
    - **Top 10% of symposiums**
21. Tanriverdi, H., **Lim, S.Y.**, "A Complexity View of Business Strategy and Capabilities for Hypercompetitive Business Ecosystems", in *Proceedings of the 38th International Conference on Information Systems,* Seoul, Korea, December 10-13, 2017. **Best theory paper nominee**

22. Tanriverdi, H., **Lim, S.Y.**, "A Complexity View of Business Strategy and Capabilities for Hypercompetitive Business Ecosystems", *Strategic Management Society 37th Annual Conference*, Houston, United States, October 28-31, 2017.
23. Anderson Jr, E.G., **Lim, S.Y**., Joglekar, N., "Are More Frequent Releases Always Better? Dynamics of Pivoting, Scaling, and the Minimum Viable Product", in *Proceedings of the 50th Hawaii International Conference on System Sciences*, Waikoloa, United States, January 4-7, 2017.
    - **Best paper nominee**
24. **Lim, S.Y.**, Anderson Jr, E.G., "Institutional Barriers Against Innovation Diffusion: From the Perspective of Digital Health Startups", in *Proceedings of the 49th Hawaii International Conference on System Sciences*, Kauai, United States, January 5-8, 2016.
25. **Lim, S.Y.**, Jarvenpaa, S.L., and Lanham, H.J., "Review of Research on Knowledge Transfer in Care Transitions: Trust-Enhancing Principles for Information Systems Design", in *Proceedings of the 48th Hawaii International Conference on System Sciences*, Kauai, United States, January 5-8, 2015.
    - **Best paper nominee**

CONFERENCE PRESENTATIONS (NON-REFEREED)

1. **Lim, S.Y.**, "Extracting Theoretically Grounded Constructs at Scale: A Large Language Model Approach" *22nd Symposium on Statistical Challenges in Electronic Commerce Research*, Tokyo, June 21-24, 2026
2. Hannah, D., **Lim, S.Y.,** "Ventures' Pursuit of Product-Market Fit in Nascent Ecosystems: Evidence from Digital Health", *Global Entrepreneurship and Innovation Research Conference,* Cambridge University, June 15-16, 2026.
3. Hu, R.H.A.*, **Lim, S.Y.**, "Deviance by Design: How Grant Ecosystems Create the Conditions for Their Own Exploitation", *Asian Management Research Consortium (AMRC),* ESSEC Business School, April 10-11, 2026
4. Hu, R.H.A., **Lim, S.Y**., Mahmood, I., "An Indirect Path to Innovation: Grants, Vendors, and Nascent Technology Product Development", *Asian Management Research Consortium (AMRC), Hong Kong University of Science and Technology (HKUST) Business School*, Hong Kong, May 16-17, 2025.
5. Hannah, D.P., **Lim, S.Y.**, "Ventures' Pursuit of Product-Market Fit in Nascent Ecosystems: Evidence From Digital Health", *8th Annual Strategy Science Conference*, Barcelona, Spain, June 13-14, 2025 (accepted but withdrawn).
6. **Lim, S.Y.**, Chan, T.H., "An Investigation of Abstraction and Traversals in Creative Problem-solving in IKEA Hacks", *INFORMS Annual Meeting,* Phoenix, United States, October 15-18, 2023.
7. **Lim, S.Y.**, Chan, T.H., "An Investigation of Abstraction and Traversals in Creative Problem-solving in IKEA Hacks", *Production and Operations Management Society (POMS) Annual Conference,* Orlando, United States, May 21-25, 2023.
8. Yeow, A., **Lim, S.Y.**, "Novel population health management systems: Insights into the evolution process of a telemonitoring system", *13th Annual Conference on Health IT and Analytics (CHITA),* Washington D.C., United States, May 4-6, 2023.
9. **Lim, S.Y.** and Hannah, D.P., "Pluripotent Digital Ventures and Their Paths to Product-Market Fit in New Markets", *Industry Studies Association,* June 3-4, 2021.
10. Chan, T.H. and **Lim, SY.**, "Understanding User Hacks: Search Paths, Modularity and Design Triggers in IKEA Hacks", *Organization Science Winter Conference,* March 5-8, 2020 (canceled due to COVID).
11. Chan, T.H. and **Lim, SY.**, "Understanding User Hacks: Search Paths, Modularity and Design Triggers in IKEA Hacks", *Production and Operations Management Society (POMS) Annual Conference,* April 23-27, 2020 (canceled due to COVID).

12. **Lim, S.Y.** and Jarvenpaa, S.L., "Entrepreneurial Generification in the Prefiguration Stage", *INFORMS Annual Meeting,* November 7-13, 2020.
13. Tanriverdi, H. and **Lim, S.Y.**, "A Complexity View of Business Strategy and Capabilities for Hypercompetitive Business Ecosystems", *1st Digital Transformation and Strategy Forum, Cass Business School, University of London*, June 2, 2017.
14. Anderson Jr, E.G., **Lim, S.Y**., Joglekar, N., "Are More Frequent Releases Always Better? Dynamics of Pivoting, Scaling, and the Minimum Viable Product", *Production and Operations Management Society (POMS) Annual Conference*, Seattle, United States, May 4-8, 2017.
15. **Lim, S.Y.**, Jarvenpaa, S.L., "Entrepreneurial Assembly of Options in the Design of a Digital Health Business", *Pre-ICIS workshop on Practice-based Design and Innovation of Digital Artifacts,* Dublin, Ireland, December 11, 2016.
16. **Lim, S.Y.**, Jarvenpaa, S.L., "Capability Development through Improvising in Health IT Platform Design", *Big XII + MIS Symposium, Baylor University*, April 1-3, 2016.
17. **Lim, S.Y.**, Radhakrishnan, K., "Barriers to Sustaining Patient and Nurse Engagement With A Mobile Health Application In A Multiple Sclerosis Outpatient Clinic", *Annals of Behavioral Medicine*, San Diego, United States, March 30-April 2, 2016.
18. Anderson Jr, E.G., **Lim, S.Y.**, "Health Technology Platforms: Barriers to Innovation", *INFORMS Annual Meeting*, Philadelphia, United States, November 1-4, 2015.

INVITED INDUSTRY TALKS

1. **Lim, S.Y.**, "Digital Transformation in Helathcare: Bridging the Gap Between Health Systems and Start-ups", *HIMSS APAC,* August 23-25, 2026.
2. **Lim, S.Y.**, "Pilot Tested: Key Insights from SMEs Using Generative AI", *AI Festival Asia*, January 16-17, 2025.

RESEARCH GRANTS

1. Social Challenges in Resource Allocation through AI across the Healthcare Ecosystem, Co-Investigator, Ministry of Education, Social Science and Humanities Research Thematic Grant, S$3,440,605, October 2025 to September 2030.
2. Building Ecosystems around Emerging Technologies: The Role of Institutional Scaffolds, Principal Investigator, Ministry of Education Academic Research Fund (AcRF) Tier 1, S$100,000, July 2025 to June 2028.
3. Exploring the Evolution of Entrepreneurs' Ideas in Nascent Ventures, Principal Investigator, Ministry of Education Academic Research Fund (AcRF) Tier 1, S$219,027, January 2023 to December 2025.
4. Understanding the Basis of Generativity: Examining Platform Design and User Generative Capacity, Principal Investigator, Ministry of Education Academic Research Fund (AcRF) Tier 1, S$180,000, January 2020 to December 2022.
5. Entrepreneurial Design and Strategy of Digital Health Businesses, Principal Investigator, Ministry of Education Academic Research Fund (AcRF) Tier 1, S$180,000, April 2018
6. Herb Kelleher Center for Entrepreneurship Research Grant, The University of Texas at Austin, US$5,000, 2016

AWARDS AND HONORS

1. International Conference on Information Systems, Best Overall Conference Paper Award nominee (2024)
2. International Conference on Information Systems, Best Paper in Track (Digital Innovation, Transformation, and Entrepreneurship) Award (2024)
3. Academy of Management Annual Meeting PDW, Kauffman Foundation Best Paper in Entrepreneurial Cognition (2024)
4. Annual Teaching Excellence Award (2022)
5. Faculty Teaching Excellence Award (FTEA) (2019, 2020, 2021). FTEA Honour roll (2022-2025)
6. NUS Inauguration Grant, MOE's Singapore Teaching and Academic Research Talent Scheme (START) (2019)
7. International Conference on Information Systems, Best Theory Paper Award nominee (2017)
8. Hawaii International Conference on System Sciences, Best Paper Award nominee (2017)
9. Hawaii International Conference on System Sciences, Best Paper Award nominee (2015)
10. Bonham Grant: The University of Texas at Austin (2014- 2017)
11. Dean's Fellowship: The University of Texas at Austin (2014- 2017)
12. Dean's Scholarship: Yale University (2005-2007)

TEACHING

National University of Singapore

1. IT-enabled Healthcare Solutioning (IS4250) (Undergraduate) (2019 – present)
2. Qualitative Methods for IS Research (1S6001) (PhD) (2020 – present)
3. Risk Analytics for the Financial Services (BT4016) (Undergraduate) (2018, 2019)
4. Topics in Information Systems and Analytics Research (IS6000) (coordinator) (PhD) (2021, 2022)

The University of Texas at Austin

1. Managing Innovation in a Global Company (MBA): Teaching assistant (2017)
2. Introduction to Information Technology Management (Undergraduate): Instructor (2016)
3. Research in IS: Organizational and Behavioral Perspectives (PhD): Teaching assistant (2016)
4. Managing complexity (MBA): Guest lecturer (2015)
5. Living with complexity (Undergraduate): Teaching assistant (2014)

Yale University

1. Intermediate Microeconomics (Undergraduate): Teaching fellow (2007)
2. Microeconomics (undergraduate): Teaching fellow (2006)
3. Biostatistics (MPH): Teaching fellow (2006)

THESIS COMMITTEE (Ph.D., M.Sc and M.Comp)

1. Iman Taani (Ph.D., 2021, Committee co-chair); First placement: London School of Economics
2. Ahmad Abdullah (Ph.D., 2021, Committee co-chair) First placement: NUS
3. Yuchen Wang (Ph.D. student, Committee co-chair)
4. Yichen Sun (Ph.D. student, Committee co-chair)
5. Idauli Tamarin (Ph.D. student, Committee chair)
6. Hafizh Rafizal Adnan (Ph.D. student, Committee chair)
7. Min Woo Lee (M.Comp, 2022, Committee co-chair)
8. Boon Wee Ng (M.Comp, 2022, Committee co-chair)
9. Lucie Paule-Aimee Donne (M.Sc, 2021, Committee co-chair)

PROFESSIONAL ACTIVITIES AND SERVICE

Editorial board member:

- Associate editor, Information Systems Journal Special Issue (Digital Sovereignty)
- Associate editor, Information Systems Journal Special Issue (Digital Platforms and Ecosystems)

Reviewer:

- Journals: Organization Science, Strategic Management Journal, Journal of the Association for Information Systems, Journal of Management Information Systems, IEEE Transactions on Engineering Management, Journal of Strategic Information Systems, Information Systems Research, Management Information Systems Quarterly
- Conferences: International Conference on Information Systems, Hawaii International Conference on System Sciences, Academy of Management Annual Meeting, Americas Conference on Information Systems, Pacific Asia Conference on Information Systems

Program Committee:

- Towards Health Futures on Digital Innovation, Infrastructure, and Entrepreneurship on Bio Data, Health Data, and Analytics (2019, 2020)

Conference Committee:

- Review Coordinator, International Conference on Information Systems (2019)

Other Conference Service:

- Associate editor, Pacific Asia Conference on Information Systems (2020, 2021, 2022, 2024)
- Associate editor, International Conference on Information Systems (2020-2026)
  - **Awarded Best Associate Editor in Track 2023**
- Review coordination team, International Conference on Information Systems (2016, 2017)

Service to National University of Singapore:

- Seminar Coordinator (2026 – present)
- Graduate Admissions Committee (2020 – present)
- Ph.D. coordinator (2020 – 2022)
- Lab coordinator (2020 – 2022)
- DISA Exco (2020- 2022)
- FASS Global Research Forum committee (2021)

Industry Evaluation Panel:

- Infocomm Media Development Authority (IMDA) GenAI Sandbox (2024)

OTHER PROFESSIONAL EXPERIENCE

Johns Hopkins Singapore International Medical Center, Singapore — 2009- 2011
Assistant Director/Acting Director, Operations

Johns Hopkins Health System, Baltimore, USA — 2007-2009
Analyst, Clinical Decision Support/ Operations Integration

Tokyo Women's Medical University Hospital, Tokyo, Japan — 2007
Externship

Yale-New Haven Hospital, New Haven, USA — 2006-2007
Administrative Resident

National University Hospital, Singapore — 2006
Summer Associate

World Health Organization, Venice, Italy — 2006
Summer Fellow, Office for Investment for Health & Development