

## Hongfei Li

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### ACADEMIC EMPLOYMENT

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- Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong
  - Assistant Professor, 2020-present

### EDUCATION

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- Ph.D. in Business Administration, University of Connecticut, 2015-2020
- M.S. in Information Science, Renmin University of China, 2013-2015
- B.S. in Information Systems, Renmin University of China, 2009-2013

### RESEARCH

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#### Research Interests

- Business analytics in emerging online platforms
- Applications of artificial intelligence
- Statistical methodology

#### Publications

1. Hongfei Li, Ramesh Shankar, Jan Stallaert. (2020). [Invested or Indebted: Ex ante and Ex post Reciprocity in Online Knowledge Sharing Communities](#). *ACM Transactions on Management Information Systems*. 11(1), 1-26.

#### Papers Under Review

1. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. Prepare for 3<sup>rd</sup> Round Review at *Information Systems Research*.
2. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More is Less: The Effect of Add-on Insurance on the Consumption of Professional Services. Prepare for 3<sup>rd</sup> Round Review at *Information Systems Research*.
3. Xian Cao, Timothy Folta, Hongfei Li, Ruoqing Zhu (equal contribution). Analyzing the Online Word of Mouth Dynamics: A Novel Approach. Under 3<sup>rd</sup> Round Review at *Marketing Science*.

#### Working Papers

1. Qing Cao, Xian Cao, Hongfei Li, Zeki Simsek (equal contribution). Can Ownership be Seductively Destructive? Unpacking the Relationship between CEO Stock Ownership and at-IPO Discretionary Earnings Management. Reject and Resubmit at *Organization Science*.
2. Ramesh Shankar, Lei Wang, Kunter Gunasti, Hongfei Li. Impact of Community Feedback on User Generated Content: Empirical Evidence from an Online Community and Experiments. Reject and Resubmit at *Management Science*.

3. Fangda Han, Shun-Yang Lee, Hongfei Li, Jing Peng (equal contribution). Face Prediction for Cosmetic Surgeries.
4. Huiyan Chen, Hongfei Li, Jing Peng, Ramesh Shankar. The Value of Information: A Comparison Study between *Ex ante* and *Ex post* Consumption of Knowledge.
5. Xiao Cao, Dan Hsu, Pradnyesh Joshi, Hongfei Li (equal contribution). Detecting Unconscious Gender Stereotype Bias in the Entrepreneurial Community.
6. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in U.S.

### Conference Presentations

1. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Impacts of Online Diaries on Sales of Credence Goods: Evidence from a Cosmetic Surgery Platform. *INFORMS Annual Meeting* (Session: Social Media Analytics I), Houston, Texas, October 22-25, 2017.
2. Hongfei Li, Ramesh Shankar, Jan Stallaert. Invested or Indebted: *Ex ante* and *Ex post* Reciprocity in Online Knowledge Sharing Communities. *SCECR 2018* (Session: Crowds), Rotterdam, Netherlands, June 18-19, 2018.
3. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Risky Products. *CIST 2018* (Session: Healthcare), Phoenix, Arizona, November 3-4, 2018.
4. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. *SCECR 2019*, Hong Kong, China, June 11-12, 2019.
5. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. The Impact of *Ex post* Risk-Reduction Mechanism on Online Sales: Evidence from Complications Insurance for Cosmetic Surgeries. *SCECR 2019*, Hong Kong, China, June 11-12, 2019.
6. Xian Cao, Timothy Folta, Hongfei Li, Ruoqing Zhu. A New Method to Understand the Online Word of Mouth Dynamics: Multi-View Sequential Canonical Covariance Analysis. *SCECR 2019*, Hong Kong, China, June 11-12, 2019.
7. Hongfei Li, Ramesh Shankar, Jan Stallaert. Disentangling the effect of Reciprocity on Online Knowledge Sharing Communities. *CSWIM 2019*, Shenzhen, China, June 29-30, 2019.
8. Fangda Han, Shun-Yang Lee, Hongfei Li, Jing Peng. What Can Images Tell Us: A Prediction Study based on Facial Analysis. *INFORMS Annual Meeting* (Session: Artificial Intelligence and Machine Learning in Service), Seattle, Washington, October 20-23, 2019.
9. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Disentangling the Effect of Longitudinal Consumer Reviews on Professional Service. *INFORMS Annual Meeting* (Session: Business Transformation in the Age of Analytics), Seattle, Washington, October 20-23, 2019.
10. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More is Less: The Effect of Add-on Insurance on the Consumption of Professional Services. *WITS 2019*, Munich, Germany, December 18-20, 2019.

### TEACHING

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#### Teaching Interests

Management Information Systems, Database Management, Business Statistics, Econometrics

#### Teaching Experience

- Instructor, Business Information Systems (DSME 2051), The Chinese University of Hong Kong
  - Fall 2020 Session E, Teaching Evaluation: 5.25 out of 6.0, Class Size: 75
  - Fall 2020 Session B, Teaching Evaluation: 5.59 out of 6.0, Class Size: 78

- Spring 2021 Session I, Class Size: 66
- Instructor, Business Information Systems ([OPIM 3103](#)), University of Connecticut
  - Fall 2018, Teaching Evaluation: 3.9 out of 5, Class Size: 44
- Workshop for Ph.D. Students, University of Connecticut
  - Fall 2019, Introduction to Neural Network
- Instructor, Operations Management ([OPIM 3104](#)), University of Connecticut
  - Spring 2018, Teaching Evaluation: 4.3 out of 5, Class Size: 144
  - Summer 2018, Teaching Evaluation: 5.0 out of 5, Class Size: 16
- Teaching Assistant, Business Information Systems (OPIM 3103), University of Connecticut
  - Fall 2015, Spring 2016, Fall 2016, Spring 2017

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## ACADEMIC SUPERVISION

- Ningning Cheng (Co-advisor, Ph.D. in Information Systems, CUHK, 2020–present)
- Jingyi Jiang (Co-advisor, Ph.D. in Information Systems, CUHK, 2020–present)

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## HONORS AND AWARDS

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| ● 2019-2020 Department Outstanding Scholar Awardees, \$2000                        | 03/2020 |
| ● Doctoral Student Travel Fellowship (The Graduate School), \$1000                 | 02/2020 |
| ● Doctoral Dissertation Fellowship from (The Graduate School), \$2000              | 12/2019 |
| ● ICIS 2019 Doctoral Consortium  | 12/2019 |
| ● PhD Program-wide Outstanding PhD Scholar Award, \$5000 (School of Business)      | 05/2019 |
| ● GE Global Research Fellowship, \$1500 (School of Business)                       | 04/2019 |
| ● PhD Program-wide Outstanding PhD Scholar Award, \$5000 (School of Business)      | 09/2018 |
| ● GE Capital Global Scholarship, \$1500 (School of Business)                       | 07/2018 |
| ● Peter Shanley Scholarship, \$7700 (University of Connecticut)                    | 01/2018 |
| ● Departmental Outstanding PhD Student Scholar Awards, \$2000 (School of Business) | 09/2017 |
| ● Graduate National Scholarship, ¥20000 (Ministry of Education of China)           | 10/2014 |
| ● Outstanding Graduates of Beijing (Beijing Municipal Commission of Education)     | 06/2013 |
| ● Outstanding Bachelor Thesis (Renmin University of China)                         | 05/2013 |

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## PROFESSIONAL SERVICES

- University Services
  - Department Ph.D. Qualifying Paper Committee (2021)
- Referee for Journals
  - *INFORMS Journal on Data Science*
- Conference Program Committee/Referee for Conference
  - Workshop on Information Technologies and Systems (WITS) 2018
  - International Conference on Information Systems (ICIS) 2018, 2019, 2020

- Conference on Information Systems and Technology (CIST) 2019, 2020
- Pacific Asia Conference on Information Systems (PACIS), 2021

## **TECHNICAL SKILLS**

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R, SQL, Python, Stata, SPSS, G\*Power, Navicat

## **LANGUAGES**

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Chinese, English, Japanese (passed JLPT N2, N1)

## **HOBBIES**

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Reading Books, Playing Piano, Guitar, Cucurbit Flute, Working Out, Watching NBA Games, Japanese Animation