

# Hongfei Li

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## EDUCATION

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### Ph.D. Business Administration (June 2020, Expected)

*School of Business, University of Connecticut* GPA 4.0/4.0

- Dissertation: “Essays on Emerging Risk-Reduction Strategies in Online Marketplaces for Professional Services”

### M.S. Information Science (August 2015)

*School of Information Resource Management, Renmin University of China, Beijing* GPA 3.88/4.0

- Thesis: “An Empirical Study on the Factors of Mobile Online Game Players’ Continuance Participating Based on Extended ECM-ISC”

### B.S. Information Systems (August 2013)

*School of Information Resource Management, Renmin University of China, Beijing* GPA 3.69/4.0

- Thesis: “An Empirical Study on the Affecting Factors of College Students’ Self-disclosure on Social Network Sites” (Outstanding Bachelor Thesis Award)

## RESEARCH

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### Research Interests

- Business analytics in emerging online platforms
- Applications of machine learning
- Statistical methodology

### Papers Under Review

1. Hongfei Li, Ramesh Shankar, Jan Stallaert. Invested or Indebted: Ex ante and Ex post Reciprocity in Online Knowledge Sharing Communities. Under Revision for 3<sup>rd</sup> Round Review at *ACM Transactions on Management Information Systems*.

Conference presentations: SCECR 2018, CSWIM 2019.

2. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. Under Revision for 2<sup>nd</sup> Round Review at *Information Systems Research*.

Conference presentations: CIST 2018, SCECR 2019, INFORMS 2019

3. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More is Less: The Effect of Add-on Insurance on the Consumption of Professional Services. Under Review at *Information Systems Research*.

Conference presentations: SCECR 2019

4. Xian Cao, Timothy Folta, Hongfei Li, Ruoqing Zhu (equal contribution). A New Method to Understand the Online Word of Mouth Dynamics: Multi-View Sequential Canonical Covariance Analysis. Under Review at *Management Science*.

Conference presentations: SCECR 2019

## Working Papers

1. Fangda Han, Shun-Yang Lee, Hongfei Li, Jing Peng (equal contribution). Face Prediction for Cosmetic Surgeries. Targeted at *MIS Quarterly: Special Issue on Management AI* (Estimated Submission Date: November 2019)

Conference presentations: INFORMS 2019

## Work in Progress

1. Hongfei Li, Jing Peng, Ramesh Shankar. The Value of Information: A Comparison Study between *Ex ante* and *Ex post* Consumption of Knowledge. Status: data collection finished

2. Xian Cao, Hongfei Li. Detecting Gender Difference in Entrepreneurs by Data Envelopment Analysis. Status: data collection finished

## 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.

## TEACHING

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### Teaching Interests

Management Information Systems, Machine Learning, Database Management, Business Statistics, Web Scraping, Data Visualization, Operations Management

## Teaching Experience

- Instructor, Operations Management ([OPIM 3104](#))
  - Spring 2018, Teaching Evaluation: 4.3 out of 5, Class Size: 144
  - Summer 2018, Teaching Evaluation: 5.0 out of 5, Class Size: 16
  - Self-built Course Website: <https://hongfeiuconn.github.io/OPIM3104/>
- Instructor, Business Information Systems ([OPIM 3103](#))
  - Fall 2018, Teaching Evaluation: 3.9 out of 5, Class Size: 44
  - Self-built Course Website: <https://hongfeiuconn.github.io/OPIM3103/>
- Teaching Assistant, Business Information Systems (OPIM 3103)
  - Fall 2015, Spring 2016, Fall 2016, Spring 2017

## HONORS AND AWARDS

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| • 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 |

## INTERNSHIP

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|  |                            |                 |
|--|----------------------------|-----------------|
| 1. School of Information Resource Management | Renmin University of China | 09/2013-06/2015 |
| 2. University Office                         | Renmin University of China | 02/2013-07/2013 |
| 3. Siemens (China) Co. Ltd.                  | Beijing                    | 07/2012-08/2012 |

## PROJECTS

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- Developing policies for the managing the industry of information resources (National Natural Science Foundation of China) 06/2015
- Design a Website: “Activities Time” with *Patent Number*: 2012SR084082 (Renmin University of China) 06/2012

## PROFESSIONAL SERVICES

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Ad-hoc Reviewer: Workshop on Information Technologies and Systems (WITS) 2018, International Conference on Information Systems (ICIS) 2018, Conference on Information Systems and Technology (CIST) 2019, International Conference on Information Systems (ICIS) 2019

## SOCIAL ACTIVITIES

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1. Donated stationery supplies to underprivileged students in the Wuyang School each semester 09/2011-06/2013
2. Champion of 2010 Volleyball League of Renmin University of China 05/2010
3. Chinese Hematopoietic Stem Cell Donors 10/2010-Present

## TECHNICAL SKILLS

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|--------------------|---|
| Computer Skills    | Python, C++, Java, MATLAB, Ucinet                         |
| Statistical Skills | R, Stata, VBA, Spss, Spss Amos, SAS, Mathematica, Tableau |
| Database Skills    | SQL, MS Access, 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

## REFERENCES

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**Jan Stallaert** (jan.stallaert@uconn.edu)

Director, Center for Advancement of Business Analytics

Professor, Operations and Information Management

School of Business, University of Connecticut

Website: <https://www.business.uconn.edu/person/jan-stallaert/>

**Xinxin Li** (xinxin.li@uconn.edu)

Academic Director for the BAPM (MS in Business Analytics and Project Management) Program

Associate Professor, Operations and Information Management

School of Business, University of Connecticut

Website: <https://www.business.uconn.edu/person/xinxin-li/>

**Jing Peng** (jing.peng@uconn.edu)

Assistant Professor, Operations and Information Management

School of Business, University of Connecticut

Website: <https://www.business.uconn.edu/person/jing-peng/>