

# XINXIN LI

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## EMPLOYMENT

Professor	Operations and Information Management School of Business, University of Connecticut
Academic Director	MS in Business Analytics and Project Management School of Business, University of Connecticut

## EDUCATION

Ph.D. Operations and Information Management  
The Wharton School, University of Pennsylvania

B.E. Management Information Systems  
The School of Economics and Management, Tsinghua University

## RESEARCH

### *Research Interests*

Online Word of Mouth; Social Media; Economics of Information Systems; Information Systems and Marketing; Pricing and Competitive Strategies; Digital Markets

### *Refereed Journal Publications*

- Yuan Jin, Sulin Ba, Xinxin Li and Xianghua Lu, “One Size Fits All? The Differential Impact of Online Reviews and Coupons,” *Production and Operations Management*, Forthcoming.
- Roch Guerin, Kartik Hosanagar, Xinxin Li and Soumya Sen, “Shared or Dedicated Infrastructures? On the Impact of Reprovisioning Ability,” *MIS Quarterly*, 43(4), 2019, pp.1059-1079.
- Brian Lee and Xinxin Li, “The Impact of Online Word of Mouth on Channel Disintermediation for Information Goods,” *Journal of Management Information Systems*, 35(3), 2018, pp.964-993.
- Brian Lee, Sulin Ba, Xinxin Li and Jan Stallaert, “Salience Bias in Crowdsourcing Contests,” *Information Systems Research*, 29(2), 2018, pp.401-418.
- Bin Li, Xinxin Li, and Hongju Liu, “Consumer Preferences, Cannibalization and Competition: Evidence from the Personal Computer Industry,” *MIS Quarterly*, 42(2), 2018, pp.661-678.
- Xinxin Li, “Revealing or Non-Revealing: The Impact of Review Disclosure Policy on Firm Profitability,” *MIS Quarterly*, 41(4), 2017, pp.1335-1345.
- Yuxin Chen, Xinxin Li, and Monic Sun, “Competitive Mobile Geo Targeting,” *Marketing Science*, 36(5), 2017, pp.666-682.
- Harpreet Singh, David Kryscynski, Xinxin Li, and Ram Gopal, “Pipes, Pools and Filters: How Collaboration Networks Affect Innovative Performance,” *Strategic Management Journal*, 37(8), 2016, pp.1649-1666.
- Xinxin Li, Bin Gu and Hongju Liu, “Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry,” *Management Science*, 59(6), 2013, pp.1290-1308.
- Yuxin Chen and Xinxin Li, “Group Buying Commitment and Sellers’ Competitive Advantages,” *Journal of Economics & Management Strategy*, 22(1), 2013, pp. 215-241.

- Xinxin Li and Yuxin Chen, “Corporate IT Standardization: Product Compatibility, Exclusive Purchase Commitment and Competition Effects,” *Information Systems Research*, 23(4), 2012, pp. 1158-1174.
- Xinxin Li “Group Buying, Buyer Heterogeneity and Seller’s Bargaining Power,” *Decision Sciences Journal*, 43(5), 2012, pp. 761-783.
- Xinxin Li, Lorin M. Hitt and Z. John Zhang, “Consumer Reviews and Competition in Markets for Repeat Purchase Products,” *Journal of Management Information Systems*, 27(4), 2011, pp. 9-42.
- Ye Hu and Xinxin Li, “Context Dependent Product Evaluations: An Empirical Analysis of Internet Book Reviews,” *Journal of Interactive Marketing*, 25(3), 2011, pp. 123-133.
- Ram Gopal, Xinxin Li and Ramesh Sankaranarayanan, “Keyword Based Advertising: Channel Conflict between Search-based and Content-based Advertising,” *Decision Support Systems*, 52(1), 2011, pp. 1-8.
- Xinxin Li and Lorin M. Hitt, “Price Effects in Online Product Reviews: an Analytical Model and Empirical Analysis,” *MIS Quarterly*, 34(4), 2010, pp. 809-831.
- Xinxin Li and Lorin M. Hitt, “Self Selection and Information Role of Online Product Reviews,” *Information Systems Research*, 19(4), 2008, pp. 456-474.

### **Research Mentioned in Media**

- Why Some Platforms Thrive and Others Don’t, *Harvard Business Review*, January-February 2019 Issue
- If Not Well Managed, Crowdsourcing Contests Produce Undesirable Results, *UConn School of Business Dean’s Report 2018*
- ‘Mobile Geo-Targeting’ Can Be A Powerful Tool for Business Growth, *UConn School of Business Dean’s Report 2017*
- Consumers On the Move: Mobile Geo-Targeting, *UConn Today* (Mar 9, 2017)
- Consumers On the Move, *UConn School of Business Research News* (Mar 1, 2017)
- Subtle Bias Can Derail Results, *UConn School of Business Research News* (Nov 15, 2016)
- A Network of Pipes, Pools and Filters, *UConn School of Business Research News* (Apr 18, 2016)
- Online Reviewers React to Early Postings by Saying the Opposite, *Harvard Business Review Blog Network* (Dec 13, 2011)

### **HONORS, GRANTS AND AWARDS**

- **Best Paper Award**, Conference on Information Systems and Technology (CIST) 2019 – “Network Structure and Entry into Platform Markets,” (with F. Zhu, E. Valavi and M. Iansiti)
- **5-year Research Excellence Award**, UConn School of Business, 2019
- **Best Paper Award**, UConn School of Business, 2018 – “*Salience Bias in Crowdsourcing Contests*,” (with B. Lee, S. Ba and J. Stallaert)
- Nominee of **Best Paper Award**, Conference on Information Systems and Technology (CIST) 2017 – “*Consumer Social Sharing and Brand Competition*,” (with J. Gu)
- Connecticut Information Technology Institute (CITI) Research Grant, 2013 – 2016
- **Best Reviewer Award**, *Information Systems Research*, 2013 (one of the two recipients of the year)
- **Ackerman Scholar Award**, UConn School of Business, 2013 – 2015
- Connecticut Center for Entrepreneurship & Innovation (CCEI) Research Grant, 2012

- Connecticut Information Technology Institute (CITI) Research Grant, 2009 – 2011
- **Best Paper Award**, UConn School of Business, 2011 – “*Price Effects in Online Product Reviews: an Analytical Model and Empirical Analysis*,” (with L. Hitt)
- Nominee of Best Paper Award, Workshop on Information Technologies and Systems (WITS) 2009 – “*Risk and Return of Investments in Online Peer-to-Peer Lending*,” (with H. Singh and R. Gopal)
- Wharton e-Business Initiative (WeBI) Research Grant, 2005
- Distinguished Undergraduates Awards, Tsinghua University, 1996 – 2000

## PROFESSIONAL ACTIVITIES

### *Editorial and Professional Service*

- Senior Editor, *MIS Quarterly*, 2020 – 2022
- Special Issue Associate Editor, *Information Systems Research*, 2020
- Associate Editor, *MIS Quarterly*, 2016 – 2019
- Conference Co-Chair, *Conference on Information Systems and Technology (CIST) 2018*
- Associate Editor, *International Conference on Information Systems (ICIS) 2011 – 2014, 2017 – 2018, 2020*

### *Invited Presentations*

- Arizona State University, W.P. Carey School of Business, 2020
- Emory University, Goizueta Business School, 2019
- University of Maryland, Robert H. Smith School of Business, 2019
- University of Florida, Warrington College of Business, 2019
- University of Texas at Dallas, Naveen Jindal School of Management, 2018
- George Washington University, School of Business, 2018
- Pennsylvania State University, Smeal College of Business, 2017
- University of Washington, Foster School of Business, 2017
- Tsinghua University, School of Economics and Management, 2012
- University of Minnesota, Carlson School of Management, 2011

### *Ph.D. Advising*

- Hongfei Li, dissertation committee, 2018-2020, @Chinese University of Hong Kong
- Brian Lee, dissertation committee, 2015-2017, @Penn State University
- Harpreet Singh, co-advisor, 2007-2010, @UT Dallas

## TEACHING

- Ph.D. MIS Seminar
- Web Analytics (graduate level)
- Business Process Modeling and Data Management (graduate level)
- Business Software Development (undergraduate level)
- Business Information Systems (undergraduate level)