

**XINXIN LI**  
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Operations and Information Management  
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## EMPLOYMENT

Associate Professor    Operations and Information Management, 2013 – present  
School of Business, University of Connecticut

Assistant Professor    Operations and Information Management, 2005 – 2012  
School of Business, University of Connecticut

## EDUCATION

Ph.D.    Operations and Information Management, 2005  
The Wharton School, University of Pennsylvania, Philadelphia

B.E.    Management Information Systems, 2000  
The School of Economics and Management, Tsinghua University, Beijing, China

## RESEARCH

### *Research Interests*

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

### *Research Published in Referred Journals*

- Roch Guerin, Kartik Hosanagar, Xinxin Li and Soumya Sen, “Shared or Dedicated Infrastructures? On the Impact of Reprovisioning Ability,” *MIS Quarterly*, Forthcoming.
- 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)

### ***Research Presented at Conferences and Workshops***

- “A Model of Smart Technologies,” (with Y. Chen and M. Sun), *INFORMS Annual Meeting 2018, November 4-7, Phoenix, AZ.*
- “A Model of Smart Technologies,” (with Y. Chen and M. Sun), *Information Systems and Technology (CIST) 2018, November 3-4, Phoenix, AZ.*
- “Consumer Social Sharing and Brand Competition,” (with J. Gu), *INFORMS Marketing Science Conference 2018, June 13-16, Philadelphia, PA.*
- “Consumer Social Sharing and Brand Competition,” (with J. Gu), *Conference on Information Systems and Technology (CIST) 2017, October 21-22, Houston, TX.*
- “A Model of Smart Products,” (with Y. Chen and M. Sun), *INFORMS Marketing Science Conference 2017, June 7-10, Los Angeles, CA.*
- “Salience Effect in Crowdsourcing Contests,” (with B. Lee, S. Ba and J. Stallaert), *ISR Special Issue Workshop 2017, April 7-8, Warwick Business School, UK.*
- “Salience Effect in Crowdsourcing Contests,” (with B. Lee, S. Ba and J. Stallaert), *Workshop on Information Technologies and Systems (WITS) 2016, December 15-16, Dublin, Ireland.*
- “Salience Effect in Crowdsourcing Contests,” (with B. Lee, S. Ba and J. Stallaert), *Conference on Information Systems and Technology (CIST) 2016, November 12-13, Nashville, TN.*
- “Competitive Mobile Targeting,” (with Y. Chen and M. Sun), *Conference on Information Systems and Technology (CIST) 2015, October 31-November 1, Philadelphia, PA.*
- “The impact of Online Word of Mouth on Channel Disintermediation for Information Goods,” (with B. Lee), *INFORMS Annual Meeting 2015, November 1-4, Philadelphia, PA.*
- “One Size Does Not Fit All: The Differential Impact of Online Reviews,” (with S. Ba and X. Lu), *Americas Conference on Information Systems (AMCIS) 2015, August 13-15, Puerto Rico.*
- “Competitive Mobile Targeting,” (with Y. Chen and M. Sun), *Summer Institute In Competitive Strategy (SICS) 2015, July 21-24, Berkeley, CA.*
- “Competitive Mobile Targeting,” (with Y. Chen and M. Sun), *INFORMS Marketing Science Conference 2015, June 18-20, Baltimore, MD.*
- “When Online Word of Mouth Meets Disintermediation,” (with B. Lee), *Joint CORS-INFORMS International Meeting 2015, June 14-17, Montreal, Canada.*

- “One Size Does Not Fit All: The Differential Impact of Online Reviews,” (with S. Ba and X. Lu), *Workshop on Information Systems and Economics (WISE) 2014*, December 17-19, Auckland, New Zealand.
- “Consumer Shopping Behavior and Product Cannibalization,” (with B. Li and H. Liu), *INFORMS Marketing Science Conference 2012*, June 7-9, Boston, MA.
- “Corporate IT Standardization: Product Compatibility, Exclusive Purchase Commitment and Competition Effects,” (with Y. Chen), *Workshop on Information Systems and Economics (WISE) 2011*, December 7-9, Shanghai, China.
- “Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry,” (with B. Gu and H. Liu), *INFORMS Annual Meeting 2011*, November 13-16, Charlotte, NC.
- “Online Keyword Based Advertising: Impact of Ad Impressions on Own-Channel and Cross-Channel Click-Through Rates,” (with R. Gopal and R. Sankaranarayanan), *International Symposium of Information Systems 2010*, December 18-19, Hyderabad, India.
- “Risk and Return of Investments in Online Peer-to-Peer Lending,” (with R. Gopal and H. Singh), *Workshop on Information Systems and Economics (WISE) 2010*, December 11-12, St. Louis, MO.
- “Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry,” (with B. Gu and H. Liu), *INFORMS Marketing Science Conference 2010*, June 17-19, Cologne, Germany.
- “Online Keyword Based Advertising: Impact of Ad Impressions on Own-Channel and Cross-Channel Click-Through Rates,” (with R. Gopal and R. Sankaranarayanan), *Workshop on Information Systems and Economics (WISE) 2009*, December 14-15, Phoenix, AZ.
- “Risk and Return of Investments in Online Peer-to-Peer Lending,” (with R. Gopal and H. Singh), *Workshop on Information Technologies and Systems (WITS) 2009*, December 14-15, Phoenix, AZ.
- “Value of Software Innovations: The Influence of Social Capital,” (with R. Gopal and H. Singh), *Joint CORS-INFORMS International Meeting 2009*, June 14-19, Toronto, Canada.
- “Value of Software Innovations: The Influence of Social Capital,” (with R. Gopal and H. Singh), *International Conference on Information Systems (ICIS) 2008*, December 15-17, Paris, France.
- “Network Effects: The Influence of Quality and Diversity of Ties on Value of Software Innovation,” (with R. Gopal and H. Singh), *INFORMS Annual Meeting 2008*, October 12-15, D.C.
- “Price Effects in Online Product Reviews: An Analytical Model and Empirical Analysis,” (with L. Hitt), *INFORMS Annual Meeting 2008*, October 12-15, D.C.
- “Drivers for Consumer Reviews: An Empirical Approach,” (with L.M. Hitt), *Statistical Challenges in Ecommerce Research 2007*, May 19-20, Stamford, CT.

- “Self-Selection and Information Roles of Online Product Reviews,” (with L. Hitt), *ISR Special Issue Workshop 2007, April 13-14, D.C.*
- “Consumer Reviews and Competition,” (with L. Hitt and Z. Zhang), *INFORMS Marketing Science Conference 2006, June 8-10, Pittsburgh, PA.*
- “Self-Selection and Information Roles of Online Product Reviews,” (with L. Hitt), *Workshop on Information Systems and Economics 2004, December 11-12, D.C.*
- “The Impacts of Online Review Systems and Cross-selling on Quality and Marketing Strategies,” (with L. Hitt), *Workshop on Information Systems and Economics 2003, December 13-14, Seattle, WA.*

## HONORS, GRANTS AND AWARDS

- **Best Paper Award**, UConn School of Business, 2017 – “*Saliency 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
- **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 Service*

- Special Issue Associate Editor, *Information Systems Research*, 2020
- Associate Editor, *MIS Quarterly*, 2016 – 2019
- Associate Editor, *International Conference on Information Systems (ICIS) 2011 – 2014, 2017, 2018*

### *Professional Service*

- Conference Co-Chair
  - *Conference on Information Systems and Technology (CIST) 2018*

- Program Committee
  - *China Summer Workshop on Information Management (CSWIM) 2016 – 2018*
  - *CIST 2013 – 2017*
  - *International Conference on Electronic Commerce (ICEC) 2007*
- Session Chair
  - *INFORMS Annual Meeting 2018*
  - *ICIS 2012*
  - *INFORMS Annual Meeting 2011*
  - *INFORMS Annual Meeting 2008*
  - *INFORMS Marketing Science Conference 2006*
- Discussant
  - *The Sixth Annual Platform Strategy Research Symposium 2018*
  - *Workshop on Information Systems and Economics (WISE) 2016*
  - *ICIS 2007*
- Reviewer for *National Science Foundation, Research Grants Council of Hong Kong*
- Reviewer for Journals
 

*Information Systems Research, Management Science, MIS Quarterly, Journal of Management Information Systems, Stochastic Systems, Decision Sciences Journal, Decision Support Systems, Electronic Commerce Research and Applications, Journal of Electronic Commerce Research, Information Technology and Management, International Journal of Electronic Commerce*
- Reviewer for Conferences
 

*International Conference on Information Systems (ICIS), International Conference on Electronic Commerce (ICEC), Hawaii International Conference on System Sciences (HICSS)*

### ***Invited Presentations***

- University of Florida, Warrington College of Business, ISOM Workshop 2019
- INFORMS Annual Meeting 2018
- 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
- INFORMS Annual Meeting 2011
- University of Minnesota, Carlson School of Management, 2011
- INFORMS Annual Meeting 2008
- University of Connecticut, School of Business, 2005
- Fordham University, Graduate School of Business Administration, 2005

### ***Ph.D. Advising***

- Brian Lee, dissertation committee, OPIM, 2015-2017, joined UMass Lowell
- Harpreet Singh, co-advisor, OPIM, 2007-2010, joined UT Dallas

## **TEACHING**

### ***School of Business, University of Connecticut (Instructor)***

- Web Analytics (graduate level)
- Business Process Modeling and Data Management (graduate level)
- Business Software Development (undergraduate level)
- Business Information Systems (undergraduate level)

### ***The Wharton School, University of Pennsylvania (Teaching Assistant)***

- Systems Analysis, Design, and Implementation (graduate level)
- Advanced Topics in Information Strategy and Economics (undergraduate level)
- Management Information Systems (undergraduate level)