

XINXIN LI

School of Business, University of Connecticut
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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; Digital Platforms; Economics of Information Systems;
Information Systems and Marketing; Pricing and Competitive Strategies

Refereed Journal Publications

- [1]. Jane Gu and Xinxin Li, "Social Sharing, Public Perception, and Brand Competition in a Horizontally Differentiated Market," Forthcoming at *Information Systems Research*
- [2]. Hongfei Li, Jing Peng, Xinxin Li and Jan Stallaert, "When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services," Forthcoming at *Information Systems Research*
- [3]. Feng Zhu, Xinxin Li, Ehsan Valavi and Marco Iansiti, "Network Interconnectivity and Entry into Platform Markets," *Information Systems Research*, 32(3), 2021, pp.1009-1024.
- [4]. Sulin Ba, Yuan Jin, Xinxin Li and Xianghua Lu, "One Size Fits All? The Differential Impact of Online Reviews and Coupons," *Production and Operations Management*, 29(10), 2020, pp.2403-2424.
- [5]. 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.
- [6]. 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.
- [7]. Brian Lee, Sulin Ba, Xinxin Li and Jan Stallaert, "Salience Bias in Crowdsourcing Contests," *Information Systems Research*, 29(2), 2018, pp.401-418.
- [8]. 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.
- [9]. Xinxin Li, "Revealing or Non-Revealing: The Impact of Review Disclosure Policy on Firm Profitability," *MIS Quarterly*, 41(4), 2017, pp.1335-1345.
- [10]. Yuxin Chen, Xinxin Li, and Monic Sun, "Competitive Mobile Geo Targeting," *Marketing Science*, 36(5), 2017, pp.666-682.

- [11]. 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.
- [12]. 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.
- [13]. Yuxin Chen and Xinxin Li, "Group Buying Commitment and Sellers' Competitive Advantages," *Journal of Economics & Management Strategy*, 22(1), 2013, pp. 215-241.
- [14]. 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.
- [15]. Xinxin Li "Group Buying, Buyer Heterogeneity and Seller's Bargaining Power," *Decision Sciences Journal*, 43(5), 2012, pp. 761-783.
- [16]. 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.
- [17]. 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.
- [18]. 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.
- [19]. 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.
- [20]. 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
- **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 Track Co-Chair, *International Conference on Information Systems (ICIS) 2021*
- Conference Co-Chair, *Conference on Information Systems and Technology (CIST) 2018*
- Conference Associate Editor, *International Conference on Information Systems (ICIS) 2011 – 2014, 2017 – 2018, 2020*

Invited Presentations

- Boston University, Questrom School of Business, 2022
- Harvard University, Harvard Business School, 2022
- Baruch College, Zicklin School of Business, 2021
- Lehigh University, College of Business, 2021
- George Mason University, School of Business, 2021
- Michigan State University, Broad College of Business, 2021
- 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

- Ayush Sengupta, advisor
- Hongfei Li, dissertation committee
- Brian Lee, dissertation committee
- Harpreet Singh, co-advisor

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)