Hongfei Li

Department of Operations and Information Management

School of Business

University of Connecticut

Storrs, CT 06279

Tel: 860-617-9457

Email: hongfei.li@uconn.edu

EDUCATION

Ph.D.	2020 (Expected)	Operations and Information Management University of Connecticut	GPA 4.0/4.0
M.S.	June 2015	Information Science Renmin University of China, Beijing, China	GPA 3.88/4.0
B.S.	June 2013	Information Systems Renmin University of China, Beijing, China	GPA 3.69/4.0

RESEARCH

RESEARCH INTERESTS

Causal Inference in Platform Study, Artificial Intelligence and Machine Learning in Service, Statistical Computing

MANUSCRIPTS UNDER REVIEW

1. "Invested or Indebted: *Ex ante* and *Ex post* Reciprocity in Online Knowledge Sharing Communities" (with Ramesh Shankar, Jan Stallaert), submitted to *ACM Transactions on Management Information Systems*, <u>invited for 2nd round review.</u>

2. "Online Diaries and Professional Service" (with Jing Peng, Gang Wang, Xue Bai), submitted to *Information Systems Research,* <u>under 1st round review.</u>

3. "A New Method to Understand the Online Word of Mouth Dynamics: Multi-View Sequential Canonical Covariance Analysis," (with Xian Cao, Ruoqing Zhu, and Timothy Folta), submitted to *Management Science,* <u>under 1st round review.</u>

WORK PAPERS

1. "Can Platform-wide Policy Always Help? The Heterogeneous Treatment Effects of Complications Insurance," (with Jing Peng, Xinxin Li, and Jan Stallaert), targeted at *Information Systems Research* (target Submission Date: Summer 2019)

WORK IN PROGRESS

1. "The Value of Information: A Comparison Study between *Ex ante* and *Ex post* Consumption of Knowledge," (with Jing Peng and Ramesh Shankar).

2. "What Can Images Tell Us: A Prediction Study based on Facial Analysis," (with Fangda Han, Shun-Yang Lee, and Jing Peng).

PRESENTATIONS

1. Invited Presentation: "Impacts of Online Diaries on Sales of Credence Goods: Evidence from a Cosmetic Surgery Platform", INFORMS Annual Meeting, Houston, Texas, October 22-25, 2017.

2. Invited Presentation: "Invested or Indebted: *Ex ante* and *Ex post* Reciprocity in Online Knowledge Sharing Communities", SCECR 2018, Rotterdam, Netherlands, June 18-19, 2018.

3. Invited Presentation: "Online Diaries and Risky Products", CIST 2018, Phoenix, Arizona, November 3-4, 2018.

4. Invited Presentation: "Online Diaries and Professional Service", SCECR 2019, Hong Kong, China, June 11-12, 2019.

5. Invited Presentation: "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. Invited Presentation: "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. Invited Presentation: "What Can Images Tell Us: A Prediction Study based on Facial Analysis", INFORMS Annual Meeting, Seattle, Washington, October 20-23, 2019.

PUBLICATIONS

1. Xiaoying Zhou, Silu Peng, and Hongfei Li. "Analysis of the Document Utilization Trend of Scientific Research Based on the Citation Data of 'Information Studies: Theory & Application'." *Information Studies: Theory & Application*, 10 (2014): 20-25.

2. Liqing Wang and Hongfei Li. "Research on the Relationship between Organizational Culture and Tacit Knowledge-Sharing: A Case Study of Tangshan Railway Vehicle Company and Siemens China." *Research on Library Science*, 5 (2014): 93-98.

THESES

1. Graduate Thesis: "An Empirical Study on the Factors of Mobile Online Game Players' Continuance Participating Based on Extended ECM-ISC" (Instructed by Liqing Wang)   06/2014-05/2015

2. Undergraduate Thesis: "An Empirical Study on the Affecting Factors of College Students' Self-disclosure on Social Network Sites" (Instructed by Ming Ren)   09/2012-05/2013

PROJECTS

National Level   Founded by National Natural Science Foundation of China
1. Development policy and management of the information resources industry in China   12/2013-06/2015
University Level
1. A Comparative Analysis on the Use of Social Media between Chinese and American Government   12/2011-03/2012

2. Design a Website: "Activities Time" with *Patent Number*: 2012SR084082   04/2012-06/2012

TEACHING

INTERESTS

Management Information Systems, Database Management, Business Statistics, Applied Econometric, Web Scraping with Python, Data Visualization with R, Operations Management

COURSES TAUGHT

School of Business, University of Connecticut
- Instructor, Operations Management (OPIM 3104)
  - Spring 2018, Teaching Evaluation: 4 out of 5, Class Size: 144
  - Summer 2018, Teaching Evaluation: 5 out of 5, Class Size: 16

- Instructor, Management Information Systems (OPIM 3103)
  - Fall 2018, Teaching Evaluation: 3 out of 5, Class Size: 44
- Teaching Assistant, Business Information Systems (OPIM 3103)
  - Fall 2015, Spring 2016, Fall 2016, Spring 2017

PROFESSIONAL SERVICES

Program Committee: Workshop on Information Technologies and Systems (WITS) 2018, ICIS (International Conference on Information Systems) 2018

AWARDS

1. GE Global Research Fellowship, $1500

School of Business, University of Connecticut	School level	04/2019

2. PhD Program-wide Outstanding PhD Scholar Award, $5000

School of Business, University of Connecticut	School level	09/2018

3. GE Capital Global Scholarship, $1500

School of Business, University of Connecticut	School level	07/2018

4. Peter Shanley Scholarship, $7700

School of Business, University of Connecticut	University level	01/2018

5. Departmental Outstanding Ph.D. Student Scholar Awards, $2000

School of Business, University of Connecticut	School level	09/2017

6. Graduate National Scholarship, ¥20000	National Education Department	National level	10/2014
7. Outstanding Graduates of Beijing	Beijing Education Commission	Province level	06/2013
8. Outstanding Bachelor Thesis	Renmin University of China	University level	05/2013

INTERNSHIP EXPERIENCES

1. School of Information Resource Management	Renmin University of China	09/2013-06/2015
2. University Office	Renmin University of China	02/25/2013-07/01/2013
3. Siemens (China) Co. Ltd.	Beijing	07/31/2012-08/31/2012

SOCIAL ACTIVITIES

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

SKILLS

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

LANGUAGES

JLPT (The Japanese-Language Proficiency Test) N1 (PASS)   01/25/2014
JLPT (The Japanese-Language Proficiency Test) N2 (PASS)   08/24/2014

INTERESTS

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