Hongfei Li

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EDUCATION

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

Research Interests

- Business analytics in emerging online platforms, such as platforms for professional services and paid Q&A
- 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 3rd 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 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

Working Papers

1. 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. Targeted at *Management Science* (Estimated Submission Date: August 2019)

Conference presentations: SCECR 2019

2. 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

Teaching Interests

Management Information Systems, Machine Learning, Database Management, Applied 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
- Instructor, Business Information Systems (OPIM 3103)
    - Fall 2018, Teaching Evaluation: 3.9 out of 5, Class Size: 44
- Teaching Assistant, Business Information Systems (OPIM 3103)
    - Fall 2015, Spring 2016, Fall 2016, Spring 2017

HONORS AND AWARDS

- 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

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

- 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

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

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

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

Chinese, English, Japanese (passed JLPT N2, N1)

HOBBIES

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

REFERENCES

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
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Jing Peng (jing.peng@uconn.edu)
Assistant Professor, Operations and Information Management
School of Business, University of Connecticut
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Jan Stallaert (jan.stallaert@uconn.edu)
Director, Center for Advancement of Business Analytics
Professor, Operations and Information Management
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Website: https://www.business.uconn.edu/person/jan-stallaert/