

PhD Summer Camp

About Me

Xi Li

Professor of Marketing

Director, Asia Case Research Centre

Associate Director, Institute of Digital Economy & Innovation

I use both analytical and empirical methods to understand the role of data in firms' marketing decisions.

What is this?



It is a phone cradle.

Why do people spend money buying it?





Matthew Brennan @mbrennanchina · May 14, 2019

Chinese phone cradle for boosting your phone's daily step count. Some insurance companies in China allow people who consistently reach a certain daily step count to get discounted health insurance premiums.



Lê Nguyễn Hoàng (Science4All) @le_science4all · May 14, 2019

Replying to @mbrennanchina

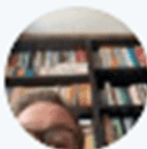
Aka adversarial poisoning attack on data-driven algorithms...



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97



Graeme Douglas ✓ @graemedouglas · May 14, 2019

Replying to @mbrennanchina and @BBHLabs

Not just China - Vitality does this in the U.K.



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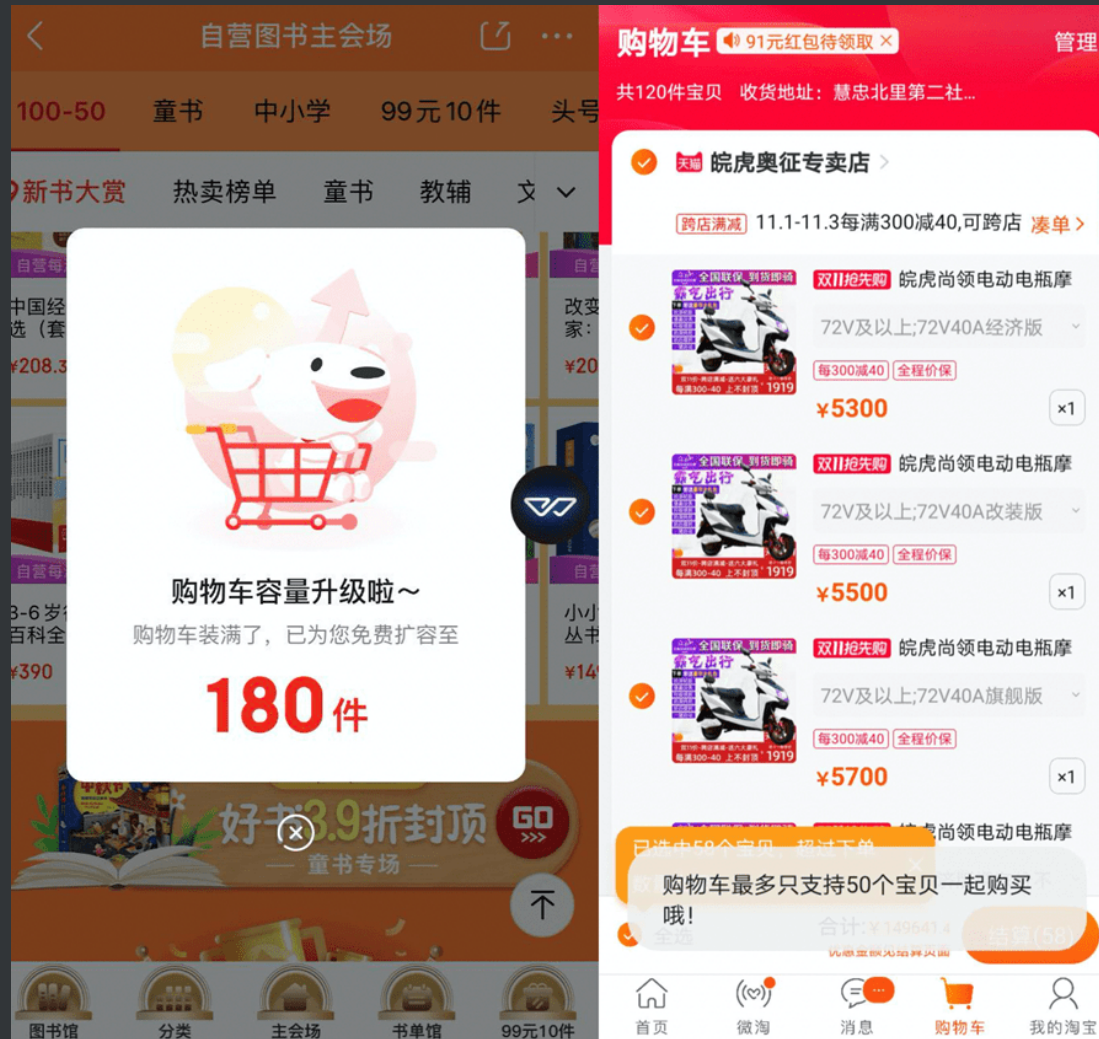
Beating the Algorithm: Consumer Manipulation, Personalized Pricing, and Big Data Management

Xi Li,^a Krista J. Li^{b,*}

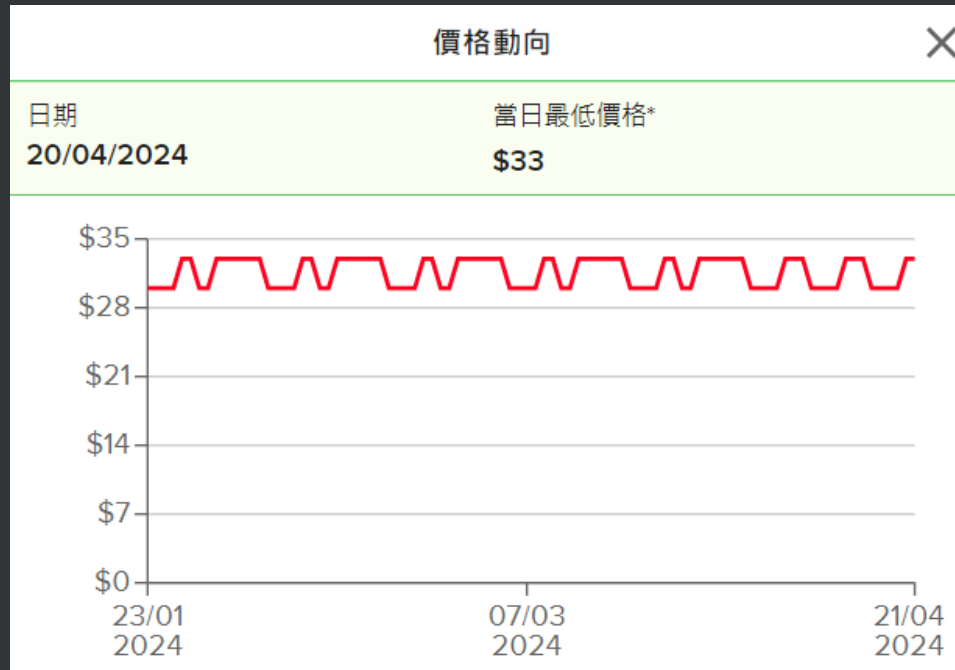
^a Faculty of Business and Economics, The University of Hong Kong, Hong Kong; ^b Kelley School of Business, Indiana University, Bloomington, Indiana 47405

*Corresponding author

Contact: xili@hku.hk,  <https://orcid.org/0000-0002-7081-0880> (XL); kjli@indiana.edu,  <https://orcid.org/0000-0002-5037-9202> (KJL)



Why does Taobao offer a shopping cart, but PDD does not?



Why does HKTV Mall disclose historical prices?

Thank you.