

Yili Hong

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in yilihong

Academic Positions

- 2014–
Assistant Professor, Information Systems Department
W. P. Carey School of Business, Arizona State University, Tempe, AZ.
- 2009–2014
Instructor and Research Assistant, Management Information Systems Department
Fox School of Business, Temple University, Philadelphia, PA.

Education

- 2009–2014
Ph.D. in Business Administration,
Fox School of Business, Temple University, Philadelphia, PA, *MIS*.
Dissertation Title: Three Essays on Global Online Labor Markets for IT Services (Chair: Paul A. Pavlou)
Awards: *ACM SIGMIS Dissertation Award* (winner) and *INFORMS ISS Nunamaker-Chen Award* (runner-up)
- 2005–2009
B.A. Management, Beijing Foreign Studies University, Beijing, China, *School of International Business*.
Graduation with Excellence
- 2005–2009
B.A. English, Beijing Foreign Studies University, Beijing, China, *School of International Business*.

Professional Recognition & Awards

- 2015
CIBER Grant Award, Department of Education.
- 2015
NET Institute Grant, NET Institute.
- 2014
ACM SIGMIS Doctoral Dissertation Award, AIS and ACM.
- 2014
Nunamaker-Chen Dissertation Award runner-up, ISS, INFORMS.
- 2014
Best Dissertation Award, Fox School of Business, Temple University.
- 2014
ICIS Best Conference Paper Nomination, AIS.
- 2014
NET Institute Grant, NET Institute.
- 2014
Dean's Outstanding Publication Award, Fox School of Business, Temple University.
- 2014
Beta Gamma Sigma International Honor Society, Beta Gamma Sigma.
- 2013
ICIS Doctoral Consortium Fellow, AIS.
- 2013
Distinguished Award for Excellence in Teaching, Temple University.
- 2013
NET Institute Grant, NET Institute.
- 2013
CIBER Grant Award, Department of Education.
- 2013
Harry A. Cochran Award for Research Excellence, Fox School of Business, Temple University.

- 2013 ● Best Dissertation Proposal Award, Fox School of Business, Temple University.
- 2013 ● Lynne A. Cronfield Foundation Research Award, Temple University.
- 2013 ● ICIS Best Conference Paper runner up, AIS.
- 2013 ● AMCIS Best Conference Paper runner up, AIS.
- 2011 ● CIBER Grant Award, Department of Education.
- 2009 ● Graduation with Excellence, Beijing Foreign Studies University.
- 2008 ● Outstanding Language Specialist, International Olympics Committee.

Journal Publications

- 2015 ● Yili Hong, Chong Wang & Paul Pavlou, Comparing Open and Sealed Bid Auctions: Evidence from Online Labor Markets, *Information Systems Research*, Forthcoming.
- 2014 ● Yili Hong & Paul Pavlou, Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents, *Information Systems Research*, 25(2), pp. 328–334.
- 2012 ● Dimoka, A., Hong, Y. & Pavlou, P. A., On Product Uncertainty in Online Markets: Theory and Evidence, *MIS Quarterly*, 36(2), pp. 395–426.
- 2011 ● Wang, S., Hong, Y., Archer, N. & Wang, Y., Modeling the Success of Small and Medium Sized Online Vendors in Business to Business Electronic Marketplaces in China: A Motivation–Capability Framework, *Journal of Global Information Management*, 19(4), pp. 45–75.

Conference Proceedings/Presentations

- 2015 ● Kanat, I., Hong, Y. & Raghu, T. S., Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis, *Workshop on Information Systems and Economics*, Dallas, TX.
- 2015 ● Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V., What Are Social Incentives Worth?, in *Proceedings of the International Conference on Information Systems*, Dallas, TX.
- 2015 ● Hong, Y., Hu, Y. & Burtch, G., Social Broadcasting or Social Sharing? Understanding the Crowd's Contribution to Public vs. Private Goods in Crowdfunding Campaigns, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- 2015 ● Huang, N., Hong, Y. & Burtch, G., Anonymity and Language Usage: A Natural Experiment of Social Network Integration, in *Proceedings of the NET Institute Conference*, New York, NY.
- 2015 ● Zheng, Z., Hong, Y. & Pavlou, P., Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- 2015 ● Huang, N., Hong, Y. & Burtch, G., Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- 2015 ● Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V., What Are Social Incentives Worth?, in *Conference on Information Systems and Technology*, Philadelphia, PA.
- 2015 ● Hong, Y., Hu, Y. & Burtch, G., Crowd's Contribution to Public versus Private Goods in Crowdfunding Campaigns, in *Conference on Information Systems and Technology*, Philadelphia, PA.
- 2015 ● Zheng, Z., Hong, Y. & Pavlou, P., Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets, *INFORMS Annual Meeting*, Philadelphia, PA.

2015 • Liu, Y., Chen, P. & Hong, Y., The Effect of Rating System Design on Negativity Bias, *INFORMS Annual Meeting*, Philadelphia, PA.

2015 • Burtch, G., Hong, Y., Bapna, R. & Griskevicius, V., What Are Social Incentives Worth?, in *CODE@MIT Conference*, Cambridge, MA.

2015 • Zheng, Z., Hong, Y. & Pavlou, P., On Service Employers' Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery, in *proceedings of the 21st Americas Conference on Information Systems*, Puerto Rico.

2015 • Zheng, Z., Hong, Y. & Pavlou, P., How do Price Dispersion and Quality Dispersion Affect Employer's Hiring Decisions in Online Labor Markets, *The 11th Symposium on Statistical Challenges in eCommerce Research*, Addis Ababa, Ethiopia.

2014 • Liu, Y., Chen, P. & Hong, Y., The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, *Workshop on Information Systems Economics*, Auckland, New Zealand.

2014 • Burtch, G. & Hong, Y., What Happens When Word of Mouth Goes Mobile?, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.

– Nominated for the ICIS 2014 Best Paper Award

2014 • Liu, Y., Chen, P. & Hong, Y., The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in *Proceedings of the 35th International Conference on Information Systems*, Auckland, New Zealand.

2014 • Zheng, Z., Hong, Y. & Pavlou, P., Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets, in *The 10th Symposium on Statistical Challenges in eCommerce Research*, Tel Aviv, Israel.

2014 • Liu, Y., Chen, P. & Hong, Y., The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in *INFORMS Annual Meeting*, San Francisco, California.

2013 • Hong, Y., Chen, P. & Hitt, L., Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications, in *Workshop on Information Systems Economics*, Milan, Italy.

2013 • Hong, Y., Pavlou, P. A. & Chen, P., Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy.

2013 • Shi, N., Hong, Y., Wang, K. & Pavlou, P. A., Social Commerce Beyond Word of Mouth: Role of Social Distance and Social Norms in Online Referral Incentive Systems, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy.

2013 • Hong, Y., Wang, C. & Pavlou, P. A., Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets, in *Conference on Information Systems and Technology*, Minneapolis, Minnesota.

2013 • Hong, Y., Wang, C. & Pavlou, P. A., Does Auction Mechanism Affect Bidder Behavior and Market Performance? Evidence from Sealed and Open Bids Auctions in An Online Labor Market, in *The 9th Symposium on Statistical Challenges in eCommerce Research*, Lisbon, Portugal.

2013 • Hong, Y. & Pavlou, P. A., Are Global Labor Markets Truly "Flat"? Global Frictions, Labor Arbitrage and Reputation in Online Labor Markets, in *The 9th Symposium on Statistical Challenges in eCommerce Research*, Lisbon, Portugal.

2013 • Hong, Y., Wang, C. & Pavlou, P. A., Does Auction Design Affect Bidder Behavior and Market Performance? Evidence from Crowdsourcing Platforms, in *INFORMS Marketing Science Society Conference*, Istanbul, Turkey.

2012
 Hong, Y., Chen, P. & Hitt, L., Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice, in *Proceedings of the 33th International Conference on Information Systems*, Orlando, Florida.

– Awarded ICIS 2012 Runner-up Best Paper Award

2012
 Hong, Y. & Pavlou, P. A., Cost-based, Competitive and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *Proceedings of the 33th International Conference on Information Systems*, Orlando, Florida.

2012
 Hong, Y., Chen, P. & Hitt, L., Implications of Online Product Review Variance for Product Categorization, in *The 8th Symposium on Statistical Challenges in eCommerce Research*, Montreal, Canada.

2012
 Hong, Y., Pavlou, P. A. & Chen, P., Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in *The 8th Symposium on Statistical Challenges in eCommerce Research*, Montreal, Canada.

2012
 Hong, Y. & Pavlou, P. A., Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *The Academy of Management Conference (AOM) Best Paper Proceedings*, Boston, Massachusetts.

2012
 Shi, N., Hong, Y., Wang, K. & Pavlou, P. A., Social Commerce in a Networked Society: Considering Social Distance and Norms in Referral Incentive Mechanisms for Online Business, in *Proceedings of the 18th Americas Conference in Information Systems*, Seattle, Washington.

2012
 Yuan, W., Hong, Y., Pavlou, P. A., Do Consumers Trust Online Product Reviews? An Experimental Study of Biases in Online Product Reviews, in *Proceedings of the 18th Americas Conference in Information Systems*, Seattle, Washington.

2012
 Shi, N., Hong, Y., Huang, L. & Wang, K., The Effects of Social Distance on Proposer's Offer and Responder's Intention to Accept in Online Referral Bonuses Programs under Chinese Setting, in *Proceedings of the 14th Annual International Conference on Electronic Commerce*, Singapore.

2011
 Hong, Y. & Pavlou, P., Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *Workshop on Information Systems Economics*, Shanghai, China.

2011
 Hong, Y., Pavlou, P. & Chen, P., Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in *Workshop on Information Systems Economics*, Shanghai, China.

2010
 Hong, Y. & Pavlou, P., Fit Does Matter! An Empirical Study on Product Fit Uncertainty in Online Marketplaces, in *Proceedings of the 31th International Conference on Information Systems*, St. Louis, Missouri.

2010
 Wattal, S., Hong, Y. & Mandviwalla, M., Is IT the Great Equalizer? A Social Class Based Longitudinal Analysis of Technology Diffusion, in *Proceedings of the 31th International Conference on Information Systems*, St. Louis, Missouri.

2010
 Hong, Y. & Pavlou, P., Product Uncertainty in the Online Marketplaces in China: An Econometric Model, in *Proceedings of the 16th Americas Conference in Information Systems*, Lima, Peru.

Invited Seminars

2014
 Center for International Business Education and Research, Temple University, Philadelphia, PA.

2013
 W. P. Carey School of Business, Arizona State University, Tempe, AZ.

2013
 McIntire School of Commerce, University of Virginia, Charlottesville, VA.

2013
 Nanyang Business School, Nanyang Technological University, Singapore.

2013	School of Business, Hong Kong University of Science and Technology, Hong Kong.
2013	School of Business, City University of Hong Kong, Hong Kong.
2011	School of Business, Renmin University of China, Beijing, China.
2011	School of Business, University of Electronic Science and Technology of China, Chengdu, China.

Grants

2015	CIBER Grant Award, Department of Education, \$2,500, (with Alvin Zheng and Paul Pavlou).
2015	NET Institute Grant, NET Institute, \$3,000, (with Ni Huang and Gord Burtch).
2014	Hong Kong RGC General Grant, Research Grants Council of Hong Kong, (with Alex Wang).
2014	NET Institute Grant, NET Institute, \$3,000, (with Pei-yu Chen and Lorin Hitt).
2013	CIBER Grant Award, Department of Education, \$5,000, (with Paul Pavlou).
2013	NET Institute Grant, NET Institute, \$3,000, (with Alex Wang and Paul Pavlou).
2011–2014	Young Scholars Forum Grant, Temple University, multiple grants, \$14,800.
2010	CIBER Grant Award, Department of Education, \$5,000, (with Paul Pavlou).

Teaching

2014–	CIS 360 - Business Database Concepts, W. P. Carey School of Business, Arizona State University.
2014–2015	CIS 315 - Introduction to Business Data Analytics, W. P. Carey School of Business, Arizona State University.
2013	MRKT 3502 - Information Management and Marketing Strategy, Fox School of Business, Temple University.
2012–2013	MIS 2502 - Business Analytics, Fox School of Business, Temple University.

Work and Selected Consulting Experience

2014–	External Researcher, Meishijie, Beijing, China.
2014–	External Researcher, Yamibuy, California.
2014–	External Researcher, fits.me, Estonia.
2012	External Researcher, 08Piao, Xi'an, China.
2010–	External Researcher, freelancer Ltd., New South Wales, Australia.
2008–2009	Intern Analyst, China International Capital Corporation (CICC), Beijing, China.

2008 ● Language Specialist, The 29th International Olympic Games, Beijing, China.

University Services

2015–2016 ■ Personnel Committee (DISPAT), elected member, ASU.

2015 ● Faculty recruiting committee, elected member, ASU.

2014–2015 ■ Research workshop committee, member, ASU.

2014–2015 ■ Undergrad program committee, member, ASU.

2014 ● Ph.D. program committee, member, ASU.

Academic Services

2014–2015 ■ Program committee member, Conference on Information Systems and Technology.

2014–2015 ■ Associate Editor, International Conference on Information Systems.

2015 ● Mini-Track Chair, America's Conference on Information Systems.

2013 ● Program committee member, International Conference on Electronic Commerce.

2012 ● Arrangements Co-chair, MIS Academic Leadership Conference.

Referee Services

Management Science, Information Systems Research, MIS Quarterly, Journal of AIS, Decision Support Systems, Decision Sciences Journal, European Journal of Information Systems, Information Systems Journal, Information & Management, IJITDM, Hong Kong Research Grant Council

Computer Skills

- **Operation Systems:** Mac OS, Linux
- **Statistical Packages:** Stata, SAS, R, Pandas, SPSS
- **Programming Languages:** C, Python, HTML, PHP, Javascript, bash, \LaTeX
- **Database Management Systems:** MySQL, PostgreSQL, SQLite, SQL Server (MS), Access (MS)

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