Yili Hong

	Academic Positions
2014-	Tenure-track Assistant Professor, Department of Information Systems W. P. Carey School of Business, Arizona State University, <i>Tempe</i> , AZ.
2009–2014	Instructor and Research Assistant, Department of Management Information Systems Fox School of Business, Temple University, <i>Philadelphia</i> , <i>PA</i> .
	Education
2009–2014	Ph.D. in Business Administration (Management Information Systems Concentration), Fox School of Business, Temple University, <i>Philadelphia</i> , <i>PA</i> . Dissertation: 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, School of International Business, Beijing Foreign Studies University, Beijing, China. Graduation with Excellence
2005–2009	B.A. English, School of International Business, Beijing Foreign Studies University, Beijing, China.
	Professional Recognition $\mathring{\sigma}$ Awards
2016	Google Cloud Platform Education Grants, Google.
2016	NET Institute Grant, NET Institute.
2016	Outstanding Teaching Award, Department of Information Systems, Arizona State University.
2016	Amazon AWS Grant, Amazon.
	CIBER Grant Award, Department of Education.
2015	NET Institute Grant, NET Institute.
2014	ACM SIGMIS Doctoral Dissertation Award (winner), Association for Information Systems and Association for Computing Machinery.
2014	$Nunamaker-Chen\ Dissertation\ Award\ (runner-up),\ Information\ Systems\ Society,\ INFORMS.$
2014	Best Dissertation Award (winner), Fox School of Business, Temple University.
2014	ICIS Best Conference Paper Nomination, Association for Information Systems.

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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, Association for Information Systems.
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 (winner), Fox School of Business, Temple University.
2013	Lynne A. Cronfield Foundation Research Award, Temple University.
2012	ICIS Best Conference Paper (runner up), Association for Information Systems.
2012	AMCIS Best Conference Paper (runner up), Association for Information Systems.
2011	CIBER Grant Award, Department of Education.
2009	Graduation with Excellence, Beijing Foreign Studies University.
2008	Outstanding Language Specialist, International Olympics Committee.
	Journal Publications
2016	Yili Hong, Ni Huang, Gord Burtch, & Chunxiao Li, Culture, Conformity and Emotional Suppression in Online Reviews, <i>Journal of the Association for Information Systems</i> , forthcoming & aisel.aisnet.org/jais/forthcoming.html.
2016	Ni Huang, Gord Burtch, Yili Hong, & Evan Polman, Effects of Multiple Psychological Distances on Construal and Consumer Evaluation: A Field Study of Online Reviews, Journal of Consumer Psychology, forthcoming 10.1016/j.jcps.2016.03.001.
2016	Yili Hong, Chong Wang & Paul A. Pavlou, Comparing Open and Sealed Bid Auctions: Evidence from Online Labor Markets, <i>Information Systems Research</i> (27:1), pp. 49–69 10.1287/isre.2015.0606. Summary of the findings featured in LSE Business Review.
2014	Yili Hong, & Paul A. Pavlou, Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents, <i>Information Systems Research</i> (25:2), pp. 328–344 10.1287/isre.2014.0520.
	Angelika Dimoka, Yili Hong , & Paul A. Pavlou, On Product Uncertainty in Online Markets: Theory and Evidence, <i>MIS Quarterly</i> (36:2), pp. 395–426 @ aisel.aisnet.org/misq/vol36/iss2/6/.

Yili Hong **4** 09/03/2016 2/10

Shan Wang, Yili Hong, Norm Archer & Youwei Wang, 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

10.4018/jgim.2011100103.

BOOK CHAPTER AND REPORTS

2013

Shan Wang, Yili Hong, Norm Archer & Youwei Wang, Modeling the Success of Small and Medium Sized Online Vendors in Business to Business Electronic Marketplaces in China, Global Diffusion and Adoption of Technologies for Knowledge and Information Sharing Chapter 14, pp. 309–340, IGI Global.

60 10.4018/978-1-4666-2142-8.ch014.

2013

Yili Hong, & Paul A. Pavlou, Online Labor Markets: An Informal Freelancer Economy, *IBIT Report*

Conference Proceedings/Presentations

Ziru Li, John Zhang, & Yili Hong, Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry, *INFORMS Annual Meeting*, Nashville, TN.

Chen Liang, Yili Hong, & Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, in Conference on Information Systems and Technology (CIST), Nashville, TN.

Yili Hong, Bin Gu, Gord Burtch, Ni Huang, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, in Conference on Information Systems and Technology (CIST), Nashville, TN.

Yili Hong, Bin Gu, Gord Burtch, Ni Huang, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating Public Goods Contribution via Performance Feedback: Evidence from a Crowdsourcing Recipe Application, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.

Yili Hong, Bin Gu, Gord Burtch, Ni Huang, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating Public Goods Contribution via Performance Feedback: Evidence from a Crowdsourcing Recipe Application, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.

Yuheng hu, Yili Hong, Modeling and Predicting Social Media Engagement in Real-World Events, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.

⁶ Chen Liang, Yili Hong, & Bin Gu, Moral Hazards and Effects of IT-enabled Monitoring Systems in Online Labor Markets, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.

⁶ Ziru Li, John Zhang, & Yili Hong, Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.

Yili Hong ***** 09/03/2016 3/10

2016	Irfan Kanat, Yili Hong, Bin Gu, Raghu Santanam, If You Let Them Build It, They Will Stay! An Empirical Study of Add-on Content and User Engagement, 50th Hawaii International Conference on System Sciences (HICSS), Hawaii, US.
2016	Yili Hong, Bin Gu, Gord Burtch, Ni Huang, Chen Liang, Kanliang Wang, Dongpu Fu, & Bo Yang, Stimulating User-Generated Content via Performance Feedback: A Randomized Mobile Field Experiment, <i>Proceedings of the International Conference on Information Systems (ICIS)</i> , Dublin, Ireland.
2016	Liang Chen, Yili Hong, & Bin Gu, Effects of IT-enabled Monitoring Systems in Online Labor Markets, <i>Proceedings of the International Conference on Information Systems (ICIS)</i> , Dublin, Ireland.
2016	Ziru Li, John Zhang, & Yili Hong, Do Ride Sharing Services Affect Traffic Congestion? An Empirical Study of Uber Entry, <i>Proceedings of the International Conference on Information Systems (ICIS)</i> , Dublin, Ireland.
2016	Yuheng Hu, & Yili Hong, Analyzing Location Disclosure Behavior on Instagram, Annual International Conference on Computational Social Science (ICCSS2016), Evanston, Illinois.
2016	Yili Hong, Bin Gu, Chen Liang, Gord Burtch, & Ni Huang, Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment, <i>Statistical Challenges in eCommerce Research (SCECR)</i> , Naxos, Greece.
2016	Gord Burtch, Yili Hong, Ravi Bapna, & Vlad Griskevicius, Motivating Action And Effort: Stimulating Online Reviews By Combining Financial Incentives And Social Norms, Winter Conference on Business Intelligence (WCBI), Snowbird, UT.
2015	Irfan Kanat, Yili Hong, & Raghu Santanam, Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis, Workshop on Information Systems and Economics (WISE), Dallas, TX.
2015	Gord Burtch, Yili Hong, Ravi Bapna & Vlad Griskevicius, What Are Social Incentives Worth?, in Proceedings of the International Conference on Information Systems (ICIS), Dallas, TX.
2015	Yili Hong, Yuheng Hu, & Gord Burtch, 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	Ni Huang, Yili Hong , & Gord Burtch, Anonymity and Language Usage: A Natural Experiment of Social Network Integration, in <i>Proceedings of the NET Institute Conference</i> , New York, NY.
2015	Zuyin Zheng, Yili Hong, & Paul A. Pavlou, Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets, in Proceedings of the International Conference on Information Systems (ICIS), Dallas, TX.
2015	Gord Burtch, Yili Hong, Ravi Bapna, & Vlad Griskevicius, What Are Social Incentives Worth, in Conference on Information Systems and Technology (CIST), Philadelphia, PA.
2015	Yili Hong, Yuheng Hu, & Gord Burtch, Crowd's Contribution to Public versus Private Goods in Crowdfunding Campaigns, in Conference on Information Systems and Technology (CIST). Philadelphia, PA

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nology (CIST), Philadelphia, PA.

2015	Zuyin Zheng, Yili Hong, & Paul A. Pavlou, Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets, <i>INFORMS Annual Meeting</i> , Philadelphia, PA.
2015	Ying Liu, Pei-yu Chen, & Yili Hong, The Effect of Rating System Design on Negativity Bias, INFORMS Annual Meeting, Philadelphia, PA.
2015	Gord Burtch, Yili Hong, Ravi Bapna & Vlad Griskevicius, What Are Social Incentives Worth?, in CODE@MIT Conference, Cambridge, MA.
2015	Zuyin Zheng, Yili Hong, & Paul A. Pavlou, 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 (AMCIS), Puerto Rico.
2015	Zuyin Zheng, Yili Hong, & Paul A. Pavlou, How do Price Dispersion and Quality Dispersion Affect Employer's Hiring Decisions in Online Labor Markets, <i>The 11th Symposium on Statistical Challenges in eCommerce Research (SCECR)</i> , Addis Ababa, Ethiopia.
2014	Ying Liu, Pei-yu Chen, & Yili Hong, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, Workshop on Information Systems Economics (WISE), Auckland, New Zealand.
2014	Gord Burtch, & Yili Hong, 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 Conference Paper
2014	Ying Liu, Pei-yu Chen, & Yili Hong, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in Proceedings of the 35th International Conference on Information Systems (ICIS), Auckland, New Zealand.
2014	Zuyin Zheng, Yili Hong, & Paul A. Pavlou, Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets, in The 10th Symposium on Statistical Challenges in eCommerce Research (SCECR), Tel Aviv, Israel.
2014	Ying Liu, Pei-yu Chen, & Yili Hong, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in INFORMS Annual Meeting, San Francisco, California.
2013	Yili Hong, Pei-yu Chen, & Lorin Hitt, Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications, in Workshop on Information Systems Economics (WISE), Milan, Italy.
2013	Yili Hong, Paul A. Pavlou, & Pei-yu Chen, Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information, in Proceedings of the 34th International Conference on Information Systems (ICIS), Milan, Italy.
2013	Nan Shi, Yili Hong, Kanliang Wang, & Paul A. Pavlou, 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 (ICIS), Milan, Italy.
2013	Yili Hong, Chong Wang, & Paul A. Pavlou, Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets, in Conference on Information Systems and Technology (CIST), Minneapolis, Minnesota.

Yili Hong **4** 09/03/2016 5/10

2013	Yili Hong, Chong Wang, & Paul A. Pavlou, 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
2013	(SCECR), Lisbon, Portugal. Yili Hong, & Paul A. Pavlou, 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 (SCECR), Lisbon, Portugal.
2013	Yili Hong, Chong Wang, & Paul A. Pavlou, Does Auction Design Affect Bidder Behavior and Market Performance? Evidence from Crowdsourcing Platforms, in INFORMS Marketing Science Society Conference, Istanbul, Turkey.
2012	Yili Hong, Pei-yu Chen, & Lorin Hitt, Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice, in Proceedings of the 33th International Conference on Information Systems (ICIS), Orlando, Florida. - Awarded ICIS 2012 Runner-up Best Conference Paper
2012	Yili Hong, & Paul A. Pavlou, Cost-based, Competitive and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in Proceedings of the 33th International Conference on Information Systems (ICIS), Orlando, Florida.
2012	Yili Hong, Pei-yu Chen, & Lorin Hitt, Implications of Online Product Review Variance for Product Categorization, in The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR), Montreal, Canada.
2012	Yili Hong, Paul A. Pavlou, & Pei-yu Chen, Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in The 8th Symposium on Statistical Challenges in eCommerce Research (SCECR), Montreal, Canada.
2012	Yili Hong, & Paul A. Pavlou, 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	Nan Shi, Yili Hong, Kanliang Wang, & Paul A. Pavlou, 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 (AMCIS), Seattle, Washington. – Awarded AMCIS 2012 Runner-up Best Conference Paper
2012	Wenjuan Yuan, Yili Hong, & Paul A. Pavlou, 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 (AMCIS), Seattle, Washington.
2012	Nan Shi, Yili Hong, Liqiang Huang, & Kanliang Wang, 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 (ICEC), Singapore.
2011	Yili Hong, & Paul A. Pavlou, Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in Workshop on Information Systems Economics (WISE), Shanghai, China.
2011	Yili Hong, Paul A. Pavlou, & Pei-yu Chen, Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in Workshop on Information Systems Economics (WISE), Shanghai, China.

Yili Hong **4** 09/03/2016 6/10

2010	on Information Systems (ICIS), St. Louis, Missouri. Sunil Wattal, Yili Hong, & Munir Mandviwalla, Is IT the Great Equalizer? A Social
	Class Based Longitudinal Analysis of Technology Diffusion, in Proceedings of the 31th International Conference on Information Systems (ICIS), St. Louis, Missouri.
2010	Yili Hong, & Paul A. Pavlou, Product Uncertainty in the Online Marketplaces in China: An Econometric Model, in Proceedings of the 16th Americas Conference in Information Systems (AMCIS), Lima, Peru.
	Media Mentions
2016	ASU, On-demand work: Choosing inclusivity over exclusivity.
	LSE Business Review, Online job auctions are more successful when bids are open for all to see, London School of Economics and Political Science.
2016	Spektrum der Wissenschaft, Weiter weg und langer her gefallt uns besser, von Lars Fischer.
	ReviewTrackers, Research Uncovers Tactics in Customer Feedback Management.
2016 •	Business Standard, Wait longer for feedback to boost service ratings online, IANS.
2016	ZeeNews, Long wait for feedback can boost service ratings online.
2016	ScienceDaily, How to boost online ratings, Society for Consumer Psychology.
	AAAS, How to boost online ratings, The American Association for the Advancement of Science.
	FoxPhD, Fox PhD graduate wins 1st place in prestigious doctoral dissertation award.
2015	FoxMIS, Kevin Hong wins doctoral dissertation award.
	Invited Seminars
2016 ————————————————————————————————————	Information Systems Research Workshop, Arizona State University, $Tempe,\ AZ.$
	Center for International Business Education and Research, Temple University, <i>Philadelphia</i> , <i>PA</i> .
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.

Yili Hong **4** 09/03/2016 7/10

School of Business, University of Electronic Science and Technology of China, Chengdu,

2011

China.

	Grants
2016	Google Cloud Platform Education Grants, Google, \$11,100.
2016	NET Institute Grant, NET Institute, \$4,500 (with Chen Liang and Bin Gu).
2016	Amazon AWS Grant, Amazon, \$5,000.
2015	CIBER Grant Award, Department of Education, \$2,500 (with Alvin Zheng and Paul A. 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 A. Pavlou).
2013	NET Institute Grant, NET Institute, \$3,000 (with Alex Wang and Paul A. Pavlou).
2011–2015	Young Scholars Forum Grant, Fox School of Business, Temple University, <i>multiple grants</i> \$18,800.
2010	CIBER Grant Award, Department of Education, $\$5,000$ (with Paul A. Pavlou).
2014- 2014-2015 2013 2012-2013	TEACHING CIS 360 - Business Database Concepts, W. P. Carey School of Business, Arizona State University. CIS 315 - Introduction to Business Data Analytics, W. P. Carey School of Business, Arizona State University. MRKT 3502 - Information Management and Marketing Strategy, Fox School of Business, Temple University. MIS 2502 - Business Analytics, Fox School of Business, Temple University.
2014-	WORK AND SELECTED CONSULTING EXPERIENCE External Researcher, Meishi, Beijing, China.
2014-	External Researcher, Yamibuy, City of Industry, California.
2014-	External Researcher, fits.me, Estonia.
2012–2013	External Researcher, 08Piao, Xi'an, China.
2010-	External Researcher, freelancer Ltd., New South Wales, Australia.

Yili Hong **4** 09/03/2016 8/10

Intern Analyst, China International Capital Corporation (CICC), Beijing, China.

2008-2009

2008	${\tt Language Specialist, The~29th~International~Olympic~Games,~\textit{Beijing,~China}.}$
	University Services
2016	Research workshop committee, chair, ASU .
2016	Ph.D. program committee, member, ASU .
2016	ASU/NAU/UA Joint IS Workshop, Coordinator, ASU .
2015–2016	5 Personnel Committee (DISPAT), elected member, ASU .
2015	Faculty recruting committee, elected member, ASU .
2014-2015	Research workshop committee, member, ASU .
2014-2016	Undergrad program committee, member, ASU .
2014	Ph.D. program committee, member, ASU .
	Academic Services
	⁷ Associate Editor, Pacific Asia Conference on Information Systems.
2014–2016	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

- o Operating Systems: Linux, Mac OS, Windows
- o Statistical Packages: Stata, R, SAS, SPSS
- o **Programming Languages:** C++, Python, Perl, HTML, CSS, PHP, Javascript, shell scripts, 断权, lisp
- o Database Management Systems: MySQL, PostgreSQL, SQLite, Microsoft SQL Server, Microsoft Access, Google BigQuery, MongoDB

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- \circ Cloud Computing: Amazon Web Services, Google Cloud Platform
- o $\mathbf{Misc:}\ \mathtt{Vim}\ \oplus\ \mathtt{Sublime}\ \mathtt{Text}\ \hookrightarrow\ \mathtt{Spacemacs}$

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