

Hongfei Li

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ACADEMIC EMPLOYMENT

- Department of Decisions, Operations and Technology (renamed), The Chinese University of Hong Kong
 - Assistant Professor, 2023-present
- Department of Decision Sciences and Managerial Economics, The Chinese University of Hong Kong
 - Assistant Professor, 2020-2023

EDUCATION

- Ph.D. in Business Administration, University of Connecticut, 2015-2020
- M.S. in Information Science, Renmin University of China, 2013-2015
- B.S. in Information Systems, Renmin University of China, 2009-2013

RESEARCH

Research Interests

- Business analytics in emerging online platforms
- Applications of artificial intelligence
- Statistical methodology

Publications

1. Hongfei Li, Ramesh Shankar, Jan Stallaert. (2020). [Invested or Indebted: Ex ante and Ex post Reciprocity in Online Knowledge Sharing Communities](#). *ACM Transactions on Management Information Systems*. 11(1), 1-26.
2. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. (2023). [When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services](#). *Information Systems Research*.
3. Ningning Cheng, Hongfei Li, Youngsok Bang. (2023). [P4P Programs and Hospital HIT Adoption](#). *Decision Support Systems*. 164, 113868.
4. Ramesh Shankar, Lei Wang, Kunter Gunasti, Hongfei Li. (2023). Nonverbal Peer Feedback and User Contribution in Online Forums: Experimental Evidence of the Role of Attribution and Emotions. Forthcoming at *Journal of the Association for Information Systems*.

Papers Under Review

1. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. Prepare for 4th Round Review at *Information Systems Research*.
2. Huiyan Chen, Jing Peng, Hongfei Li, Ramesh Shankar. Impact of Refund Policy on Sales of Paid Information Services: The Moderating Role of Product Characteristics. Reject and Resubmit at *Information Systems Research*.
3. Xian Cao, Timothy Folta, Hongfei Li, Ruoqing Zhu (equal contribution). Analyzing the Online Word of Mouth Dynamics: A Novel Approach. Under Review at *Journal of Business Research*.

4. Ningning Cheng, Weiguang Wang, Hongfei Li, Kevin (Yili) Hong. Misinformed Clout: Evidence from a Field Experiment. Under Review at *MIS Quarterly*.
5. Jingyi Jiang, Fei Gao, Hongfei Li. Emotions in Imagery: The Impact of Conveying Positive Emotions on Product Demand Through Multiple-Shot Reviews. Under Review at *Production and Operations Management*.

Conference Presentations

1. Xiao Cao, Frederic Delmar, Dan Hsu, Hongfei Li (equal contribution). Gender Stereotypes and Social Support in the Digital Entrepreneurial Community. *AOM Annual Meeting*, Boston, USA, August 4-8, 2023.
2. Ningning Cheng, Hongfei Li, Weiguang Wang, Kevin (Yili) Hong. Just Like Us: Does Knowledge Fame Influencers. *JUSWIS 2023*, Hong Kong, July 6-8, 2023.
3. Hao Ying, Hongfei Li, Keongtae Kim. The Role of Expertise in NFT Markets from the Perspectives of Traders and Collectors. *The Business of Blockchain Technology*. Miami, USA, May 19-20, 2023.
4. Jingyi Jiang, Hongfei Li, Fei Gao. Do Positive Emotions Always Generate Positive Effect in Online Word-of-Mouth? *SCECR 2022*, Madrid, Spain, June 20-22, 2022.
5. Huiyan Chen, Hongfei Li, Jing Peng, and Ramesh Shankar. How does Enabling Product Returns Affect the Sales of Paid Knowledge-sharing Services? *WISE 2021*, Austin, USA, December 16-17, 2021.
6. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in U.S. *SCECR 2021*, Online, June 17-18, 2021.
7. Huiyan Chen, Hongfei Li, Jing Peng, Ramesh Shankar. The Value of Information: A Comparison Study between *Ex ante* and *Ex post* Consumption of Knowledge. *SCECR 2021*, Online, June 17-18, 2021.
8. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More is Less: The Effect of Add-on Insurance on the Consumption of Professional Services. *WITS 2019*, Munich, Germany, December 18-20, 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.
10. 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.
11. Hongfei Li, Ramesh Shankar, Jan Stallaert. Disentangling the effect of Reciprocity on Online Knowledge Sharing Communities. *CSWIM 2019*, Shenzhen, China, June 29-30, 2019.
12. 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.
13. 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.
14. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. *SCECR 2019*, Hong Kong, China, June 11-12, 2019.
15. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Risky Products. *CIST 2018* (Session: Healthcare), Phoenix, Arizona, November 3-4, 2018.

16. 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.
17. 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.

INVITED TALKS

1. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services. HKU Business School, The University of Hong Kong, Hong Kong, November 16, 2021.
2. Hongfei Li, Jing Peng, Xinxin Li, Jan Stallaert. When More Is Less: The Effect of Add-on Insurance on the Consumption of Professional Services. School of Management and Economics, Beijing Institute of Technology, Beijing, China, July 7, 2021.
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. Renmin Business School, Renmin University of China, Beijing, China, December 25, 2019.

TEACHING

Teaching Interests

Management Information Systems, Database Management, Business Statistics, Econometrics

Teaching Experience

- Instructor, Computer-based Information Systems (DSE 595), The Chinese University of Hong Kong
 - Summer 2023
- Instructor, Econometric Theory and Application (DSME 5121), The Chinese University of Hong Kong
 - Spring 2022
- Instructor, Advanced MIS Research Seminar (DSME 6622), The Chinese University of Hong Kong
 - Spring 2022
- Instructor, Business Information Systems (DSME 2051), The Chinese University of Hong Kong
 - Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023
- Instructor, Business Information Systems ([OPIM 3103](#)), University of Connecticut
 - Fall 2018
- Workshop for Ph.D. Students, Introduction to Neural Network, University of Connecticut
 - Fall 2019
- Instructor, Operations Management ([OPIM 3104](#)), University of Connecticut
 - Spring 2018, Summer 2018
- Teaching Assistant, Business Information Systems (OPIM 3103), University of Connecticut
 - Fall 2015, Spring 2016, Fall 2016, Spring 2017

ACADEMIC SUPERVISION

- Ningning Cheng (Co-advisor, Ph.D. in Information Systems, CUHK, 2020–present)
- Jingyi Jiang (Co-advisor, Ph.D. in Information Systems, CUHK, 2020–2023)
 - Job placement: Dalian Maritime University

HONORS AND AWARDS

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| • 2019-2020 Department Outstanding Scholar Awardees, \$2000 | 03/2020 |
| • Doctoral Student Travel Fellowship (The Graduate School), \$1000 | 02/2020 |
| • Doctoral Dissertation Fellowship from (The Graduate School), \$2000 | 12/2019 |
| • ICIS 2019 Doctoral Consortium | 12/2019 |
| • 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 |

PROFESSIONAL SERVICES

- University Services
Department Ph.D. Qualifying Paper Committee (2021-2023)
- Referee for Journals
Information Systems Research, MIS Quarterly, Production and Operations Management, INFORMS Journal on Data Science, Journal of Management Information Systems, Decision Support Systems, Information & Management
- Conference Program Committee/Referee for Conference/Associate Editor
Workshop on Information Technologies and Systems (WITS) 2018
International Conference on Information Systems (ICIS) 2018-2023
Conference on Information Systems and Technology (CIST) 2019, 2020, 2022, 2023
Pacific Asia Conference on Information Systems (PACIS), 2021, 2023

TECHNICAL SKILLS

R, SQL, Python, Stata, SPSS, G*Power, Navicat

LANGUAGES

Chinese, English, Japanese (JLPT N1 qualified)