

# Hongfei Li

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## ACADEMIC EMPLOYMENT

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- 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

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- 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

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### 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*. 34(1), 363-382.
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*.
5. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. [The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services](#). Forthcoming at *Information Systems Research*.

### Papers Under Review

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

4. Xian Cao, Timothy Folta, Hongfei Li, Ruoqing Zhu (equal contribution). Analyzing the Online Word of Mouth Dynamics: A Novel Approach. Under Review at *Decision Support Systems*.

### Conference Presentations

1. Prasanna Karhade, Hongfei Li, Arun Rai. Betting on China: US-China Trade War and Evolution of the IT Venture Capital Ecosystem. *Workshop on e-Business (WeB) 2023*. Hyderabad, India, December 09, 2023. **(Best paper nomination)**
2. Jingyi Jiang, Ningning Cheng, Hongfei Li, Weiguang Wang. Unpacking the Impact of Self-Customization on Online Professional Services. *2023 Accounting and Business Analytics Conference Macau*. University of Macau, Macau, December 6, 2023.
3. 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.
4. Hao Ying, Hongfei Li, Keongtae Kim. The Role of Expertise in NFT Markets from the Perspectives of Traders and Collectors. *SCECR 2023*. Bogotá, Colombia, June 8-10, 2023.
5. Ningning Cheng, Hongfei Li, Weiguang Wang, Kevin (Yili) Hong. Just Like Us: Does Knowledge Fame Influencers. *JUSWIS 2023*, Hong Kong, July 6-8, 2023.
6. 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.
7. 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.
8. 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.
9. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in U.S. *SCECR 2021*, Online, June 17-18, 2021.
10. 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.
11. 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.
12. 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.
13. 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.
14. Hongfei Li, Ramesh Shankar, Jan Stallaert. Disentangling the effect of Reciprocity on Online Knowledge Sharing Communities. *CSWIM 2019*, Shenzhen, China, June 29-30, 2019.
15. 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.
16. 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.

17. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Professional Service. *SCECR 2019*, Hong Kong, China, June 11-12, 2019.
18. Hongfei Li, Jing Peng, Gang Wang, Xue Bai. Online Diaries and Risky Products. *CIST 2018* (Session: Healthcare), Phoenix, Arizona, November 3-4, 2018.
19. 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.
20. 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

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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

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### Teaching Interests

Management Information Systems, Database Management, Business Statistics, Econometrics

### Teaching Experience

- Chinese University of Hong Kong
  - Database and Big Data Management (DSME 6751), Fall 2023, Spring 2024
  - Computer-based Information Systems (DSE 595), Summer 2023
  - Econometric Theory and Application (DSME 5121), Spring 2022
  - Advanced MIS Research Seminar (DSME 6622), Spring 2022
  - Business Information Systems (DSME 2051), Fall 2020 – Spring 2024
- University of Connecticut
  - Business Information Systems ([OPIM 3103](#)), Fall 2018
  - Operations Management ([OPIM 3104](#)), Spring 2018 – Summer 2018

## ACADEMIC SUPERVISION

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

- Hao Ying (Dissertation committee member, Ph.D. in Information Systems, CUHK, 2023)
  - Initial Job placement: The Hong Kong Polytechnic 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

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- University Services
  - Department Ph.D. Qualifying Paper Committee (2021-2023)
  - Committee Member for Course Design of Ph.D. Program in MIS (December 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

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

## LANGUAGES

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Chinese, English, Japanese (JLPT N1 qualified)

## HOBBIES

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