XINXIN LI

School of Business, University of Connecticut
2100A Hillside Road U1041, Storrs, CT 06269-1041
Email: xinxin.li@uconn.edu

EMPLOYMENT

Treibick Family Chair	School of Business, University of Connecticut, 2022 -
Professor	Operations and Information Management, 2020 -
	School of Business, University of Connecticut
Academic Director	MS in Business Analytics and Project Management, 2019 - 2025
	School of Business, University of Connecticut
Associate Professor	Operations and Information Management, 2013 - 2020
	School of Business, University of Connecticut
Assistant Professor	Operations and Information Management, 2005 - 2013
	School of Business, University of Connecticut

EDUCATION

Ph.D. Operations and Information Management, 2005
The Wharton School, University of Pennsylvania

B.E. Management Information Systems, 2000
The School of Economics and Management, Tsinghua University

RESEARCH

Research Interests

Economics of Emerging Technologies; Digital Platforms; Online Word of Mouth; Social Media; Information Systems and Marketing; Pricing and Competitive Strategies

Refereed Journal Publications

- M. Bai, S. He, X. Li, and A. Sengupta "Ride to Health: The Impact of Ridesharing on Patients' Emergency Care Access," Forthcoming at ***Production and Operations Management***.
- Y. Chu, H. Liu, X. Li, and Q. Liu "Alleles of State Dependence on Online Platforms: A Dynamic Path to Purchase with Variety Seeking and Inertia," Forthcoming at ***MIS Quarterly***.
- Y. Jin, B. Lee, and X. Li "The Curse of Experience in Crowdsourcing Contests and Contest Searches as a Remedy," ***MIS Quarterly***, 50(1), 2026, pp.351–378.
- B. Lee, X. Li, and S. Liu, "The Role of Monitoring Effect in Risk Classification for Personalization Strategies: Evidence from Telematics Adoption," ***Management Science*****,** 71(12), 2025, pp.10122-10143.
- C. Liang, J. Wu and X. Li, "Do 'Likes' in a Brand Community Always Make You Buy More?" ***Information Systems Research*****,** 35(4), 2024, pp.1681-1700.
- Y. Liu, B. Lou, X. Zhao and X. Li, "Unintended Consequences of Advances in Matching Technologies: Information Revelation and Strategic Participation on Gig-Economy Platforms," ***Management Science***, 70(3), 2024, pp.1729-1754.
- J. Gu and X. Li, "Social Sharing, Public Perception, and Brand Competition in a Horizontally Differentiated Market," ***Information Systems Research***, 34(2), 2023, pp.553-569.

- H. Li, J. Peng, X. Li and J. Stallaert, "When More Can Be Less: The Effect of Add-on Insurance on the Consumption of Professional Services," ***Information Systems Research***, 34(1), 2023, pp.363-382.
- F. Zhu, X. Li, E. Valavi and M. Iansiti, "Network Interconnectivity and Entry into Platform Markets," ***Information Systems Research***, 32(3), 2021, pp.1009-1024.
- S. Ba, Y. Jin, X. Li and X. Lu, "One Size Fits All? The Differential Impact of Online Reviews and Coupons," ***Production and Operations Management***, 29(10), 2020, pp.2403-2424.
- R. Guerin, K. Hosanagar, X. Li and S. Sen, "Shared or Dedicated Infrastructures? On the Impact of Reprovisioning Ability," ***MIS Quarterly***, 43(4), 2019, pp.1059-1079.
- B. Lee and X. Li, "The Impact of Online Word of Mouth on Channel Disintermediation for Information Goods," ***Journal of Management Information Systems***, 35(3), 2018, pp.964-993.
- B. Lee, S. Ba, X. Li and J. Stallaert, "Salience Bias in Crowdsourcing Contests," ***Information Systems Research***, 29(2), 2018, pp.401-418.
- B. Li, X. Li, and H. Liu, "Consumer Preferences, Cannibalization and Competition: Evidence from the Personal Computer Industry," ***MIS Quarterly***, 42(2), 2018, pp.661-678.
- X. Li, "Revealing or Non-Revealing: The Impact of Review Disclosure Policy on Firm Profitability," ***MIS Quarterly***, 41(4), 2017, pp.1335-1345.
- Y. Chen, X. Li, and M. Sun, "Competitive Mobile Geo Targeting," ***Marketing Science***, 36(5), 2017, pp.666-682.
- H. Singh, D. Kryscynski, X. Li, and R. Gopal, "Pipes, Pools and Filters: How Collaboration Networks Affect Innovative Performance," ***Strategic Management Journal***, 37(8), 2016, pp.1649-1666.
- X. Li, B. Gu and H. Liu, "Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry," ***Management Science***, 59(6), 2013, pp.1290-1308.
- Y. Chen and X. Li, "Group Buying Commitment and Sellers' Competitive Advantages," ***Journal of Economics & Management Strategy,*** 22(1), 2013, pp. 215-241.
- X. Li and Y. Chen, "Corporate IT Standardization: Product Compatibility, Exclusive Purchase Commitment and Competition Effects," ***Information Systems Research***, 23(4), 2012, pp. 1158-1174.
- X. Li "Group Buying, Buyer Heterogeneity and Seller's Bargaining Power," ***Decision Sciences Journal***, 43(5), 2012, pp. 761-783.
- X. Li, L.M. Hitt and Z.J. Zhang, "Consumer Reviews and Competition in Markets for Repeat Purchase Products," ***Journal of Management Information Systems***, 27(4), 2011, pp. 9-42.
- Y. Hu and X. Li, "Context Dependent Product Evaluations: An Empirical Analysis of Internet Book Reviews," ***Journal of Interactive Marketing***, 25(3), 2011, pp. 123-133.
- R. Gopal, X. Li and R. Sankaranarayanan, "Keyword Based Advertising: Channel Conflict between Search-based and Content-based Advertising," ***Decision Support Systems***, 52(1), 2011, pp. 1-8.
- X. Li and L.M. Hitt, "Price Effects in Online Product Reviews: An Analytical Model and Empirical Analysis," ***MIS Quarterly***, 34(4), 2010, pp. 809-831.
- X. Li and L.M. Hitt, "Self Selection and Information Role of Online Product Reviews," ***Information Systems Research,*** 19(4), 2008, pp. 456-474.

Research Presented at Conferences and Workshops

- "When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness," (with T. Shen, Q. Xu and H. Li) *INFORMS Annual Meeting 2026, November 1-4, San Francisco, CA.*
- "Who Gains When Platforms Limit Publishing? Evidence from Supply-Side Constraints on Generative AI Platforms," (with N. Wang, X. Zhang, and C. Liang) *Conference on Information Systems and Technology (CIST) 2026, October 31-November 1, San Franciso, CA.*
- "When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness," (with T. Shen, Q. Xu and H. Li) *Statistical Challenges in Electronic Commerce Research (SCECR) 2026, June 21-24, Tokyo, Japan.*
- "From Audience to Promoters: The Economics of Fan-Paid Promotion on User-Generated Content Platforms," (with M. Gu and D. Liu) *POMS Annual Conference 2026, May 7-11, Reno, NV.*
- "When Helpful Feels Hurtful: The Impacts of Evaluative AI in Digital Fitness," (with T. Shen, Q. Xu, and H. Li) *Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2025, December 5-6, New York, NY.*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (T. Shen, C. Liang, and C. Li) *Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2025, December 5-6, New York, NY.*
- "From Audience to Promoters: The Economics of Fan-Paid Promotion on User-Generated Content Platforms," (with M. Gu and D. Liu) *Workshop on Information Systems Economics (WISE) 2025, December 17-19, Nashville, TN.*
- "When Data Can't Flow Upstream: Implications of API Training Restrictions on GenAI Providers," (with Z. Wang and Y. Gao) *INFORMS Annual Meeting 2025, October 26-29, Atlanta, GA.*
- "When Data Can't Flow Upstream: Implications of API Training Restrictions on GenAI Providers," (with Z. Wang and Y. Gao) *Conference on Information Systems and Technology (CIST) 2025, October 25-26, Atlanta, GA.*
- "When Data Can't Flow Upstream: Implications of API Training Restrictions on GenAI Providers," (with Z. Wang and Y. Gao) *AI and the Future of Collaborative Innovation 2025, September 11-12, New York, NY.*
- "When Data Can't Flow Upstream: Implications of API Training Restrictions on GenAI Providers," (with Z. Wang and Y. Gao) *AI and the Future of Work, September 4-5, San Fracisco, CA.*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, and C. Li), *Platform Strategy Research Symposium 2025, July 15, Boston, MA.*
- "Regulating Platform Self-Preferencing in Add-on Markets," (with J. Gu and T. Zou), *POMS Annual Conference 2025, May 8-12, Atlanta, GA.*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, and C. Li), *Biz AI Conference: AI in Business Research 2025, March 28-30, Dallas, TX.*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, C. Li, and S. Yuan), *Workshop on Information Systems Economics (WISE) 2024, December 19-20, Bangkok, Thailand.*
- "Capitalizing on the Interplay between Parallel Universes: Location Sponsorship in Location-Based Augmented Reality Gaming," (with M. Gu, Z. Wang, and D. Liu), *Workshop on Information Technologies and Systems (WITS) 2024*, *Dec 19-20, Bangkok, Thailand*.

- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, C. Li, and S. Yuan), *Conference on Information Systems and Technology (CIST) 2024, October 19-20, Seattle, WA.*
- "Shooting Itself in the Foot or Fighting Fire with Fire? An Economic Analysis of Built-in Ad Blockers," (with Z. Liu and D. Liu), *Conference on Information Systems and Technology (CIST) 2024, October 19-20, Seattle, WA.*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, C. Li, and S. Yuan), *China Summer Workshop on Information Management (CSWIM) 2024, June 29-30, Xiamen, China.*
- "Regulating Platform Self-Preferencing in Add-on Markets," (with J. Gu and T. Zou), *POMS International Conference 2024, June 25-27, Istanbul, Turkey*
- "Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior," (with T. Shen, C. Liang, C. Li, and S. Yuan), *Statistical Challenges in Electronic Commerce Research (SCECR) 2024, June 19-21, Lisbon, Portugal.*
- "Dance with Algorithms: Impact of Algorithmic Buyers on Housing Affordability," (with W. Chen, C. Nie, and K. Xie), *Conference on Information Systems and Technology (CIST) 2023, October 14-15, Phoenix, AZ.*
- "Shooting Itself in the Foot or Fighting Fire with Fire? An Economic Analysis of Built-in Ad Blockers," (with Z. Liu and D. Liu), *Workshop on Information Systems Economics (WISE) 2022, December 14-16, Copenhagen, Denmark.*
- "The Coin of AI Has Two Sides: Matching Enhancement and Information Revelation Effects of AI on Gig-Economy Platforms," (with Y. Liu, X. Zhao, and B. Lou), *Platform Strategy Research Symposium 2022, July 19, Boston, MA.*
- "Ride-to-Health: The Impact of Ridesharing on Patients' Emergency Care Access," (with A. Sengupta, S. He, and M. Bai), *Platform Strategy Research Symposium 2022, July 19, Boston, MA.*
- "The Role of Monitoring Effect in Risk Classification for Personalization Strategies: Evidence from Telematics Adoption," (with B. Lee and S. Liu), *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2022, June 21-22, Madrid, Spain.*
- "The Coin of AI Has Two Sides: Matching Enhancement and Information Revelation Effects of AI on Gig-Economy Platforms," (with Y. Liu, X. Zhao, and B. Lou), *The Marketplace Innovations Workshop 2022, May 23-26, Virtual.*
- "Matching Enhancement and Information Revelation Effects of AI on Gig-Economy Platforms," (with Y. Liu, X. Zhao, and B. Lou), *POMS Annual Conference 2022, April 21-25, Virtual.* (invited)
- "Ride-to-Health: The Impact of Ridesharing on Patients' Emergency Care Access," (with A. Sengupta, S. He, and M. Bai), *Conference on Health IT and Analytics (CHITA) 2022, March 4-5, Washington, D.C.*
- "The Coin of AI has Two Sides: Matching Enhancement and Information Revelation Effects of AI on Gig-Economy Platforms," (with Y. Liu, X. Zhao, and B. Lou), *Workshop on Information Systems Economics (WISE) 2021, December 15-17, Austin, Texas.*
- "Unveiling the Myth of Behavioral Tracking using Internet-of-Things (IoT): A Case of Insurance Telematics," (with B. Lee and S. Liu), *INFORMS Annual Meeting 2021, October 24-27, Anaheim, CA.* (invited)
- "The Impact of Ridesharing on Patients' Healthcare Access," (with A. Sengupta, S. He, and M. Bai), *INFORMS Annual Meeting 2021, October 24-27, Anaheim, CA.* (invited)

- "Location Sponsorship in Location-based Augmented Reality Gaming: A Game-Theoretic Model," (with M. Gu, Z. Wang, and D. Liu), *Conference on Information Systems and Technology (CIST) 2021, October 23-24, Newport Beach, CA.*
- "The Coin of AI has Two Sides: Matching Enhancement and Information Revelation Effects of AI on Gig-Economy Platforms," (with Y. Liu, X. Zhao, and B. Lou), *Conference on Information Systems and Technology (CIST) 2021, October 23-24, Newport Beach, CA.*
- "Ride to Health: The Impact of Ridesharing on Patients' Healthcare Access," (with A. Sengupta, S. He, and M. Bai), *Conference on Information Systems and Technology (CIST) 2021, October 23-24, Newport Beach, CA.*
- "Network Structure and Entry into Platform Markets," (with F. Zhu, E. Valavi and M. Iansiti), *POMS Annual Conference 2021, April 30-May 5, Virtual.*
- "Unveiling the Myth of Behavioral Tracking using Internet-of-Things (IoT): A Case of Insurance Telematics," (with B. Lee and S. Liu), *Workshop on Information Systems and Economics (WISE) 2020, Virtual.*
- "Book-or-Drive: The impact of Ride-Sharing on the Automobile Industry," (with A. Sengupta and S. He), *INFORMS Annual Meeting 2020, November 8-11, Virtual.* (invited)
- "Can Search Remedy the Curse of Experience in Crowdsourcing Performance?" (with B. Lee), *INFORMS Annual Meeting 2020, November 8-11, Virtual.* (invited)
- "Book-or-Drive: The impact of Ridesharing on the Automobile Industry," (with A. Sengupta and S. He), *Conference on Information Systems and Technology (CIST) 2020, November 7-8, Virtual.*
- "Do 'Likes' in a Brand Community Make You Buy Less?" (with C. Liang and J. Wu), *Conference on Information Systems and Technology (CIST) 2020, November 7-8, Virtual.*
- "When More is Less: The Effect of Add-on Insurance on the Consumption of Professional Services," (with H. Li, J. Peng and J. Stallaert), *Workshop on Information Technologies and Systems (WITS) 2019, December 18-19, Munich, Germany.*
- "Network Structure and Entry into Platform Markets," (with F. Zhu, E. Valavi and M. Iansiti), *Conference on Information Systems and Technology (CIST) 2019, October 19-20, Seattle, WA.*
- "Network Structure and Entry into Platform Markets," (with F. Zhu, E. Valavi and M. Iansiti), *Platform Strategy Research Symposium 2019, July 17, Boston, MA.*
- "The Impact of Ex Post Risk-Reduction Mechanism on Online Sales: Evidence from Complications Insurance for Cosmetic Surgeries," (with H. Li, J. Peng and J. Stallaert), *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2019, June 11-12, Hong Kong, China.*
- "A Model of Smart Technologies," (with Y. Chen and M. Sun), *INFORMS Annual Meeting 2018, November 4-7, Phoenix, AZ.* (invited)
- "A Model of Smart Technologies," (with Y. Chen and M. Sun), *Conference on Information Systems and Technology (CIST) 2018, November 3-4, Phoenix, AZ.*
- "Consumer Social Sharing and Brand Competition," (with J. Gu), *INFORMS Marketing Science Conference 2018, June 13-16, Philadelphia, PA.*
- "Consumer Social Sharing and Brand Competition," (with J. Gu), *Conference on Information Systems and Technology (CIST) 2017, October 21-22, Houston, TX.*
- "A Model of Smart Products," (with Y. Chen and M. Sun), *INFORMS Marketing Science Conference 2017, June 7-10, Los Angeles, CA.*
- "Salience Effect in Crowdsourcing Contests," (with B. Lee, S. Ba and J. Stallaert), *ISR Special Issue Workshop 2017, April 7-8, Warwick Business School, UK.* (invited)

- "Salience Effect in Crowdsourcing Contests," (with B. Lee, S. Ba and J. Stallaert), *Workshop on Information Technologies and Systems (WITS) 2016, December 15-16, Dublin, Ireland.*
- "Salience Effect in Crowdsourcing Contests," (with B. Lee, S. Ba and J. Stallaert), *Conference on Information Systems and Technology (CIST) 2016, November 12-13, Nashville, TN.*
- "Competitive Mobile Targeting," (with Y. Chen and M. Sun), *Conference on Information Systems and Technology (CIST) 2015, October 31-November 1, Philadelphia, PA.*
- "The impact of Online Word of Month on Channel Disintermediation for Information Goods," (with B. Lee), *INFORMS Annual Meeting 2015, November 1-4, Philadelphia, PA.* (invited)
- "One Size Does Not Fit All: The Differential Impact of Online Reviews," (with S. Ba and X. Lu), *Americas Conference on Information Systems (AMCIS) 2015, August 13-15, Puerto Rico.*
- "Competitive Mobile Targeting," (with Y. Chen and M. Sun), S*ummer Institute In Competitive Strategy (SICS) 2015, July 21-24, Berkeley, CA.*
- "Competitive Mobile Targeting," (with Y. Chen and M. Sun), *INFORMS Marketing Science Conference 2015, June 18-20, Baltimore, MD.*
- "When Online Word of Mouth Meets Disintermediation," (with B. Lee), *Joint CORS-INFORMS International Meeting 2015, June 14-17, Montreal, Canada.*
- "One Size Does Not Fit All: The Differential Impact of Online Reviews," (with S. Ba and X. Lu), *Workshop on Information Systems and Economics (WISE) 2014, December 17-19, Auckland, New Zealand.*
- "Consumer Shopping Behavior and Product Cannibalization," (with B. Li and H. Liu), *INFORMS Marketing Science Conference 2012, June 7-9, Boston, MA.*
- "Corporate IT Standardization: Product Compatibility, Exclusive Purchase Commitment and Competition Effects," (with Y. Chen), *Workshop on Information Systems and Economics (WISE) 2011, December 7-9, Shanghai, China.*
- "Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry," (with B. Gu and H. Liu), *INFORMS Annual Meeting 2011, November 13-16, Charlotte, NC.* (invited)
- "Online Keyword Based Advertising: Impact of Ad Impressions on Own-Channel and Cross-Channel Click-Through Rates," (with R. Gopal and R. Sankaranarayanan), *International Symposium of Information Systems 2010, December 18-19, Hyderabad, India.*
- "Risk and Return of Investments in Online Peer-to-Peer Lending," (with R. Gopal and H. Singh), *Workshop on Information Systems and Economics (WISE) 2010, December 11-12, St. Louis, MO.*
- "Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry," (with B. Gu and H. Liu), *INFORMS Marketing Science Conference 2010, June 17-19, Cologne, Germany.*
- "Online Keyword Based Advertising: Impact of Ad Impressions on Own-Channel and Cross-Channel Click-Through Rates," (with R. Gopal and R. Sankaranarayanan), *Workshop on Information Systems and Economics (WISE) 2009, December 14-15, Phoenix, AZ.*
- "Risk and Return of Investments in Online Peer-to-Peer Lending," (with R. Gopal and H. Singh), *Workshop on Information Technologies and Systems (WITS) 2009, December 14-15, Phoenix, AZ.*
- "Value of Software Innovations: The Influence of Social Capital," (with R. Gopal and H. Singh), *Joint CORS-INFORMS International Meeting 2009, June 14-19, Toronto, Canada.*
- "Value of Software Innovations: The Influence of Social Capital," (with R. Gopal and H. Singh), *International Conference on Information Systems (ICIS) 2008, December 15-17, Paris, France.*

- "Network Effects: The Influence of Quality and Diversity of Ties on Value of Software Innovation," (with R. Gopal and H. Singh), *INFORMS Annual Meeting 2008, October 12-15, D.C.* (invited)
- "Price Effects in Online Product Reviews: An Analytical Model and Empirical Analysis," (with L. Hitt), *INFORMS Annual Meeting 2008, October 12-15, D.C.* (invited)
- "Drivers for Consumer Reviews: An Empirical Approach," (with L.M. Hitt), *Statistical Challenges in Ecommerce Research (SCECR) 2007, May 19-20, Stamford, CT.*
- "Self-Selection and Information Roles of Online Product Reviews," (with L. Hitt), *ISR Special Issue Workshop 2007, April 13-14, D.C.* (invited)
- "Consumer Reviews and Competition," (with L. Hitt and Z. Zhang*), INFORMS Marketing Science Conference 2006, June 8-10, Pittsburgh, PA.*
- "Self-Selection and Information Roles of Online Product Reviews," (with L. Hitt), *Workshop on Information Systems and Economics (WISE) 2004, December 11-12, D.C.*
- "The Impacts of Online Review Systems and Cross-selling on Quality and Marketing Strategies," (with L. Hitt), *Workshop on Information Systems and Economics (WISE) 2003, December 13-14, Seattle, WA.*

HONORS, GRANTS AND AWARDS

- ***Distinguished Fellow Award,*** INFORMS Information Systems Society (ISS) 2026
- ***Best Paper Award,*** INFORMS eBusiness Section 2026 – "*When Helpful Feels Hurtful: The Impact of Evaluative AI in Digital Fitness,*" (with T. Shen, Qingyu Xu, and H. Li)
- Nominee of ***Best Paper Award***, China Summer Workshop on Information Management (CSWIM) 2024 – "*Beyond Automation: The Impact of Robotaxi Services on Ride-Hailing Consumer Behavior,*" (with T. Shen, C. Liang, C. Li, and S. Yuan)
- ***Best Student Paper Award Runner Up***, Workshop on Information Systems and Economics (WISE) 2022 – "*Shooting Itself in the Foot or Fighting Fire with Fire? An Economic Analysis of Built-in Ad Blockers*," (with Z. Liu and D. Liu)
- Nominee of ***Antitrust Writing Awards*** 2022 – "*Network Structure and Entry into Platform Markets*," (with F. Zhu, E. Valavi and M. Iansiti)
- ***Best Paper Award***, Conference on Information Systems and Technology (CIST) 2019 – "*Network Structure and Entry into Platform Markets*," (with F. Zhu, E. Valavi and M. Iansiti)
- ***5-year Research Excellence Award***, UConn School of Business, 2019
- ***Best Paper Award***, UConn School of Business, 2018 – "*Salience Bias in Crowdsourcing Contests,*" (with B. Lee, S. Ba and J. Stallaert)
- Nominee of ***Best Paper Award***, Conference on Information Systems and Technology (CIST) 2017 – "*Consumer Social Sharing and Brand Competition,*" (with J. Gu)
- ***Ackerman Scholar Award***, UConn School of Business, 2013 – 2015
- ***Best Reviewer Award***, Information Systems Research, 2013
- Connecticut Information Technology Institute (CITI) Research Grant, 2010, 2011, 2013, 2014, 2015, 2016
- Connecticut Center for Entrepreneurship & Innovation (CCEI) Research Grant, 2012
- ***Best Paper Award***, UConn School of Business, 2011 – "*Price Effects in Online Product Reviews: An Analytical Model and Empirical Analysis,*" (with L. Hitt)

- Nominee of ***Best Paper Award***, Workshop on Information Technologies and Systems (WITS) 2009 – "*Risk and Return of Investments in Online Peer-to-Peer Lending,*" (with H. Singh and R. Gopal)
- Wharton e-Business Initiative (WeBI) Research Grant, 2005
- Distinguished Undergraduates Awards, Tsinghua University, 1996 – 2000

MEDIA MENTIONS

- Colleges Expand Business Analytics, Data Programs to Meet Industry Demand, *Hartford Business Journal* (Nov 13, 2023)
- New Tech, Consumer Behavior Intrigues OPIM Professor Xinxin Li, *UCONN School of Business Dean's Report 2022*
- Why Some Platforms Thrive and Others Don't, *Harvard Business Review, January-February 2019 Issue*
- If Not Well Managed, Crowdsourcing Contests Produce Undesirable Results, *UCONN School of Business Dean's Report 2018*
- 'Mobile Geo-Targeting' Can Be a Powerful Tool for Business Growth, *UCONN School of Business Dean's Report 2017*
- Consumers On the Move: Mobile Geo-Targeting, *UConn Today* (Mar 9, 2017)
- Consumers On the Move, *UConn School of Business Research News* (Mar 1, 2017)
- Subtle Bias Can Derail Results, *UConn School of Business Research News* (Nov 15, 2016)
- A Network of Pipes, Pools and Filters, *UConn School of Business Research News* (Apr 18, 2016)
- Online Reviewers React to Early Postings by Saying the Opposite, *Harvard Business Review Blog Network* (Dec 13, 2011)

PROFESSIONAL ACTIVITIES

Editorial and Professional Service

- Senior Editor, *MIS Quarterly,* 2020 – 2026
- Special Issue Associate Editor, *Information Systems Research*, 2020 – 2022
- Associate Editor, *MIS Quarterly,* 2016 – 2019
- Conference Co-Chair
  - *IT Teaching Workshop 2023*
  - *Conference on Information Systems and Technology (CIST) 2018*
- Conference Track Co-Chair, *International Conference on Information Systems (ICIS) 2021*
- Mentor
  - *Platform Strategy Research Symposium Doctoral Consortium 2026*
  - *INFORMS Information Systems Society Doctoral Consortium 2026*
  - *Platform Strategy Research Symposium Doctoral Consortium 2024*
  - *International Conference on Information Systems (ICIS) Doctoral Consortium 2024*
  - *AIS College of Senior Scholars Career Mentoring Program 2023 – 2024*
- Co-designed and delivered *MIS Quarterly Masterclass on Analytical Modeling 2023*
- Co-hosted *MISQ New AE Masterclass*, 2021, 2022, 2023
- Panelist
  - *Platform Strategy Research Symposium Doctoral Consortium Editors Panel 2026*

- *MIS Academic Leadership Conference 2024*
- *CIST 2024 Women's Breakfast Senior Faculty Panel*
- *Platform Strategy Research Symposium Doctoral Consortium Editors Panel 2024*
- *China Workshop on Economics of Information Systems Theory (CWEIST) 2022*

- Award Committee
  - *INFORMS Information Systems Society President's Service Award 2026*
  - *ACM SIGMIS Doctoral Dissertation Award 2025*
  - *INFORMS Information Systems Society Haim Mendelson Teaching Innovation Award 2025*
  - *INFORMS Information Systems Society Gordon B. Davis Young Scholar Award 2023*
  - *Conference on Information Systems and Technology (CIST) Best Paper Award 2023*
  - *INFORMS Information Systems Society Gordon B. Davis Young Scholar Award 2022*
  - *Workshop on Information Systems and Economics (WISE) Best Paper Award 2020*
- Conference Associate Editor, *International Conference on Information Systems (ICIS) 2011, 2012, 2013, 2014, 2017, 2018, 2020*
- Invited Discussant
  - *Workshop on Information Systems and Economics (WISE) 2016, 2021*
  - *Platform Strategy Research Symposium 2018*
  - *International Conference on Information Systems (ICIS) 2007*
- Program Committee
  - *Conference on Information Systems and Technology (CIST) 2013, 2014, 2015, 2016, 2017, 2019*
  - *China Summer Workshop on Information Management (CSWIM) 2016, 2017, 2018*
  - *International Conference on Electronic Commerce (ICEC) 2007*
- Reviewer for Grant Agencies
  - *National Science Foundation*
  - *Research Grants Council of Hong Kong*
- Reviewer for Journals

  Information Systems Research, Management Science, MIS Quarterly, Journal of Management Information Systems, Stochastic Systems, Decision Sciences Journal, Decision Support Systems, Journal of Interactive Marketing, Electronic Commerce Research and Applications, Journal of Electronic Commerce Research, Information Technology and Management, International Journal of Electronic Commerce
- Reviewer for Conferences

  International Conference on Information Systems (ICIS), International Conference on Electronic Commerce (ICEC), Hawaii International Conference on System Sciences (HICSS)

Invited Presentations

- University of Rochester, Simon Business School, 2025
- Fordham University, Gabelli School of Business, 2025
- Georgia Institute of Technology, Scheller College of Business, 2023
- Boston University, Questrom School of Business, 2022
- Harvard University, Harvard Business School, 2022

- Baruch College, Zicklin School of Business, 2021
- Lehigh University, College of Business, 2021
- George Mason University, School of Business, 2021
- Michigan State University, Broad College of Business, 2021
- Arizona State University, W.P. Carey School of Business, 2020
- Emory University, Goizueta Business School, 2019
- University of Maryland, Robert H. Smith School of Business, 2019
- University of Florida, Warrington College of Business, 2019
- University of Texas at Dallas, Naveen Jindal School of Management, 2018
- George Washington University, School of Business, 2018
- Pennsylvania State University, Smeal College of Business, 2017
- University of Washington, Foster School of Business, 2017
- Tsinghua University, School of Economics and Management, 2012
- University of Minnesota, Carlson School of Management, 2011
- University of Connecticut, School of Business, 2005
- Fordham University, Graduate School of Business Administration, 2005

Ph.D. Advising

- Ning Wang, advisor
- Tong Shen, dissertation committee
- Meilin Gu, external advisor, Tsinghua University
- Ayush Sengupta, advisor
- Hongfei Li, dissertation committee
- Brian Lee, dissertation committee
- Harpreet Singh, co-advisor

TEACHING

- Ph.D. MIS Seminar
- Web Analytics (graduate level)
- Business Process Modeling and Data Management (graduate level)
- Business Software Development (undergraduate level)
- Business Information Systems (undergraduate level)

UNIVERSITY SERVICE

- UConn Research Advisory Council to the Vice President for Research (2018 – 2019, 2026 – 2029)
- UConn Crandall Fellowship Review Committee (2021, 2022, 2023)
- Academic Advisor, MS in Business Analytics and Project Management (2019 – 2025)
- School of Business Dean's Advisory Council on Promotion, Tenure and Reappointment (2018 – 2019, 2022 – 2024)

- School of Business Teaching and Research Excellence Committee (2021 – 2022, 2023, 2025 – 2026)
- School of Business Strategic Objective: Reputation Committee (2026)
- School of Business Graduate Assessment Committee (2019 – 2025)
- School of Business Honors Advisor for MIS (2015 – 2018)
- School of Business Undergraduate Committee (2012 – 2013)
- Chair, OPIM Promotion, Tenure and Reappointment Committee (2024, 2025, 2026)
- Chair, OPIM Faculty Recruiting Committee (2018 – 2019)
- Chair, OPIM MSBAPM Committee (2022 – 2025)
- Chair, OPIM MSBAPM Curriculum Committee (2019 – 2025)
- Chair, OPIM MSBAPM Scholarship Committee (2022 – 2023)
- OPIM AIM Committee (2026)
- OPIM MSBAPM Curriculum Committee (2025 – 2026)
- OPIM Faculty Recruiting Committee (2013 – 2014, 2016 – 2017, 2022 – 2023)
- OPIM Merit Committee (2021– 2026)
- OPIM By-Law Committee (2023)
- OPIM Merit Policy Committee (2022 – 2023, 2025 – 2026)
- OPIM Promotion, Tenure and Reappointment Committee (2014 – 2015, 2017 – 2018, 2020 – 2021)
- OPIM Journal Evaluation Committee (2017 – 2018, 2020 – 2026)
- OPIM Ph.D. Committee (2016 – 2017, 2018 – 2019, 2022 – 2023)
- OPIM Qualifying Exam Area Coordinator (2017, 2019, 2022, 2023, 2024, 2026)
- OPIM Qualifying Paper Committee (2016 – 2017, 2018 – 2019)
- OPIM Empirical Tutorial Workshop Organizer (2011, 2012, 2013, 2018)
- OPIM Ph.D. Recruiting Committee (2008 – 2013)
- OPIM MSBAPM Admissions Committee (2011 – 2015)
- OPIM MIS Restructuring Committee (2022 – 2023)
- OPIM MIS Program Committee (2006 – 2015)
- OPIM MIS Certificate Committee (2007 – 2008)
- OPIM MIS Core Course Coordinator (2007 – 2009, 2011 – 2013)