

**Xi Li (李曦)**

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### **Contact Information:**

Faculty of Business and Economics  
University of Hong Kong  
Hong Kong, China

### **Academic Position:**

July 2021: Associate Professor, University of Hong Kong  
August 2017 – June 2021: Assistant Professor, City University of Hong Kong

### **Education:**

Ph.D. in Management, University of Toronto, 2017  
M.Phil. in Operations Research, HKUST, 2013  
B.E., Computer Science, Tsinghua University, 2011

### **Teaching and Research Fields:**

Quantitative Marketing, Economics of Algorithms and Big Data, Public Policy.

### **Teaching**

Marketing Research (Undergraduate and MSc)  
Algorithms, Big Data and Online Marketplaces (MSc)  
Digital Marketing (Undergraduate)  
Marketing Models (PhD)

### **Professional Activities**

*Referee for California Management Review, European Journal of Operational Research, International Transactions in Operations Research, Journal of Business Research, Journal of Marketing, Journal of Marketing Research, Journal of Systems Science & Systems Engineering, Management Science, Manufacturing & Service Operations Management, Marketing Science, Naval Research Logistics, Omega, Production and Operations Management, Quantitative Marketing and Economics, Review of Industrial Organization, Review of Marketing Science.*

### **Published Papers:**

(Empirical and Behavioral) “Audio Mining: The Role of Vocal Tone in Persuasion”, (with Neil Bendle, Mansur Khamitov, Shijie Lu, and Xin Wang), *Journal of Consumer Research*, published online ahead of print.

(Theory) “Less is More? The Strategic Role of Retailer’s Capacity,” (with Yan Xiong, Huazhong Zhao et al.), *Production and Operations Management*, published online ahead of print.

(Theory) “Strategic Inventories under Supply Chain Competition,” (with Yanzhi Li and Ying-Ju Chen), *Manufacturing & Service Operations Management*, published online ahead of print.

(Theory) “Contract Unobservability and Downstream Competition,” (with Qian Liu), *Manufacturing & Service Operations Management*, published online ahead of print.

(Empirical and Behavioral) “Expert Reviewers’ Restraint from Extremes and its Impact on Service Providers,” (with Peter Nguyen, Xin Wang and June Cotte), *Journal of Consumer Research*, 47(5), 654-674, 2021.

(Theory) “Transparency of Behavior-Based Pricing,” (with Krista J. Li and Xin Wang), *Journal of Marketing Research*, 58(1): 78–99, 2020.

(Empirical) “Video Mining: Measuring Visual Information Using Automatic Methods,” (with Xin Wang and Mengze Shi), *International Journal of Research in Marketing*, 36(2): 216–231, 2019.

(Theory) “Managing Consumer Deliberations in a Decentralized Distribution Channel,” (with Yanzhi Li and Mengze Shi), *Marketing Science*, 38(1): 170–190, 2019.

(Theory) “Product and Pricing Decisions in Crowdfunding,” (with Ming Hu and Mengze Shi), *Marketing Science*, 34(3): 331–345, 2015.

### **Grants:**

PI for two research grants from the Hong Kong Research Grant Council.

### **Fellowships and Awards:**

MSI Yong Scholar.

President’s Award, City University of HK.

Dean’s Research Excellence Award, College of Business, City University of HK.

Finalist, Outstanding Research Award, City University of HK.

University of Toronto PhD Fellowship.

Chinese Government Award for Outstanding Self-financed Students Abroad.

Hong Kong Postgraduate Fellowship.

Outstanding Undergraduate Thesis, Tsinghua University, China.