

## Jingjing Li

Andersen Alumni Associate Professor  
Associate Director for Center for Business Analytics  
McIntire School of Commerce  
University of Virginia, Charlottesville, VA 22903  
Tel: +1 (434) 924-8981  
Email: [Jingjing.Li@virginia.edu](mailto:Jingjing.Li@virginia.edu)

### WORK EXPERIENCE

---

- Since 2023      **Andersen Alumni Associate Professor, Information Technology and Innovation**
- Since 2021      **Associate Professor, Information Technology and Innovation**  
**Associate Director, Center for Business Analytics**  
**Mod Coordinator, M.S. in Business Analytics (MSBA)**  
McIntire School of Commerce  
University of Virginia, Charlottesville, VA
- 2014–2021      **Assistant Professor, Information Technology**  
McIntire School of Commerce  
University of Virginia, Charlottesville, VA
- 2013–2014      **Scientist**  
Microsoft, Redmond, WA  
(Large-scale machine learning solutions)
- 2010–2011      **Scientist**  
J.D. Power and Associates, The McGraw-Hill Companies, Boulder, CO  
(Multi-lingual sentiment analytics for online vehicle reviews)

### EDUCATION

---

- 2013            **Ph.D. in Information Systems**  
University of Colorado at Boulder, Boulder, CO
- 2008            **B.S. in Management Information Systems (with distinction)**  
Beijing Jiaotong University (BJTU), Beijing, China

### RESEARCH INTERESTS

---

- Focus:**            Design and develop silo-busting artificial intelligence and big data analytics solutions to address complex business problems and societal issues.
- Applications:**   Search engine, recommender system, healthcare, behavioral ontology learning, consumer behavior, platform strategy, and public policymaking.

**AWARDS & GRANTS**

---

- **Best Paper Award Nominee**, Workshop on Information Technologies and Systems (WITS), 2022
- **Best Paper Award**, INFORMS Workshop on Data Science, 2021
- **Best Paper Award Nominee**, INFORMS Conference on Information Systems and Technology (CIST), 2021
- **Shelby D. Hunt/Harold H. Maynard Award Finalist**, Journal of Marketing, 2020
- **AWS Research Grant, \$6,000**, 2021
- **Google Cloud Research Grant, \$5,000**, 2021
- **Databricks Teaching Grant, \$2,000**, 2021
- **Best Paper Award**, INFORMS Conference on Information Systems and Technology (CIST), 2020
- **ISS Design Science Award**, INFORMS, 2019
- **National Science Foundation (Co-PI)**, “Social Media Based Analysis of Adverse Drug Events: User Modeling, Signal Reliability, and Signal Validation,” **\$500,000**, UVA Share: **\$230,000**, 2018–2021
- **Outstanding Service as Industry and Prototype Chair**, Workshop on Information Technologies and Systems (WITS), 2018
- **Best Paper Award Nominee**, INFORMS Workshop on Data Science, 2018
- **Microsoft Azure Award (Co-PI)**, “Psychometric NLP for Patient Care and Coordination,” Microsoft Research, **\$25,000**, 2017–2019
- **Best Prototype Award**, Workshop on Information Technologies and Systems (WITS), 2016
- **Best Paper Award**, Workshop on Information Technologies and Systems (WITS), 2015
- **AWS Research Grant (PI)**, “Ontology Learning from Behavioral Research,” Amazon, **\$5,000**, 2015
- **Ship-it Award**, Microsoft, 2014
- **Teaching Award**, Leeds School of Business, University of Colorado, 2012  
*\*\*Awarded to one instructor per semester\*\**
- **Teaching Award Finalists**, Leeds School of Business, University of Colorado, 2011  
*\*\*Awarded to three instructors per semester\*\**
- **University Fellowship Award**, University of Colorado, 2009–2012
- **The Colorado Linguistic Institute 2011 Fellowship**, Linguistic Institute, 2011
- **Hart Fellowship Award**, Leeds School of Business, University of Colorado, 2009–2011

- **National Scholarship**, Chinese Government, 2007  
\*\*Awarded to 0.2% of college students in China\*\*
- **Siyuan Scholarship**, Beijing Jiaotong University, 2006  
\*\*Awarded to 8 out of 14,000 students at the university\*\*
- **First Class Scholarship for Academic Excellence**, Beijing Jiaotong University, 2004–2008  
\*\*Awarded to top two students in the MIS Department each year\*\*
- **Excellent Student Award**, Beijing Jiaotong University, 2004–2008
- **Honorable Mention**, The American Interdisciplinary Contest in Modeling (ICM), 2007
- **Second Place**, China Undergraduate Mathematical Contest in Modeling, 2006
- **Second Place**, China Undergraduate Logistics Solution Designing Contest, 2006

## JOURNAL PUBLICATIONS

---

- [1] B. Bian, J. Li, T. Xu, and N. Foutz (2022). Individualism During Crises. **Review of Economics and Statistics** (2020 impact factor 6.548) \*\*First three authors contribute equally\*\*
  - INFORMS CIST Best Paper Award 2020
  - Presented to the Biden Administration COVID-19 Response Team at the U.S. Department of Health and Human Services
  - Coverage: [UVA Today](#), [Insights at Sauder](#)
- [2] Zhang, Y., Li, J., & Tong, T. (2022). Platform governance matters: How platform gatekeeping affects knowledge sharing among complementors. **Strategic Management Journal** (UTD24, FT50, 5-year impact factor 7.8).
- [3] Li, J., Larsen, K.R., & Abbasi, A. (2020). TheoryOn: A design framework and system for unlocking behavioral knowledge through ontology learning. **MIS Quarterly** (UTD24, FT50, 5-year impact factor 9.9).
  - INFORMS ISS Design Science Award 2019
  - WITS Best Prototype Award 2016
  - AWS Research Grant 2015 (\$5,000)
- [4] Li, J., Abbasi, A., Cheema, A., & Abraham, L. (2020). Path to purpose? How online customer journeys differ for hedonic versus utilitarian purchases. **Journal of Marketing** (UTD24, FT50, 5-year impact factor 9.9), *84*(4), 124–146.
- [5] Abbasi, A., Li, J., Adjeroh, D., Abate, M., & Zheng, W. (2019). Don't mention it? Analyzing user-generated content signals for early adverse event warnings. **Information Systems Research** (UTD24, FT50, 5-year impact factor 5.6), *30*(3), 711–1105.
  - WITS Best Paper Award 2015
  - NSF Award 2018 (\$500,000; UVA share \$230,000)

- [6] Kitchens, B., Dobolyi, D., Li, J., & Abbasi, A. (2018). Advanced customer analytics: Strategic value through integration of relationship-oriented big data. *Journal of Management Information Systems* (FT50, 5-year impact factor 4.3), 35(2), 540–574.
- [7] Ahmad, F., Abbasi, A., Li, J., Dobolyi, D., Netemeyer, R., Clifford, G., & Chen, H. (2020). A deep learning architecture for psychometric natural language processing. *ACM Transactions on Information Systems* (5-year impact factor 3.2).
- INFORMS Data Science Workshop Best Paper Nominee 2018
  - Microsoft Azure Award 2017 (\$25,000)
- [8] Abbasi, A., Li, J., Clifford, G., & Taylor, H. (2018). Make ‘fairness by design’ part of machine learning. *Harvard Business Review* (2020 impact factor 13.2).

### CONFERENCE PROCEEDINGS & PRESENTATIONS

---

- [1] Li, J., Foutz, N., Zhang, C., Deng, H. (2022) Does engagement always lead to purchases? The role of agency-communion orientations and impression management. *INFORMS Workshop on Data Science*, Indianapolis.
- [2] Li, J., Foutz, N., Zhang, C., Deng, H. (2022) Does engagement always lead to purchases? The role of agency-communion orientations and impression management. *Workshop on Information Technologies and Systems (WITS)*, Copenhagen, Denmark.
- [3] Li, J., Montgomery, N., Mousavi, R. (2022) How a Brand’s Social Media Response to Social Justice Activism Impacts Consumer Perceptions: The Role of Brand Relationship Norms. *INFORMS Conference on Information Systems and Technology (CIST)*.
- [4] Li, J., Foutz, N., Zhang, C., Deng, H. (2022) Does engagement always lead to purchases? The role of agency-communion orientations and impression management. *Marketing Analytics Symposium Sydney (MASS)*.
- [5] Liu, S., Li, J., Zhang, K., Tang, S. (2021) Responsible IS by Design: A Psychology-Informed Social Connection Recommender System for Mental Health. *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas.
- [6] Liu, S., Li, J., Zhang, K., Tang, S. (2021) Responsible IS by Design: A Psychology-Informed Social Connection Recommender System for Mental Health. *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*.
- [7] Liu, S., Li, J., Zhang, K., Tang, S. (2021) Responsible IS by Design: A Psychology-Informed Social Connection Recommender System for Mental Health. *INFORMS Workshop on Data Science*. **Best Paper Award**.
- [8] Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas.
- [9] Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*.

- [10] Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *INFORMS Workshop on Data Science*
- [11] Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *INFORMS Annual Meeting*.
- [12] Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *UTSA Disaster Management Workshop*
- [13] Li, J. Zhang, Q. Zhang C., & Foutz, N. (2021) Your Voice Matters! Impact of Speech Features, Styles and Synchrony on Marketing Communication Effectiveness. *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*.
- [14] Li, J. Zhang, Q. Zhang C., & Foutz, N. (2021) Your Voice Matters! Impact of Speech Features, Styles and Synchrony on Marketing Communication Effectiveness. *INFORMS Conference on Information Systems and Technology (CIST)*. **Best Paper Award Nominee**.
- [15] Li, J. Zhang, Q. Zhang C., & Foutz, N. (2021) Your Voice Matters! Impact of Speech Features, Styles and Synchrony on Marketing Communication Effectiveness. *KDD MLCM (Machine Learning for Consumers and Markets) Workshop*
- [16] Li, J. Zhang, Q. Zhang C., & Foutz, N. (2021) Your Voice Matters! Impact of Speech Characteristics on Marketing Communication Effectiveness. *AIM (Artificial Intelligence in Management) Virtual Workshop and Conference*.
- [17] Bian, B., Li, J., Xu, T., & Foutz, N. (2020) Individualism during crises: Big data analytics of collective actions amid COVID-19. *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*. **\*\*First three authors contribute equally\*\***
- [18] Bian, B., Li, J., Xu, T., & Foutz, N. (2020) Individualism during crises: Big data analytics of collective actions amid COVID-19. *INFORMS Conference on Information Systems and Technology (CIST)*. **\*\*First three authors contribute equally\*\***
- [19] Ahmad, F., Abbasi, A., Li, J., Dobolyi, D., Netemeyer, R., Clifford, G., & Chen, H. (2020). A deep learning architecture for psychometric natural language processing. *43rd International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR)*, Xi'an, China.
- [20] Li, J., Abbasi, A., Ahmad, A., & Chen, H. (2018). A deep learning architecture for psychometric natural language processing. *Workshop on Information Technologies and Systems (WITS)*, San Jose, California.
- [21] Li, J., Abbasi, A., Ahmad, A., & Chen, H. (2018). A deep learning architecture for psychometric natural language processing. *INFORMS Workshop on Data Science*, Houston, TX. **Best Paper Award Nominee**.
- [22] Zhang, Y., Li, J., & Tong, W. (2018). Platform governance matters: How platform gatekeeping affects knowledge sharing among complementors. *National Bureau of Economic Research (NBER)*, Boston, MA.
- [23] Zhang, Y., Li, J., & Tong, W. (2018). Platform governance matters: How platform gatekeeping affects knowledge sharing among complementors. *SMJ Special Issue Conference on Platform Ecosystems*, Minneapolis, MN.

- [24] Li, J., Ge, Y., Hong, Y., Cheema, A., & Gu, B. (2017). Textual review dimensionality and helpfulness: A multi-method study. *Workshop on Information Technologies and Systems (WITS)*, Seoul, South Korea.
- [25] Li, J., Ge, Y., Hong, Y., Cheema, A., & Gu, B. (2017). Textual review dimensionality and helpfulness: A multi-method study. *Conference on Information Systems and Technology (CIST)*, Houston, Texas.
- [26] Li, J., Larsen, K.R., & Abbasi, A. (2017). Unlocking our behavioral knowledge inheritance through ontology learning: A design framework, an instantiation, and a randomized experiment. *INFORMS Workshop on Data Science*, Houston, Texas.
- [27] Li, J., Abbasi, A., Cheema, A., & Abraham, L. (2016). Path to purpose? Impact of online purchases' hedonic and utilitarian characteristics on the customer journey. *Workshop on Information Technologies and Systems (WITS)*, Dublin, Ireland.
- [28] Li, J., Larsen K., & Abbasi, A. (2016). Unlocking knowledge inheritance of behavioral research through ontology learning: An ontology-based search engine. *Workshop on Information Technologies and Systems (WITS)*, Dublin, Ireland. **Best Prototype Award.**
- [29] Li, J., Larsen K., & Abbasi, A. (2016). TheoryOn: Designing a construct-based search engine to reduce information overload for behavioral science research. *Design Science Research in Information Systems and Technologies (DESRIST)*, St John's, NL, Canada.
- [30] Abbasi, A., Li, J., Adjero, D., Abate, M., & Zheng, W. (2015). Don't mention it? Analyzing user-generated content signals for early adverse drug event warnings. *Workshop on Information Technologies and Systems (WITS)*, Fort Worth, TX. **Best Paper Award.**
- [31] Ye, X., Li, J., Qi, Z., & He, X. (2015). Enhancing retrieval and ranking performance for media search engine by deep learning. *Hawaii International Conference on System Sciences (HICSS)*, Kauai, HI.
- [32] Ge, Y. & Li, J. (2015). Measure and mitigate the dimensional bias in online reviews and ratings. *International Conference on Information Systems (ICIS)*, Fort Worth, TX.
- [33] Ye, X., Qi, Z., & Li, J. (2015). Learning relevance from click data via neural network based similarity models. *IEEE Big Data*, Santa Clara, CA (Acceptance rate: 17%).
- [34] Ye, X., Li, J., Qi, Z., Peng, B., & Massey, D. (2014). A generative model for generating relevance labels from human judgments and click-logs. *ACM International Conference on Information and Knowledge Management (CIKM)*, Shanghai, China (Acceptance rate: 16.88%).
- [35] Li, J., Ye, X., & Li, D. (2014). Improving Xbox search relevance by click likelihood labeling. *HCI International Conference*, Creta Maris, Heraklion, Crete, Greece.
- [36] Li, J. (2013). Combining algorithms and user experience: A hybrid personalized movie recommender based on perceived similarity. *Americas Conference on Information Systems (AMCIS)*, Chicago, IL.

- [37] Li, J. & Larsen, K.R. (2013). Tracking behavioral construct use through citations: A relation extraction approach. *International Conference on Information Systems (ICIS)*, Milan, Italy.
- [38] Li, J. & Larsen, K.R. (2011). Establishing nomological networks for behavioral science: A natural language processing based approach. *International Conference on Information Systems (ICIS)*, Shanghai, China, 2011.
- [39] Larsen, K.R., Lee, J., Li, J., & Bong, C.H. (2010). A transdisciplinary approach to construct search and integration. *16th Americas Conference on Information Systems (AMCIS)*, Lima, Peru: Paper 524.
- [40] Li, J. (2009). Finding music by lyrics search: The design and implementation of a Chinese lyrics search engine. *Annual Meeting of Decision Science Institute (DSI)*, New Orleans, USA.
- [41] Zhou, J., Pu, Y., & Li, J. (2008). Mining lexical hyponym relations from large-scale concept set. *International Conference on Machine Learning and Cybernetics (ICMLC)*, Kunming, China: IEEE Computer Society Press, pp. 281–286.
- [42] Li, J. (2007). Sharing knowledge and creating knowledge in organizations: The modeling, implementations, discussion and recommendations of weblog-based knowledge management. *International Conference on Service Systems and Service Management*, Chengdu, China, p. 686-691.
- [43] Gou, J., Ma, T., & Li, J. (2007). A research on supply chain integration strategy based on virtual value net. *Proceedings of The IFIP International Conference on Research and Practical Issues of Enterprise Information Systems (CONFENIS)*, Beijing, China.

## INVITED TALKS

---

- [1] “Responsible Machine Learning,” **Saarland University**, Germany, August 2023.
- [2] “Building Machine Learning Resilience during Crises,” **University of Colorado**, Boulder, March 2023.
- [3] “Building Machine Learning Resilience during Crises,” **University of Wisconsin**, Milwaukee, November 2022.
- [4] “How a Brand’s Social Media Response to Social Justice Activism Impacts Consumers’ Brand Evaluations: The Role of Brand Relationship Norms,” **KDD Workshop on Customer Journey Optimization**, August 15<sup>th</sup>, 2022.
- [5] “Building Machine Learning Resilience during Crises,” Women in Data Science, **Santa Clara University**, Santa Clara, May 7<sup>th</sup>, 2022.
- [6] “Building Machine Learning Resilience,” Knowledge Continuum, Center for Management of Information Technology, **McIntire School of Commerce**, Charlottesville, August 20<sup>th</sup>, 2021
- [7] “TheoryOn: A Design Framework and System for Unlocking Behavioral Knowledge through Ontology Learning,” Pamplin College of Business, **Virginia Tech**, April 2<sup>nd</sup>, 2021

- [8] “Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19,” **TGIF (Think Grapple Innovate Fridays): Research Seminar Series on Data Science in Business**, March 18<sup>th</sup>, 2021.
- [9] “Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19,” **Virginia Research Seminar Series**, March 5<sup>th</sup>, 2021.
- [10] “TheoryOn: A Design Framework and System for Unlocking Behavioral Knowledge through Ontology Learning,” Sauder School of Business, **University of British Columbia**, January 29<sup>th</sup>, 2021
- [11] “Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19,” School of Economics and Management, **Shanghai Jiaotong University**, Shanghai, December 2<sup>nd</sup>, 2020.
- [12] “Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19,” Forster School of Business, **University of Washington**, Seattle, October 30<sup>th</sup>, 2020.
- [13] “AI-enabled Healthcare Analytics,” School of Information Management & Engineering, **Shanghai University of Finance and Economics**, Shanghai, China. August 11<sup>th</sup> 2020.
- [14] “Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19,” Carlson School of Management, **University of Minnesota**, Minneapolis, June 12<sup>th</sup>, 2020.
- [15] “Artificial Intelligence and Big Data Analytics,” School of Economics and Management, **Beijing Jiaotong University**, Beijing, China, May 9<sup>th</sup>, 2020.
- [16] “A Deep Learning Architecture for Psychometric Natural Language Processing,” Carlson School of Management, **University of Minnesota**, Minneapolis, October 4<sup>th</sup>, 2019.
- [17] “A Deep Learning Architecture for Psychometric Natural Language Processing,” **INFORMS Health Applications Cluster**, Phoenix, November 5<sup>th</sup>, 2018.
- [18] “A Deep Learning Architecture for Psychometric Natural Language Processing,” 2018 Annual ISOM Research Workshop, **University of Florida**, March 23<sup>rd</sup>, 2018.
- [19] “Bridging the Gap between Machine Learning and Information Systems Research: Applications of ML on Behavioral and Econometric Studies,” **George Washington University**, September 2017.
- [20] “Impact of Online Purchases’ Hedonic and Utilitarian Characteristics on the Customer Journey,” Annual Business Analytics Colloquium, McIntire School of Commerce, **University of Virginia**, Charlottesville, VA, September 1<sup>st</sup>, 2017.
- [21] “Unlocking Knowledge Inheritance of Behavioral Research through Ontology Learning: An Ontology-Based Search Engine,” **NSF Workshop on Behavioral Ontology**, Boulder, CO, August 9<sup>th</sup>, 2017.



- [22] “Gatekeeping Policy and Knowledge Sharing among Platform Complementors: Evidence from App Developers,” *POMS Annual Meeting*, Seattle, WA, May 5<sup>th</sup>, 2017.
- [23] “Textual Review Dimensionality and Helpfulness: A Multi-Method Study,” *George Mason University*, Fairfax, VA, April 21<sup>st</sup>, 2017.
- [24] “Artificial Intelligence and Big Data,” *Missouri University of Science and Technology*, October 20<sup>th</sup>, 2016.
- [25] “Artificial Intelligence in the Enterprise,” (with Grazioli, S.), *Knowledge Continuum, University of Virginia*, Charlottesville, VA, May 13<sup>th</sup>, 2016.
- [26] “The Artificial Intelligence Renaissance: Implications of Deep Learning,” *UVA Alumni Professor Series Event, Deloitte*, Arlington, VA, March 25<sup>th</sup>, 2016.
- [27] “An Efficient Method of Nomological Network Discovery for Behavioral Research,” *Quantitative Psychology Seminar, University of Virginia*, Charlottesville, VA, October 7<sup>th</sup>, 2015.
- [28] “Introduction to Business Analytics,” (with Netemeyer, R.) *Finance Forward Conference, University of Virginia*, Charlottesville, VA, June 10<sup>th</sup>, 2015.
- [29] “A Similarity-Based Personalized Movie Recommender,” *Microsoft*, Bellevue, WA, August 9<sup>th</sup>, 2012.
- [30] “Sentiment Analysis on Online Auto Reviews,” *JD Power and Associate*, The McGraw-Hill Companies, Boulder, CO, October 6<sup>th</sup>, 2010.

## TEACHING EXPERIENCE

---

Note: (\*) new course development.

### McIntire School of Commerce, University of Virginia (2014–Present)

- Big Data\* (*Undergraduate, 5-year Avg. Rating 4.7/5*)
- Big Data\* (*Master of Commerce, 5-year Avg. Rating 4.6/5*)
- Big Data & Artificial Intelligence\* (*Master of Science in Management of IT, 5-year Avg. Rating 4.5/5*)
- Managing Big Data\* (*Master of Science in Business Analytics, 5-year Avg. Rating 4.6/5*)
- Business Analytics (*Undergraduate, 5-year Avg. Rating 4.6/5*)
- Business Analytics with Python\* (*Undergraduate, 1-year Avg. Rating 4.9/5*)

### Leeds School of Business, University of Colorado at Boulder (2011–2012)

- Business Intelligence (*Undergraduate, Teaching Award 2012, Teaching Award Finalist 2011*)

## SELECTED MEDIA COVERAGE

---

- UVA Today, “[Big Data Analytics Shows How America’s Individualism Complicates Coronavirus Response](#),” July 2020.

- Datanami, “[Researchers Explore Link Between American Individualism and Poor COVID-19 Response](#),” July 2020.
- UVA Today, “[University’s Chinese Community Comes Together to Donate Masks to UVA Health](#),” March 2020.
- American Marketing Association, “[Understanding the Customer Path to Purchase with Retail Goods](#),” March 2020.
- Phys Org, “[How Customers Search for Hedonic versus Utilitarian Purchases](#),” March 2020.
- Deming Center News, “[How Platforms Can Orchestrate Innovation](#),” February 2019.
- Commerce News, “[McIntire Professors Urge “Fairness by Design” Approach to Machine Learning in Harvard Business Review](#),” August 2018.
- Commerce News, “[Big Data, Big Ideas—McIntire’s new Center for Business Analytics brings world-class academic rigor to the brave new world of analytics](#),” September 2014.

## **PROFESSIONAL SERVICES—EXTERNAL**

---

**Associate Editor:** MIS Quarterly (2022-2025)

**Conference Co-Chair:** INFORMS Workshop on Data Science 2023

**Program Co-Chair:** INFORMS Workshop on Data Science 2022

**Program Organizing Committee:**

- **Industry Talks Chair**, Workshop on Information Technologies and Systems (2020)
- **Industry and Prototype Chair**, Workshop on Information Technologies and Systems (2018)
  - **Outstanding Service as Industry and Prototype Chair**  
Organized two industry research sessions featuring analytics executives from Facebook, Snapchat, Microsoft, IBM Research, eBay and Dropbox. Managed and hosted the academic prototype poster session.

**Track Co-Chair:**

- Pacific Asia Conference on Information Systems (2021)

**Mini-Track Chair:**

- Americas Conference on Information Systems (AMCIS) 2023

**Associate Editor:**

- International Conference on Information Systems (2018, 2020, 2021, 2023)
- Pacific Asia Conference on Information Systems (2020)

**Conference Program Committee:**

- Workshop on Information Technologies and Systems (2016–2023)
- INFORMS Workshop on Data Science (2017–2021)

- Conference on Information Systems and Technology (2020–2023)

**Session Chair, Panelist and Advisor:**

- CityU IS Research Workshop (2023)
- AI Governance Workshop, American University (2023)
- Doctoral Consortium, “Navigating the Job Market” Panel, Americas Conference on Information Systems (2020)
- INFORMS Annual meeting Information Systems Society (ISS) cluster (2018)
- INFORMS Annual meeting Artificial Intelligence (AI) cluster (2018)
- International Conference on Information Systems (2018)
- Workshop on Information Technologies and Systems (2016, 2018)
- INFORMS Workshop on Data Science (2018)

**Journal Reviewer:**

- MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Journal of Business Analytics (JBA), ACM Transactions on Management Information Systems (TMIS), Information & Management, International Journal of Electronic Commerce, IEEE Intelligent Systems, Journal of Natural Language Engineering

**Conference Reviewer:**

- International Conference on Information Systems (ICIS), Workshop on Information Technologies and Systems (WITS), Conference on Information Systems and Technology (CIST), Americas Conference on Information Systems (AMCIS), Hawaii International Conference on System Sciences (HICSS), Decision Sciences Institute (DSI), INFORMS Annual Meeting, Winter Conference on Business Analytics (WCBA)

**PROFESSIONAL SERVICES—INTERNAL**

---

**Mod 4 Coordinator**, M.S. in Business Analytics, McIntire School of Commerce, University of Virginia (2022-present)

**Research Computing Coordinator**, McIntire School of Commerce, University of Virginia (2021-present)

**Undergraduate Program Committee**, McIntire School of Commerce, University of Virginia (2021-2023)

**Graduate Program Committee**, McIntire School of Commerce, University of Virginia (2023-Present)

**ARPT Subcommittee Chair**, McIntire School of Commerce, University of Virginia (2023)

**Center for Business Analytics, McIntire School of Commerce, University of Virginia**

- **Associate Director**, Center for Business Analytics (2020-present)

- **Seminar Organizer**, Building AI-Enabled Products: Malicious Content Detection and VR (Oculus) Development at Facebook (2021)
- **Session moderator**, Analytics Career Panel at the Annual Business Analytics Colloquium, McIntire School of Commerce (2014–2021)
- **Engaging with corporate partners** and school colleagues on analytics-related teaching, research, and community outreach. The corporate partners include:
  - **comScore** – Capstone projects and research collaboration (a *Journal of Marketing* publication)
  - **The Teaching Company** – Capstone project and research collaboration (a *Journal of Management Information Systems* publication)
  - **RentPath** – Capstone projects and guest lectures
  - **CapTech** – Guest lectures and project judging panels
  - **Capital One** – Guest lectures
  - **Deloitte** – Project judging panels

#### Doctoral Dissertation Committee

- Dingjing Shi, Quantitative Psychology, University of Virginia (Graduated in 2020; Tenure-track Assistant Professor at University of Oklahoma)

#### Master and Undergraduate Students Mentoring

- Yiting Tsai, Master in Data Science, University of Virginia (Independent Study in 2020; Allianz Partners)
- Haoran Liu, Master in Computer Science, University of Virginia (Independent Study in 2017; Facebook)
- Trevor Hinkle, Undergraduate in Commerce, University of Virginia (Independent Study in 2017; University of Copenhagen)

#### Other Activities

- **Co-Organizer**, IT Area Research Symposium (2020)
- **Member**, McIntire Ally Program (2017–present)
- **Co-Organizer**, fundraising in the UVA community to support personal protective equipment (PPE) needs of UVA Health, Martha Jefferson Hospital and Hospice of Piedmont (2020)
- **Faculty Marshal**, UVA commencements (2016–2018)
- **Panelist**, the Smart Woman Securities (SWS) of UVA’s Women’s Speaker Series (2018)

#### TECHNICAL SKILLS & OTHER INFORMATION

---

- **Programming & Scripting Language:** Python, Java, Visual Basic, C#, Bash, DOS
- **Statistical Software:** R, OpenBUGS, WinBUGS, JAGS, STATA, SPSS, SAS, MATLAB

- **Data Management:** Databricks, Spark, Hadoop (Apache Hadoop, Hortonworks, HD Insights, IBM Infosphere, Microsoft Cosmos), NoSQL Databases (MongoDB, Cassandra, neo4j, Google BigQuery), Relational Database (MS SQL Server, Oracle, MySQL, MS Access)
- **Internet Technologies:** HTML, XML, JSON, .NET, JavaScript, jQuery
- **Cloud Computing:** Amazon AWS, Microsoft Azure, IBM Bluemix
- **Professional Membership:** Association of Information Systems (AIS), Institute for Operations Research and the Management Sciences (INFORMS)
- **Piano:** Level 10 Certificate (Highest level for amateur players in China)
- **Language:** English (Fluent) & Mandarin (Native)