Jingjing Li

Andersen Alumni Associate Professor
Academic Co-Director, Master of Science in Business Analytics
Associate Director for Center for Business Analytics
McIntire School of Commerce
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WORK EXPERIENCE

Since 2024 **Academic Co-Director, Master of Science in Business Analytics**
McIntire School of Commerce and Darden School of Business
Universtiy of Virginia, Charlottesville, VA

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: Healthcare, marketing, management, search engine, recommender system, and public policymaking.

AWARDS

- **Outstanding Associate Editor**, MIS Quarterly, 2024

- **Outstanding Service Award as Conference Co-Chair,** Workshop on Information Technologies and Systems (WITS), 2024

- **Annual Faculty Recognition Award**, The Order of Claw and Dagger, 2024

- **Poet & Quants Best Undergraduate Professor**, 2023

- **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

- **Best Paper Award**, INFORMS Conference on Information Systems and Technology (CIST), 2020

- **ISS Design Science Award**, INFORMS, 2019

- **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

- **Best Prototype Award,** Workshop on Information Technologies and Systems (WITS), 2016

- **Best Paper Award**, Workshop on Information Technologies and Systems (WITS), 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

- **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

GRANTS

- **Thriving Youth in a Digital Environment (TYDE) Postdoc Fellowship (PI),** "Digital Technology and Youth Mental Health," **$130,000**, 2024

- **Jefferson Trust (Co-PI),** "UVAi Vanguard: Transforming UVA's Academic Landscape with AI & Large Language Models," **$112,800**, 2024

- **4-VA Collaborative Research Grant** (PI), "Building Machine Learning Resilience during Disasters," **$10,000**, 2024

- **UVA Analytics Resources Award** (PI)**, $8,000,** 2023

- **UVA CTE Thrive Grant** (Co-PI), **$10,000**, 2023

- **National Science Foundation** (Co-PI), **$500,000**, UVA Share: **$230,000**, 2018–2021

- **AWS Research Grant** (PI), **$6,000**, 2021

- **Google Cloud Research Grant** (PI), **$5,000**, 2021

- **Databricks Teaching Grant** (PI), **$10,000**, 2021, 2022, 2023

- **Microsoft Azure Award** (Co-PI), "Psychometric NLP for Patient Care and Coordination," Microsoft Research, **$25,000**, 2017–2019

- **AWS Research Grant** (PI), "Ontology Learning from Behavioral Research," Amazon, **$5,000**, 2015

JOURNAL PUBLICATIONS

[1]   R. Liu, J. Li, M. Zivkovic, and A. Abbasi (Forthcoming). Automating in high-expertise, low-label environments: Evidence-based medicine by expert-augmented few-shot learning. *MIS Quarterly* (UTD24, FT50, 5-year impact factor 9.9).***First two authors contribute equally ***

[2]   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](#)

[3]   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).

[4]   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)

[5]   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.

- Shelby D. Hunt/Harold H. Maynard Award Finalist, Journal of Marketing, 2020

[6] 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

[7] 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.

[8] 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*** (Ranked among the top 35 most downloaded papers of all time in *TOIS*).

- National Science Foundation Award, $500,000, UVA Share: $230,000, 2018–2021
- INFORMS Data Science Workshop Best Paper Nominee 2018
- Microsoft Azure Award 2017 ($25,000)

[9] 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] He, C., Wang H., Li, J., Yi, C. (2024) PersonaCoder: Coding Agents with Personalities. *Workshop on Information Technologies and Systems (WITS)*, Bangkok, Thailand.

[2] Wu, Y., Wan, G., Li, J., Zhang, Y., Chen, J. (2024) Proactive Reasoning with Structured Knowledge Base: Task-Oriented LLM Agents for Medical Differential Diagnosis. *Workshop on Information Technologies and Systems (WITS)*, Bangkok, Thailand.

[3] Wu, Y., Wan, G., Li, J., Zhang, Y., Chen, J. (2024) Can AI AgentsThink Ahead? Proactive Reasoning with Structured Knowledge Base. *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Yale School of Management

[4] Zhang, X., Cai, J., Li, J., Abbasi, A. (2024) Empirical Bayes Tensor Decomposition: A Holistic and Interpretable Representation of Online Customer Journeys. *INFORMS Workshop on Data Science*, Seattle, WA.

[5] Li, J. Liu, R., Zivkovic, M., Abbasi, A. (2024) Automating in High-Expertise, Low-Label Environments: Evidence-Based Medicine by Expert-Augmented Few-Shot Learning. *Summer Workshop on AI for Business*, Shanghai Business School.

[6] Li, J. (2024), AI Empowered Research and Teaching: Innovations, Challenges, and Future Directions. *China Summer Workshop on Information Management*, Xiamen University

[7] Li, J. (2024) GenAI Innovation: Stories from My Classroom. *IT Teaching Innovation Workshop*, University of Texas at Austin.

[8] Li, J. Liu, R., Zivkovic, M., Abbasi, A.(2024) Automating in High-Expertise, Low-Label Environments: Evidence-Based Medicine by Expert-Augmented Few-Shot Learning. *The Conference on Health IT and Analytics (CHITA)*, Johns Hopkins University

[9] Zhang, X., Cai, J., Li, J., Abbasi, A. (2023) Towards a Holistic Representation of Online Customer Journeys: A Tensor-based Framework. *INFORMS Workshop on Data Science*, Phoenix, Arizona.

[10] Bian, B., Li, J., Li, Kai.(2023) Does Mandating Women on Corporate Boards Backfire? *NFA.*

[11]   Bian, B., Li, J., Li, Kai.(2023) Does Mandating Women on Corporate Boards Backfire? *SFS Cavalcade North America.*

[12]   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.

[13]   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.

[14]   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).*

[15]   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).*

[16]   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.

[17]   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.*

[18]   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.**

[19]   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.

[20]   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.*

[21]   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*

[22]   Li, J., Yang, J., Qu, Y. (2021) Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *INFORMS Annual Meeting.*

[23]   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*

[24]   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.*

[25]   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.**

[26]   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*

[27] 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.*

[28] 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 ***

[29] 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 ***

[30] 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.

[31] 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.

[32] 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***.

[33] 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.

[34] 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.

[35] 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.

[36] 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.

[37] 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.

[38] 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.

[39] 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.***

[40] 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.

[41] Abbasi, A., Li, J., Adjeroh, 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***.

[42] 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.

[43] 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.

[44] 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%).

[45] 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%).

[46] Li, J., Ye, X., & Li, D. (2014). Improving Xbox search relevance by click likelihood labeling. *HCI International Conference*, Creta Maris, Heraklion, Crete, Greece.

[47] 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.

[48] Li, J. & Larsen, K.R. (2013). Tracking behavioral construct use through citations: A relation extraction approach. *International Conference on Information Systems (ICIS)*, Milan, Italy.

[49] 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.

[50] 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.

[51] 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.

[52] 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.

[53] 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.

[54] 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] "Automating in High-Expertise, Low-Label Environments: Evidence-Based Medicine by Expert-Augmented Few-Shot Learning," Research seminar, **University of Delaware**, November 2024.

[2] Panelist, "Generative AI in Higher Education," Symposium on Risk Management and Higher Education, **Deloitte**, Arlington, April 2024.

[3] "Automating in High-Expertise, Low-Label Environments: Evidence-Based Medicine by Expert-Augmented Few-Shot Learning," Research seminar, **University of Illinois Urbana-Champaign**, March 2024.

[4] "Navigating Social Activism: The Role of Communal Norms in Firm Social Media Content," Research seminar, **University of Notre Dame**, March 2024.

[5] "Responsible Machine Learning," **Saarland University**, Germany, August 2023.

[6] "Building Machine Learning Resilience during Crises," **University of Colorado**, Boulder, March 2023.

[7] "Building Machine Learning Resilience during Crises," **University of Wisconsin**, Milwaukee, November 2022.

[8] "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 15th, 2022.

[9] "Building Machine Learning Resilience during Crises," Women in Data Science, **Santa Clara University**, Santa Clara, May 7th, 2022.

[10] "Building Machine Learning Resilience," Knowledge Continuum, Center for Management of Information Technology, *McIntire School of Commerce*, Charlottesville, August 20th, 2021

[11] "TheoryOn: A Design Framework and System for Unlocking Behavioral Knowledge through Ontology Learning," Pamplin College of Business, **Virginia Tech**, April 2nd, 2021

[12] "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 18th, 2021.

[13] "Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19," **Virginia Research Seminar Series**, March 5th, 2021.

[14] "TheoryOn: A Design Framework and System for Unlocking Behavioral Knowledge through Ontology Learning," Sauder School of Business, **University of British Columbia**, January 29th, 2021

[15] "Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19," School of Economics and Management, *Shanghai Jiaotong University*, Shanghai, December 2nd, 2020.

[16] "Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19," Forster School of Business, *University of Washington*, Seattle, October 30th, 2020.

[17] "AI-enabled Healthcare Analytics," School of Information Management & Engineering, *Shanghai University of Finance and Economics*, Shanghai, China. August 11th 2020.

[18] "Individualism During Crises: Big Data Analytics of Collective Actions Amid COVID-19," Carlson School of Management, *University of Minnesota*, Minneapolis, June 12th, 2020.

[19] "Artificial Intelligence and Big Data Analytics," School of Economics and Management, *Beijing Jiaotong University*, Beijing, China, May 9th, 2020.

[20] "A Deep Learning Architecture for Psychometric Natural Language Processing," Carlson School of Management, *University of Minnesota*, Minneapolis, October 4th, 2019.

[21] "A Deep Learning Architecture for Psychometric Natural Language Processing," *INFORMS Health Applications Cluster*, Phoenix, November 5th, 2018.

[22] "A Deep Learning Architecture for Psychometric Natural Language Processing," 2018 Annual ISOM Research Workshop, *University of Florida*, March 23rd, 2018.

[23] "Bridging the Gap between Machine Learning and Information Systems Research: Applications of ML on Behavioral and Econometric Studies," *George Washington University*, September 2017.

[24] "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 1st, 2017.

[25] "Unlocking Knowledge Inheritance of Behavioral Research through Ontology Learning: An Ontology-Based Search Engine," *NSF Workshop on Behavioral Ontology*, Boulder, CO, August 9th, 2017.

[26] "Gatekeeping Policy and Knowledge Sharing among Platform Complementors: Evidence from App Developers," *POMS Annual Meeting*, Seattle, WA, May 5th, 2017.

[27]   "Textual Review Dimensionality and Helpfulness: A Multi-Method Study," *George Mason University*, Fairfax, VA, April 21st, 2017.

[28]   "Artificial Intelligence and Big Data," *Missouri University of Science and Technology*, October 20th, 2016.

[29]   "Artificial Intelligence in the Enterprise," (with Grazioli, S.), *Knowledge Continuum*, *University of Virginia*, Charlottesville, VA, May 13th, 2016.

[30]   "The Artificial Intelligence Renaissance: Implications of Deep Learning," *UVA Alumni Professor Series Event*, *Deloitte*, Arlington, VA, March 25th, 2016.

[31]   "An Efficient Method of Nomological Network Discovery for Behavioral Research," *Quantitative Psychology Seminar*, *University of Virginia*, Charlottesville, VA, October 7th, 2015.

[32]   "Introduction to Business Analytics," (with Netemeyer, R.) *Finance Forward Conference*, *University of Virginia*, Charlottesville, VA, June 10th, 2015.

[33]   "A Similarity-Based Personalized Movie Recommender," *Microsoft*, Bellevue, WA, August 9th, 2012.

[34]   "Sentiment Analysis on Online Auto Reviews," *JD Power and Associate*, The McGraw-Hill Companies, Boulder, CO, October 6th, 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, 3-year Avg. Rating 4.8/5*)

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

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

GRANTS PENDING

- **FAIR Fellowships in AI Research (FAIR) (PI)**, "Revolutionizing Physician Workflows and Well-being with Generative AI: A Field Study on the Adoption and Impacts of DAX Copilot at UVA Health," $100,000, 2025

- **DAC Analytics Resource Award (PI)**, "The Impacts of DAX Copilot at UVA Health on Medical Notes Quality and Patient Experience," $100,000, 2025

- **3Cavaliers Program (Co-PI),** "Enhancing Multi-modal AI-Generated Content Discernment: A Comprehensive Investigation and Intervention," 2025

- **National Institute of Health (NIH)** (Co-Investigator), "Investigating the Long-Term Trajectory and Daily Impact of Financial Toxicity in Low-Income Breast Cancer Survivors: A 12-month Observational Study," $3,000,000, 2025

GRANTS NOT FUNDED

- **Manning Award** (PI), "Demystifying COVID-19: An AI-Based Systematic Literature Review Approach," $50,000, 2020

- **Facebook Research Award** (PI), "Measuring Digital Economy: Biases in Nonnormal Incomplete Longitudinal Data," *$100,000*, 2020

- **4-VA Grant** (PI), "Transforming Customer Experiences by Humanizing Service-Oriented Chatbot," *$25,000*, 2020

- **AHA Collaborative Science Award** (Co-PI)**,** "Leveraging Psychometric Measures in Mobile Health for Enhanced CVD Prevention amongst Disparate Populations in the Stroke Belt," $350,000, 2018

- **National Science Foundation** (Co-PI)**,** "The CRUFS Framework: User Modeling, Signal Reliability, and Signal Validation in Social-Media Based Analysis of Adverse Drug Events," $548,936, 2016

SELECTED MEDIA COVERAGE

- Poet & Quants, "2023 Best Undergraduate Professors: Jingjing Li, University of Virginia McIntire School of Commerce," December 2023.

- Commerce News, "Professors Gary Ballinger and Jingjing Li Named to P&Q's 50 Best Professors in Undergrad Business Education," December 2023.

- 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)

Editorial Review Board: *Journal of Association for Information System* (2024)

WITS Board Member—Industry Liason (2025-2027)

Conference Co-Chair:

- Workshop on Information Technologies and Systems (WITS) 2024
- 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 (WITS) 2020
- **Industry and Prototype Chair**, Workshop on Information Technologies and Systems (WITS) (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:

- International Conference on Information Systems (ICIS) 2024 and 2025
- Pacific Asia Conference on Information Systems (PACIS) 2021

Mini-Track Chair:

- Americas Conference on Information Systems (AMCIS) 2023

Conference Associate Editor:

- International Conference on Information Systems (ICIS) 2018, 2020–2023
- Pacific Asia Conference on Information Systems (PACIS) 2020
- AOM Conference 2025

Conference Program Committee:

- Workshop on Information Technologies and Systems (WITS) 2016–2023
- INFORMS Workshop on Data Science 2017–2021
- Conference on Information Systems and Technology (CIST) 2020–2023

Session Chair, Panelist and Advisor:

- Research Advisor, CityU IS Research Workshop 2023-2024
- Mentor, Doctoral Consortium, Academy of Management Annual Meeting 2024
- AI Governance Workshop, American University 2023
- Mentor, Doctoral Consortium, "Navigating the Job Market" Panel, Americas Conference on Information Systems 2020
- Session Chair, ICIS 2018, 2023, 2024, WITS 2016, 2018, 2022, INFORMS Workshop on Data Science 2018, INFORMS Annual Meeting Information Systems Society (ISS) cluster 2018, INFORMS Annual meeting Artificial Intelligence (AI) cluster 2018

Journal Reviewer:

- MIS Quarterly (MISQ), Information Systems Research (ISR), Journal of Management Information Systems (JMIS), Journal of the Association for Information Systems (JAIS), Management Science (MS), 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

UVA Provost's AI Task Force (2023-2024)

Dean's Reappointment Committee (2024)

Thriving Youth in a Digital Environment (TYDE) Postdoc Committee Member (2024-present)

Faculty Lead for MBI GenAI Upskilling Workshop (2024-present)

AI Guides at UVA (2024-present)

UVA Interdisciplinary Research Focus Group (2024)

Academic Director, M.S. in Business Analytics, McIntire School of Commerce, University of Virginia (2024-2027)

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)

- Organized Faculty Learning Sessions for High-Performance Computing in 2021 and 2023.

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

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

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)
- **Panel Organizer and Moderator**, Exploring the Future: The Transformative Impact of Generative AI on Business and Society at MSBA Program (September, 2024)
- **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 (2014–2022)
- **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)

o   ***The Teaching Company*** –Capstone project and research collaboration (a *Journal of Management Information Systems* publication)

o   ***RentPath*** – Capstone projects and guest lectures

o   ***CapTech*** – Guest lectures and project judging panels

o   ***Capital One*** – Guest lectures

o   ***Deloitte*** – Project judging panels

Doctoral Students Mentoring

- Dingjing Shi, Quantitative Psychology, University of Virginia (Graduated in 2020; Tenure-track Assistant Professor at University of Oklahoma)
- Yuan Qu, Rutgers University (Graduated in 2023; Post-doc at University of Hong Kong)
- Haowen Deng, Fudan University
- Qi Zhang, Fudan University
- Yuqi Wang, University of Alberta
- Guangya Wan, University of Virginia

Master and Undergraduate Students Mentoring

- Leyan Tang, Undergraduate in Commerce, University of Virginia (2024; PhD in MIS at University of Georgia)

- 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)

- Haoyuan Liu, Undergraduate in Commerce, University of Virginia (2015; PhD in Information, Risk and Operations Management at University of Texas Austin 2022; Assistant Professor at Nanyang Technological University)

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)