

Xixi Li

Assistant Professor
Department of Management Science and Engineering
School of Economics and Management
Tsinghua University
Beijing China 100084

PROFESSIONAL EXPERIENCE

- Assistant Professor*
Department of Management Science and Engineering,
School of Economics and Management
Tsinghua University, Beijing, China Aug 2013 – present
- Post-Doctoral Research Fellow*
Center for Process Innovation, J. Mack Robison College of Business
Georgia State University, Atlanta, Georgia Jan 2012 – Jul 2013
* Focus area: healthcare information technology
- Research Associate*
Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong Sept 2010 – Dec 2011

EDUCATION

- Ph.D., Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong Aug 2006 – Aug 2010*
* Focus area: information system use and organizational behavior
* Dissertation: A Motivational Perspective on Post-Acceptance IS Usage Behaviors
* One paper derived from dissertation published in *Information Systems Research (ISR)*
- Visiting scholar, Center for Process Innovation, J. Mack Robinson College of Business
Georgia State University, Atlanta, Georgia Aug 2008 – Dec 2009*
- B.A. (Hons) in Management, Department of Management & Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong Aug 2003 – Jun 2006*
* Major: Operations and Information Management
* GPA: 3.91 (Max 4.5) (Dean's List, ranked as Top One in the department on graduation)
* First-Honor Award for Bachelor's Degree in Arts
* Full scholarship for outstanding academic performance received each year
* Professor John Butler Scholarship
- International exchange student, W.P. Carey School of Business
Arizona State University, Tempe, Arizona Aug 2004 – Dec 2004*
* GPA: 4.08 (Max 4.5) (Dean's Honor List)

DOMAIN EXPERTISE

- * *Enterprise information systems*
 - *Business intelligence & big data*
 - *Customer relationship management*
- * *Healthcare information technology*
 - *MHealth*
 - *Telemedicine*
- * *Post-adoptive IS usage behaviors*
- * *Knowledge management*
- * *Motivation, leadership*
- * *Affordance*

METHODOLOGY SKILLS

- * *Structural equation modeling (SEM)*
 - *Multiple group analysis*
 - *Latent growth modeling (LGM)*
 - *Growth mixture modeling (GMM)*
- * *Multivariate statistics*
- * *Econometrics*
- * *Process (sequence) analysis*
- * **Software packages:** MPlus, LISREL, AMOS, SmartPLS, SPSS

PEER REVIEWED JOURNALS

Li, X., Hsieh, J.P., and Rai, A. “Motivational Differences across Post-Acceptance IS Usage Behaviors: An Investigation in the Business Intelligence System Context,” *Information Systems Research*, 2013, 24:3, pp. 659-682.

Wang, W., Li, X., and Hsieh, J. P. “The Contingent Effect of Personal IT Innovativeness and IT Self-Efficacy on Innovative Use of Complex IT,” *Behavior and IT*, 2013, 32:11, pp.1105-1124.

PEER REVIEWED CONFERENCE PROCEEDINGS AND PRESENTATIONS

Li, X., Rai, A., and Ganapathy, K. “Understanding Economic Attitude Elasticity to MHealth Services Among the Underprivileged in Rural India: A Piecewise Latent Growth Modeling Approach”. Proceedings of the 25th *DIGIT Workshop at International Conference on Information Systems*, Fort Worth, Texas, December 13, 2015.

Li, X., Hsieh, J. P., and Rai, A. “A Temporal Understanding of Knowledge Transfer after the Implementation of Customer Relationship Management Systems,” Presented at *the Business Intelligence Congress III at International Conference on Information Systems (ICIS)*, Orlando, Florida, December 14-15, 2012.

Rai, A., Li, X., and Ganapathy, K. “Understanding Patient Satisfaction with Teleconsultation Sessions for the Underprivileged in Developing Countries: An Empirical Evaluation in Rural South India,” Presented at the 3rd *Annual Workshop of Health IT and Economics (WHITE)*, Washington D.C., October 5-6, 2012.

Rai, A., Ganapathy, K., and Li, X. “Understanding the Adoption Potential of Mobile Health Information Services among the Underprivileged in Rural Tamilnadu,” Presented at the 3rd *International Conference on Transforming Healthcare with Information Technology*, Hyderabad, India, August 31-September 1, 2012.

- Li, X.,** Hsieh, J. P., and Rai, A. “A Motivational Account for Post-Acceptance Routine and Innovative Use: Introducing the Concept of Tri-Dimensional Intrinsic Motivation,” Proceedings of the 30th *International Conference on Information Systems (ICIS)*, Phoenix, Arizona, December 15-18, 2009.
- Li, X.,** Hsieh, J. P., and Rai, A. “Intrinsic Motivation toward Using Information Systems: A Rich Conceptualization and Empirical Test,” Proceedings of the 70th *Academy of Management Conference (AOM)*, Chicago, Illinois, August 7-11, 2009.
- Li, X.,** and Hsieh, J. P. “Impact of Transformational Leadership on System Exploration in the Mandatory Organizational Context,” Proceedings of the 28th *International Conference on Information Systems (ICIS)*, Montreal, Quebec, Canada, December 9-12, 2007.

RESEARCH GRANTS

- 2013-2016 “Understanding the Temporal Progress of Knowledge Transfer and Its Impact on Users’ Evaluations of Analytical Customer Relationship Management Systems: A Cognitive Dissonance Perspective and Latent Growth Modeling Approach” with Hsieh, J. P., and Rai, A. (Hong Kong General Research Fund: Grant# B-Q36W, HKD \$370,000) [Role: Co-Investigator]
- 2015-2019 “Government Decision-Making Processes Based on the Public-Generated Big Data” with Zhang, N., and other eight team members. (China National Science Fund: Grant# 20141300635, RMB ¥ 600,000) [Role: Co-Investigator]
- 2015-2020 “Data Analytics and Decisions for Healthcare” with Yao, D., Cai, X., and other seven team members. (China National Science Fund: Grant# 20141310518, RMB ¥ 2,705,000) [Role: Co-Investigator]
- 2015-2020 “Business Models and Theories in the Big Data Era” with Huang, J. and other eight team members. (China National Science Fund: Grant# 20141321286, RMB ¥ 1,140,000) [Role: Co-Investigator]

PARTICIPATION IN RESEARCH WORKSHOPS

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|---|----------|
| <i>CARMA 2012 Global Short Course Series</i> | Jun 2012 |
| Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong
* By Dr. M. Gavin, West Virginia University | |
| <i>Theory Building Workshop</i> | Mar 2011 |
| Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong
* By Dr. V. Venkatesh, University of Arkansas | |
| <i>Research Workshop on Employee Creativity</i> | Oct 2010 |

Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong
* By Dr. O. Janssen, University of Groningen

Knowledge as Situated Practices Jul 2010

Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong
* By Dr. K. Kamoche, the University of Nottingham

Enhancing Team Effectiveness: Progress and Prospects Jun 2010

Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hong Kong
* By Dr. S. Kozlowski, Michigan State University

Structural Equation Modeling (SEM) using SmartPLS Jan 2009

Center for Process Innovation
Georgia State University, Atlanta, Georgia
* By Dr. J. Henseler, Radboud University
Dr. C.M. Ringle, Hamburg University of Technology
Dr. G.S. Hubona, Virginia Commonwealth University

INVITED TALKS

A Latent Growth Modeling Approach to Types of Knowledge Transfer and Their Impacts on Business Analysts' Utilitarian Evaluations of Business Intelligence Systems

* WHICEB 2016, Wuhan, China June 2016

Seven Lessons before You Become an Assistant Professor

* WHICEB 2015, Wuhan, China June 2015

Designing Cost-Effective Telecamps for Developing Countries

* West China Hospital, Chengdu, China July 2015

* WHICEB 2015, Wuhan, China June 2015

* School of Business, City University of Hong Kong Feb 2015

* School of Business, Nanjing University, China Nov 2014

* Beijing Ophthalmological Research Institute, Tongren Hospital, China Nov 2014

* School of Economics and management, Tsinghua University, China June 2014

* School of Public Policy and management, Tsinghua University, China Dec 2013

* CNAIS 2013, Guiyang, China Oct 2013

* School of Business, the Hong Kong Polytechnic University July 2013

* Center for Process Innovation, Georgia State University May 2013

Motivational Differences across Post-Acceptance IS Usage Behaviors

* School of Business, Jinan University, Guangzhou, China Jan 2015

* School of Business, Renmin University, Beijing, China Mar 2013

* School of Economics and Management, Tsinghua University, China Mar 2013

* School of Business, City University of Hong Kong Feb 2013

TEACHING-RELATED ACTIVITIES***Teaching Interests***

- * IT-related managerial courses at undergraduate, master, and doctoral levels, e.g., e-commerce, social media, healthcare information technology, etc.
- * Business analytics courses at undergraduate and master levels, e.g., advanced functions in Excel, SQL, etc.
- * Research methodology courses at doctoral level, e.g., research design, fundamental and advanced structural equation modeling, etc.

Teaching Experience

School of Economics and Management, Tsinghua University, Beijing, China		
Doctoral	<i>90510551 Research Methodology</i> Invited as a Guest Speaker	Fall 2014, 2015
Master	<i>80511312 E-Commerce</i> International-MBA Program in collaboration with Sloan School of Management, MIT (class size: 20-50) * Instructor effectiveness: 70.1 (100)	Spring 2015, 2016
Undergraduate	<i>40510842 E-Commerce</i> International Exchange Undergraduate Students (class size: 20-50, 50-80) * Instructor effectiveness: 89.7, 90.0 (100)	Fall 2014, 2015
	<i>40510620 Undergraduate Final Year Project</i> Supervision on bachelor degree dissertation (load: 2-3 students)	Spring 2015, 2016
	<i>00510692 Information Management</i> Double Degree Undergraduate Students (class size: 50-80, 80-120) * Instructor effectiveness: 91.2, 85.2 (100)	Spring 2014, 2015
Department of Management and Marketing, The Hong Kong Polytechnic University		
Undergraduate	<i>MM2021 Management and Organization</i> * Instructor effectiveness: 4.3 (5.0)	Fall 2010
	<i>MM2421 IT for Business</i> * Instructor effectiveness: 4.7 (5.0)	Spring 2010

Teaching Workshops

Training Program for Academic Advisors Sept 2014
Faculty Development Office
Tsinghua University, Beijing, China

Orientation and Training Program for New Faculty Members Sept 2013
Faculty Development Office
Tsinghua University, Beijing, China

Teaching Techniques for Research Staff and Research Students Jun 2010
Educational Development Center
The Hong Kong Polytechnic University, Hong Kong

Teaching Awards and Honors

Invited at departmental level to share experience on “Work Integrated Education (WIE) in the Classroom” Jun 2010
Department of Management and Marketing, Faculty of Business
& Educational Development Center
The Hong Kong Polytechnic University, Hong Kong

SERVICE

- * Reviewer for *Management Information Systems Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of the Association of Information Systems, IEEE Transaction on Engineering Management, Information Technology and People, Information and Management, International Conference of Information Systems, Pacific Asian Conference of Information Systems, and European Conference on Information Systems*
- * Undergraduate Committee Member Since Sept 2013
- * Department Research Committee Member Since Sept 2013
- * Tsinghua SEM Undergraduate Class 41 Academic Advisor Since Sept 2014

MEMBERSHIP

Association for Information Systems, Academy of Management

REFEREES

Dr. Arun Rai

*Regents’ Professor of the University System of Georgia
Robinson Chair of IT-Enabled Supply Chains & Process Innovation
Harkins Chair of Information Systems
Center for Process Innovation & Computer Information Systems Department
J. Mack Robinson College of Business
Georgia State University
35 Broad Street NW, Atlanta, GA 30303*

Phone: (404) 413-7857
Email: arunrai@gsu.edu

Dr. Andrew Burton-Jones

Professor of Business Information Systems
Room 531, Joyce Ackroyd Building, St. Lucia Campus
The University of Queensland
Phone: (61) 7-334-68172
Email: a.burtonjones@business.uq.edu.au

Dr. Sean Xin Xu

Professor, Associate Dean
School of Economics and Management
Tsinghua University
Phone: 86 (10) 6379 4508
Email: xuxin@sem.tsinghua.edu.cn

Dr. Xu Huang

Professor, Department of Management
Hong Kong Baptist University
Email: xuhuang@hkbu.edu.hk