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Yili Hong

ACADEMIC POSITIONS

2014–

Tenure-track Assistant Professor, Department of Information Systems
W. P. Carey School of Business, Arizona State University, *Tempe, AZ*.

2009–2014

Instructor and Research Assistant, Department of Management Information Systems
Fox School of Business, Temple University, *Philadelphia, PA*.

EDUCATION

2009–2014

Ph.D. in Business Administration (Management Information Systems Concentration),
Fox School of Business, Temple University, *Philadelphia, PA*.
Dissertation: Three Essays on Global Online Labor Markets for IT Services (Chair: Paul A. Pavlou)
Awards: ACM SIGMIS Dissertation Award (winner) and INFORMS ISS Nunamaker-Chen Award (runner-up)

2005–2009

B.A. Management, School of International Business, Beijing Foreign Studies University,
Beijing, China.
Graduation with Excellence

2005–2009

B.A. English, School of International Business, Beijing Foreign Studies University, *Beijing, China*.

PROFESSIONAL RECOGNITION & AWARDS

2016

● Google Cloud Platform Education Grants, Google.

2016

● NET Institute Grant, NET Institute.

2016

● Outstanding Teaching Award, Department of Information Systems, Arizona State University.

2016

● Amazon AWS Grant, Amazon.

2015

● CIBER Grant Award, Department of Education.

2015

● NET Institute Grant, NET Institute.

2014

● ACM SIGMIS Doctoral Dissertation Award (winner), Association for Information Systems and Association for Computing Machinery.

2014

● Nunamaker-Chen Dissertation Award (runner-up), Information Systems Society, INFORMS.

2014

● Best Dissertation Award (winner), Fox School of Business, Temple University.

2014


● ICIS Best Conference Paper Nomination, Association for Information Systems.

- 2014 ● NET Institute Grant, NET Institute.
- 2014 ● Dean's Outstanding Publication Award, Fox School of Business, Temple University.
- 2014 ● Beta Gamma Sigma International Honor Society, Beta Gamma Sigma.
- 2013 ● ICIS Doctoral Consortium Fellow, Association for Information Systems.
- 2013 ● Distinguished Award for Excellence in Teaching, Temple University.
- 2013 ● NET Institute Grant, NET Institute.
- 2013 ● CIBER Grant Award, Department of Education.
- 2013 ● Harry A. Cochran Award for Research Excellence, Fox School of Business, Temple University.
- 2013 ● Best Dissertation Proposal Award (winner), Fox School of Business, Temple University.
- 2013 ● Lynne A. Cronfield Foundation Research Award, Temple University.
- 2012 ● ICIS Best Conference Paper (runner up), Association for Information Systems.
- 2012 ● AMCIS Best Conference Paper (runner up), Association for Information Systems.
- 2011 ● CIBER Grant Award, Department of Education.
- 2009 ● Graduation with Excellence, Beijing Foreign Studies University.
- 2008 ● Outstanding Language Specialist, International Olympics Committee.

■ JOURNAL PUBLICATIONS

- 2016 ● **Yili Hong**, Ni Huang, Gord Burtch, & Chunxiao Li, Culture, Conformity and Emotional Suppression in Online Reviews, *Journal of the Association for Information Systems*, forthcoming
aisel.aisnet.org/jais/forthcoming.html.
- 2016 ● Ni Huang, Gord Burtch, **Yili Hong**, & Evan Polman, Effects of Multiple Psychological Distances on Construal and Consumer Evaluation: A Field Study of Online Reviews, *Journal of Consumer Psychology*, forthcoming
[doi 10.1016/j.jcps.2016.03.001](https://doi.org/10.1016/j.jcps.2016.03.001).
- 2016 ● **Yili Hong**, Chong Wang & Paul A. Pavlou, Comparing Open and Sealed Bid Auctions: Evidence from Online Labor Markets, *Information Systems Research* (27:1), pp. 49–69
[doi 10.1287/isre.2015.0606](https://doi.org/10.1287/isre.2015.0606).
Summary of the findings featured in LSE Business Review.
- 2014 ● **Yili Hong**, & Paul A. Pavlou, Product Fit Uncertainty in Online Markets: Nature, Effects, and Antecedents, *Information Systems Research* (25:2), pp. 328–344
[doi 10.1287/isre.2014.0520](https://doi.org/10.1287/isre.2014.0520).
- 2012 ● Angelika Dimoka, **Yili Hong**, & Paul A. Pavlou, On Product Uncertainty in Online Markets: Theory and Evidence, *MIS Quarterly* (36:2), pp. 395–426
aisel.aisnet.org/misq/vol36/iss2/6/.

2011

Shan Wang, **Yili Hong**, Norm Archer & Youwei Wang, Modeling the Success of Small and Medium Sized Online Vendors in Business to Business Electronic Marketplaces in China: A Motivation–Capability Framework, *Journal of Global Information Management* (19:4), pp. 45–75
 [10.4018/jgim.2011100103](https://doi.org/10.4018/jgim.2011100103).

CONFERENCE PROCEEDINGS/PRESENTATIONS

2016

Yuheng Hu, & **Yili Hong**, Analyzing Location Disclosure Behavior on Instagram, *Annual International Conference on Computational Social Science (ICCSS2016)*, Evanston, Illinois.

2016

Yili Hong, Bin Gu, Chen Liang, Gord Burtch, & Ni Huang, Stimulating UGC Contribution via Performance Feedback: A Randomized Mobile Field Experiment, *Statistical Challenges in eCommerce Research (SCECR)*, Naxos, Greece.

2016

Gord Burtch, **Yili Hong**, Ravi Bapna, & Vlad Griskevicius, Motivating Action And Effort: Stimulating Online Reviews By Combining Financial Incentives And Social Norms, *Winter Conference on Business Intelligence (WCBI)*, Snowbird, UT.

2015

Irfan Kanat, **Yili Hong**, & Raghu Santanam, Surviving and Thriving in Online Labor Markets: A Geoeconomic Analysis, *Workshop on Information Systems and Economics (WISE)*, Dallas, TX.

2015

Gord Burtch, **Yili Hong**, Ravi Bapna & Vlad Griskevicius, What Are Social Incentives Worth?, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.

2015

Yili Hong, Yuheng Hu, & Gord Burtch, Social Broadcasting or Social Sharing? Understanding the Crowd’s Contribution to Public vs. Private Goods in Crowdfunding Campaigns, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.

2015

Ni Huang, **Yili Hong**, & Gord Burtch, Anonymity and Language Usage: A Natural Experiment of Social Network Integration, in *Proceedings of the NET Institute Conference*, New York, NY.

2015

Zuyin Zheng, **Yili Hong**, & Paul A. Pavlou, Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.

2015

Gord Burtch, **Yili Hong**, Ravi Bapna, & Vlad Griskevicius, What Are Social Incentives Worth, in *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.

2015

Yili Hong, Yuheng Hu, & Gord Burtch, Crowd’s Contribution to Public versus Private Goods in Crowdfunding Campaigns, in *Conference on Information Systems and Technology (CIST)*, Philadelphia, PA.

2015

Zuyin Zheng, **Yili Hong**, & Paul A. Pavlou, Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets, *INFORMS Annual Meeting*, Philadelphia, PA.

2015

Ying Liu, Pei-yu Chen, & **Yili Hong**, The Effect of Rating System Design on Negativity Bias, *INFORMS Annual Meeting*, Philadelphia, PA.

- 2015 ● Gord Burtch, **Yili Hong**, Ravi Bapna & Vlad Griskevicius, What Are Social Incentives Worth?, in *CODE@MIT Conference*, Cambridge, MA.
- 2015 ● Zuyin Zheng, **Yili Hong**, & Paul A. Pavlou, On Service Employers' Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery, in *proceedings of the 21st Americas Conference on Information Systems*, Puerto Rico.
- 2015 ● Zuyin Zheng, **Yili Hong**, & Paul A. Pavlou, How do Price Dispersion and Quality Dispersion Affect Employer's Hiring Decisions in Online Labor Markets, *The 11th Symposium on Statistical Challenges in eCommerce Research*, Addis Ababa, Ethiopia.
- 2014 ● Ying Liu, Pei-yu Chen, & **Yili Hong**, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, *Workshop on Information Systems Economics*, Auckland, New Zealand.
- 2014 ● Gord Burtch, & **Yili Hong**, What Happens When Word of Mouth Goes Mobile?, in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.
– *Nominated for the ICIS 2014 Best Conference Paper*
- 2014 ● Ying Liu, Pei-yu Chen, & **Yili Hong**, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in *Proceedings of the 35th International Conference on Information Systems*, Auckland, New Zealand.
- 2014 ● Zuyin Zheng, **Yili Hong**, & Paul A. Pavlou, Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets, in *The 10th Symposium on Statistical Challenges in eCommerce Research*, Tel Aviv, Israel.
- 2014 ● Ying Liu, Pei-yu Chen, & **Yili Hong**, The Value of Multi-dimensional Online Rating Systems: An Information Transfer Perspective, in *INFORMS Annual Meeting*, San Francisco, California.
- 2013 ● **Yili Hong**, Pei-yu Chen, & Lorin Hitt, Measuring Product Type with Sequential Dynamics of Online Product Reviews: Theory and Applications, in *Workshop on Information Systems Economics*, Milan, Italy.
- 2013 ● **Yili Hong**, Paul A. Pavlou, & Pei-yu Chen, Quality-Adjusted Consumer Surplus for IT Outsourcing E-Markets with Asymmetric Information, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy.
- 2013 ● Nan Shi, **Yili Hong**, Kanliang Wang, & Paul A. Pavlou, Social Commerce Beyond Word of Mouth: Role of Social Distance and Social Norms in Online Referral Incentive Systems, in *Proceedings of the 34th International Conference on Information Systems*, Milan, Italy.
- 2013 ● **Yili Hong**, Chong Wang, & Paul A. Pavlou, Open or Sealed Bid in Buyer-Determined Auctions? Evidence from Online Labor Markets, in *Conference on Information Systems and Technology*, Minneapolis, Minnesota.
- 2013 ● **Yili Hong**, Chong Wang, & Paul A. Pavlou, Does Auction Mechanism Affect Bidder Behavior and Market Performance? Evidence from Sealed and Open Bids Auctions in An Online Labor Market, in *The 9th Symposium on Statistical Challenges in eCommerce Research*, Lisbon, Portugal.
- 2013 ● **Yili Hong**, & Paul A. Pavlou, Are Global Labor Markets Truly "Flat"? Global Frictions, Labor Arbitrage and Reputation in Online Labor Markets, in *The 9th Symposium on Statistical Challenges in eCommerce Research*, Lisbon, Portugal.

- 2013
● **Yili Hong**, Chong Wang, & Paul A. Pavlou, Does Auction Design Affect Bidder Behavior and Market Performance? Evidence from Crowdsourcing Platforms, in *INFORMS Marketing Science Society Conference*, Istanbul, Turkey.
- 2012
● **Yili Hong**, Pei-yu Chen, & Lorin Hitt, Measuring Product Type with Dynamics of Online Review Variance: Implications for Research and Practice, in *Proceedings of the 33th International Conference on Information Systems*, Orlando, Florida.
– *Awarded ICIS 2012 Runner-up Best Conference Paper*
- 2012
● **Yili Hong**, & Paul A. Pavlou, Cost-based, Competitive and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *Proceedings of the 33th International Conference on Information Systems*, Orlando, Florida.
- 2012
● **Yili Hong**, Pei-yu Chen, & Lorin Hitt, Implications of Online Product Review Variance for Product Categorization, in *The 8th Symposium on Statistical Challenges in eCommerce Research*, Montreal, Canada.
- 2012
● **Yili Hong**, Paul A. Pavlou, & Pei-yu Chen, Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in *The 8th Symposium on Statistical Challenges in eCommerce Research*, Montreal, Canada.
- 2012
● **Yili Hong**, & Paul A. Pavlou, Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *The Academy of Management Conference (AOM) Best Paper Proceedings*, Boston, Massachusetts.
- 2012
● Nan Shi, **Yili Hong**, Kanliang Wang, & Paul A. Pavlou, Social Commerce in a Networked Society: Considering Social Distance and Norms in Referral Incentive Mechanisms for Online Business, in *Proceedings of the 18th Americas Conference in Information Systems*, Seattle, Washington.
– *Awarded AMCIS 2012 Runner-up Best Conference Paper*
- 2012
● Wenjuan Yuan, **Yili Hong**, & Paul A. Pavlou, Do Consumers Trust Online Product Reviews? An Experimental Study of Biases in Online Product Reviews, in *Proceedings of the 18th Americas Conference in Information Systems*, Seattle, Washington.
- 2012
● Nan Shi, **Yili Hong**, Liqiang Huang, & Kanliang Wang, The Effects of Social Distance on Proposer's Offer and Responder's Intention to Accept in Online Referral Bonuses Programs under Chinese Setting, in *Proceedings of the 14th Annual International Conference on Electronic Commerce*, Singapore.
- 2011
● **Yili Hong**, & Paul A. Pavlou, Strategic Bidding and Personalized Pricing in Global Electronic Markets for Services Outsourcing, in *Workshop on Information Systems Economics*, Shanghai, China.
- 2011
● **Yili Hong**, Paul A. Pavlou, & Pei-yu Chen, Quality-adjusted Consumer Surplus in Markets with Asymmetric Information, in *Workshop on Information Systems Economics*, Shanghai, China.
- 2010
● **Yili Hong**, & Paul A. Pavlou, Fit Does Matter! An Empirical Study on Product Fit Uncertainty in Online Marketplaces, in *Proceedings of the 31th International Conference on Information Systems*, St. Louis, Missouri.
- 2010
● Sunil Wattal, **Yili Hong**, & Munir Mandviwalla, Is IT the Great Equalizer? A Social Class Based Longitudinal Analysis of Technology Diffusion, in *Proceedings of the 31th International Conference on Information Systems*, St. Louis, Missouri.

2010

Yili Hong, & Paul A. Pavlou, Product Uncertainty in the Online Marketplaces in China: An Econometric Model, in *Proceedings of the 16th Americas Conference in Information Systems*, Lima, Peru.

MEDIA MENTIONS

2016

LSE Business Review, [Online job auctions are more successful when bids are open for all to see](#), *London School of Economics and Political Science*.

2016

Spektrum der Wissenschaft, [Weiter weg und langer her gefällt uns besser](#), von Lars Fischer.

2016

ReviewTrackers, [Research Uncovers Tactics in Customer Feedback Management](#).

2016

Business Standard, [Wait longer for feedback to boost service ratings online](#), *IANS*.

2016

ZeeNews, [Long wait for feedback can boost service ratings online](#).

2016

ScienceDaily, [How to boost online ratings](#), *Society for Consumer Psychology*.

2016

AAAS, [How to boost online ratings](#), *The American Association for the Advancement of Science*.

2015

FoxPhD, [Fox PhD graduate wins 1st place in prestigious doctoral dissertation award](#).

2015

FoxMIS, [Kevin Hong wins doctoral dissertation award](#).

INVITED SEMINARS

2016

Information Systems Research Workshop, Arizona State University, *Tempe, AZ*.

2014

Center for International Business Education and Research, Temple University, *Philadelphia, PA*.

2013

W. P. Carey School of Business, Arizona State University, *Tempe, AZ*.

2013

McIntire School of Commerce, University of Virginia, *Charlottesville, VA*.

2013

Nanyang Business School, Nanyang Technological University, *Singapore*.

2013

School of Business, Hong Kong University of Science and Technology, *Hong Kong*.

2013

School of Business, City University of Hong Kong, *Hong Kong*.

2011

School of Business, Renmin University of China, *Beijing, China*.

2011

School of Business, University of Electronic Science and Technology of China, *Chengdu, China*.

GRANTS

2016

Google Cloud Platform Education Grants, Google.

2016

NET Institute Grant, NET Institute, \$4,500 (with Chen Liang and Bin Gu).

2016

Amazon AWS Grant, Amazon, \$5,000.

- 2015 ● CIBER Grant Award, Department of Education, \$2,500 (with Alvin Zheng and Paul A. Pavlou).
- 2015 ● NET Institute Grant, NET Institute, \$3,000 (with Ni Huang and Gord Burtch).
- 2014 ● Hong Kong RGC General Grant, Research Grants Council of Hong Kong (with Alex Wang).
- 2014 ● NET Institute Grant, NET Institute, \$3,000 (with Pei-yu Chen and Lorin Hitt).
- 2013 ● CIBER Grant Award, Department of Education, \$5,000 (with Paul A. Pavlou).
- 2013 ● NET Institute Grant, NET Institute, \$3,000 (with Alex Wang and Paul A. Pavlou).
- 2011–2015 ■ Young Scholars Forum Grant, Fox School of Business, Temple University, *multiple grants* \$18,800.
- 2010 ● CIBER Grant Award, Department of Education, \$5,000 (with Paul A. Pavlou).

■ TEACHING

- 2014– ■ CIS 360 - Business Database Concepts, W. P. Carey School of Business, Arizona State University.
- 2014–2015 ■ CIS 315 - Introduction to Business Data Analytics, W. P. Carey School of Business, Arizona State University.
- 2013 ● MRKT 3502 - Information Management and Marketing Strategy, Fox School of Business, Temple University.
- 2012–2013 ■ MIS 2502 - Business Analytics, Fox School of Business, Temple University.

■ WORK AND SELECTED CONSULTING EXPERIENCE

- 2014– ■ External Researcher, Meishi, *Beijing, China.*
- 2014– ■ External Researcher, Yamibuy, *City of Industry, California.*
- 2014– ■ External Researcher, fits.me, *Estonia.*
- 2012–2013 ■ External Researcher, 08Piao, *Xi'an, China.*
- 2010– ■ External Researcher, freelancer Ltd., *New South Wales, Australia.*
- 2008–2009 ■ Intern Analyst, China International Capital Corporation (CICC), *Beijing, China.*
- 2008 ● Language Specialist, The 29th International Olympic Games, *Beijing, China.*

■ UNIVERSITY SERVICES

- 2016 ● ASU/NAU/UA Joint IS Workshop, Coordinator, *ASU.*

2015–2016 Personnel Committee (DISPAT), elected member, *ASU*.

2015 Faculty recruiting committee, elected member, *ASU*.

2014–2015 Research workshop committee, member, *ASU*.

2014–2015 Undergrad program committee, member, *ASU*.

2014 Ph.D. program committee, member, *ASU*.

ACADEMIC SERVICES

2017 Associate Editor, Pacific Asia Conference on Information Systems.

2014–2016 Program committee member, Conference on Information Systems and Technology.

2014–2015 Associate Editor, International Conference on Information Systems.

2015 Mini-Track Chair, America's Conference on Information Systems.

2013 Program committee member, International Conference on Electronic Commerce.

2012 Arrangements Co-chair, MIS Academic Leadership Conference.

REFeree SERVICES

Management Science, Information Systems Research, MIS Quarterly, Journal of AIS, Decision Support Systems, Decision Sciences Journal, European Journal of Information Systems, Information Systems Journal, Information & Management, IJITDM, Hong Kong Research Grant Council

COMPUTER SKILLS

- **Operation Systems:** Linux, Mac OS, Windows
- **Statistical Packages:** Stata, R, SAS, SPSS
- **Programming Languages:** C, Python, HTML, PHP, Javascript, bash, \LaTeX
- **Database Management Systems:** MySQL, PostgreSQL, SQLite, Microsoft SQL Server, Microsoft Access, Google BigQuery, MongoDB
- **Cloud:** Amazon Web Services, Google Cloud Platform