

CURRICULUM VITAE

YIJING LI

Department of Management and Marketing
The Hong Kong Polytechnic University
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ACADEMIC POSITION

2023 - Current	Assistant Professor of Management Information Systems The Hong Kong Polytechnic University
2021 - 2023	Research Assistant Professor of Management Information Systems The Hong Kong Polytechnic University

EDUCATION

2017 — 2021	Doctoral of Philosophy in Information Systems School of Information Systems, and Technology Management UNSW Business School University of New South Wales
2010 — 2014:	Bachelor of Information Management and Information System School of Economics and Management China University of Geosciences (Wuhan, China)

RESEARCH INTERESTS

- Business Analytics, Applied Deep Learning, Computer Vision, Natural Language Processing, Stochastic Processes
- Attention Economy, Social Media, Influencer Marketing, Video Platforms, Crowd Behavior, Human-Computer Interaction

PUBLICATIONS [\[GOOGLE SCHOLAR\]](#)

Papers under Review

1. Chen, Yue, Liu, Fei, [Li, Yijing](#), Tan, C.W and Lim, Eric. Exploring the Effects of Information Scents on Online Information Search Performance: An Experimental Study. *Under 3rd round revise and resubmit at Information Systems Research*.

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2. Li, Yijing; Gao, Angela; Gu, Flora; Leung, Fine, Taking Sides: The U-Shaped Effect of Endorsement Frequency in Influencer Marketing. *Under 3rd round review at Journal of Marketing*.
 3. Li, Yijing; LIM, Kai; Yao, Li, Immersion in Online Interaction Rituals: The Role of Time-Synchronized Comments on Video Platforms. *Under 2nd round revise and resubmit at MIS Quarterly*.
 4. Li, Yijing; Liu, Fei; LIM, Eric, Tan C.W., Digital Replica: Leveraging Artificial Intelligence in Theorizing Visual-Based Human-Computer Interaction. *Under 1st round revise and resubmit at MIS Quarterly*.
 5. Ou, Amy Yi; Li, Yijing; Guo, Wei; Yu, Jack Xinhao; Xu Jeremy Lei, It Takes Two to Tango: Interpersonal Chemistry on Social Media and Entrepreneur-Investor Relationship. *Under 1st round review at Strategic Management Journal*.
 6. Liu, Fei; Li, Yijing; Choi, Ben, Responding before Fact-Checking: Understanding Organic Rebuttals against Dubious Content. *Under 1st round review at Information Systems Research*.

Working in Progress

1. Tactile, Taste, and Aroma in Pixels: Eliciting Multi-Sensory Imagery Through Audiovisual Cues. In collaboration with Flora Gu and Kai Lim.
2. Capitalizing on Viewer Attention: Unraveling the Impact of Attention-Grabbing Stimuli in Visual Social Media Content. In collaboration Kai Lim
3. Work Hard or Work Smart? The Differential Effects of Informational vs. Analytical AI on Customer Acquisition. In collaboration with Qing Li, Fei Liu, Danny Wang, and Flora Gu
4. Interplay of Source and Communication Effects in Driving the Customer Decision Journey: A Multistate Markov Chain Approach. In collaboration with Peiwen Tang, Fei Liu, Danny Wang, and Flora Gu
5. Elite credentials, gendered outcomes: How elite educational background shapes venture capital funding. In collaboration with Jeremy Xu, Sissi Li, and Cecilia Gu
6. Dare to Advocate: How and when does gender equity advocacy on social media affect the advocates' own entrepreneurial success? In collaboration with Amy Ou and Laura Little.
7. Generating Sales Through Scarcity in Livestream Commerce. In collaboration with Flora Gu.
8. Dancing with You or Your Friends? The Dual Effects of Social Expansion and Cognitive Lock-in with Initial Investor on Entrepreneurial Firms' Subsequent Investment Opportunities. In collaboration with Hang-Jun Cho and Fei Liu.

Refereed Journal Papers:

1. Li, Y., Liu, F., Lim, E.T.K., Tan, C.W., Liu, Y. (2024) Infectious Confidence: Unraveling the Effects of Confidence Contagion on Overfunding in Equity Crowdfunding. *MIS Quarterly*, 48(3), pp.1193-1222.
2. Fan, W., Li, Y., Upreti, B. R., Liu, Y., Li, H., Fan, W., & Lim, E. T. (2022). Big data for big

insights: quantifying the adverse effect of air pollution on the tourism industry in china. *Journal of Travel Research*, 61(8), 1947-1966.

3. Liu, F., Li, Y., Song, X., Cai, Z., Lim, E. T., & Tan, C. W. (2022). Effects of age on live streaming viewer engagement: a dual coding perspective. *Journal of Management Analytics*, 9(4), 435-447.
4. Liu, X., Liu, F., Li, Y., Shen, H., Lim, E. T., & Tan, C. W. (2021). Image Analytics: A consolidation of visual feature extraction methods. *Journal of Management Analytics*, 8(4), 569-597.
5. Li, Y., Liu, F., Fan, W., Lim, E.T.K., and Liu, Y. (2020) Exploring the Impact of Initial Herd on Overfunding in Equity Crowdfunding. *Information and Management*. (Impact Factor: 5.12)
6. Li, Y., Guo, H., Zhang, Q., Gu, M., and Yang, J. (2018). Imbalanced Text Sentiment Classification using Universal and Domain-Specific Knowledge. *Knowledge-Based Systems*, (160), pp. 1-15.
7. Guo, H., Yang, C., Liu, X., Li, Y., and Meng, Q. (2018). Simulation Evaluation of Urban Low-Carbon Competitiveness of Cities within Wuhan City Circle in China. *Sustainable Cities and Society*, (42), pp. 688-701.
8. Guo, H., Pan, W., Liu, X., Li, Y., and Zeng, B. (2018). Combining A Continuous Location Model and Heuristic Techniques to Determine Oilfield Warehouse Locations under Future Oil Well Location Uncertainty. *Soft Computing*, (22:3), pp.823-837.
9. Guo, H., Li, Y., Shang, J., Gu, M., Huang, Y., and Gong, B. (2017). Learning from Class-Imbalanced Data: Review of Methods and Applications. *Expert Systems with Applications*, (73), pp.220-239.
10. Li Y., Guo H., Liu X., Li Y., Pan W., Gong B., Pang S., (2017). New Mutation Strategies of Differential Evolution based on Clearing Niche Mechanism', *Soft Computing* (21), pp. 5939 – 5974.
11. Li. Y., Guo H., Liu, X., Li, Y., and Li, J. (2016). Adapted Ensemble Classification Algorithm Based on Multiple Classifier System and Feature Selection for Classifying Multi-Class Imbalanced Data. *Knowledge-Based Systems*, (94), pp.88-104.
12. Guo H., Li. Y., Li, Y., Liu, X., and Li, J. (2016). BPSO-Adaboost-KNN Ensemble Learning Algorithm for Multi-Class Imbalanced Data Classification. *Engineering Applications of Artificial Intelligence*, (49), pp.176-193.
13. Guo, H., Li, Y., Liu, X., Li, Y., and Sun, H. (2016). An Enhanced Self-Adaptive Differential Evolution Based on Simulated Annealing for Rule Extraction and Its Application in Recognizing Oil Reservoir. *Applied Intelligence*, (44:2), pp.414-436.
14. Liu, X., Guo, H., Li, Y., Li, Y., and Pan, W. (2016). Measuring the Urban Competitiveness of Chinese Cities based on Multi-Attribute Decision Making Approach. *International Journal of Sustainable Development*, (19:4), pp. 315-341.
15. Guo, H., Liu, X., Li, Y., Wang, D., and Chen, X. (2015). Comparison Analysis and Evaluation of Urban Competitiveness in Chinese Urban Clusters. *Sustainability*, (7:4), pp.4425-4447.

Refereed Conference Papers:

1. Li, Yijing, Liu, Fei, and Lim, Kai (2024). Capitalizing on Viewer Attention: Unraveling the Impact of Attention-Grabbing Stimuli in Visual Social Media Content. *In Proceedings of the 2024 Americas Conference on Information Systems*. **Best Complete Paper Nominee**.
2. Ou, Amy Y.; Li, Yijing; Xu, Lei; Yu, Xinhao; Wei, Guo (2024). It Takes Two to Tango: Personal Chemistry Between Investors and Entrepreneurs on Social Media. Strategic Management Society (SMS) 44th Annual Conference.
3. Zhu, J., Cai, Z., Liu, F., Li, Y., Lim, E., Tan, C. W., Liu, H. (2021). Unraveling the Effects of Experience-Based Faultlines in E-Sports Teams: An Empirical Analysis. *In Proceedings of the 81st Annual Meeting of the Academy of Management (AOM 2021)*, **Dexter Award Nominee**.
4. Zhao, H., Liu, F., Li, Y., Lim, E., Tan, C. W. (2020). A Configurational View of the Role of Affordances in Enhancing Members' Attachment to Social Networking Sites. *In Proceedings of the 41st International Conference on Information Systems (ICIS 2020)*, Hyderabad, India, 13 December – 16 December.
5. Liu, X., Liu, F., Li, Y., Lim, E. (2020). Disentangling the Effects of Paralinguistic Cues in Bolstering Listeners' Engagement with Podcasters. *In Proceedings of the 41st International Conference on Information Systems (ICIS 2020)*, Hyderabad, India, 13 December – 16 December.
6. Zhu, J., Liu, F., Li, Y., Lim, E., Tan, C. W., Liu, H. (2020). Unraveling the Effects of Experience-Based Faultlines in E-sports Teams: The Moderating Influence of Team Winning Momentum. *In Proceedings of the 41st International Conference on Information Systems (ICIS 2020)*, Hyderabad, India, 13 December – 16 December.
7. Zhao H., Liu F., Li Y., Lim E.T.K., Tan C.W. (2020) Deciphering the Role of Social Networking Affordances in Enhancing Members' Attachment from a Configurational Perspective: A Preliminary Content Analysis. *In Proceedings of the 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, UAE, 20 June – 24 June.
8. Zhu J., Liu F., Li Y., Lim E.T.K., Tan C.W. (2020) Disentangling the Effect of Experience-Based Faultlines on Team Performance in E-Sports. *In Proceedings of the 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, UAE, 20 June – 24 June.
9. Liu X., Liu F., Li Y., Lim E.T.K., Tan C.W. (2020) Modulating Your Voice: The Role of Paralinguistic Cues in Improving Podcasters' Competitiveness. *In Proceedings of the 24th Pacific Asia Conference on Information Systems (PACIS 2020)*, Dubai, UAE, 20 June – 24 June.
10. Liu X., Li Y., Liu F., Lim E.T.K., Tan C.W. (2020) Image Analytics: A Consolidation of Visual Feature Extraction Methods. *In Proceedings of the 80th Annual Meeting of the Academy of Management, Vancouver, Canada (AOM 2020)*, 7 August – 11 August.
11. Li, Y., Lim, E.T.K., Liu, H., and Liu Y. (2019) Seizing Your Market Share: Deciphering the Role

of Visual Branding with Deep Residual Networks. In *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, 15 December – 18 December.

12. Liu, X., Li, Y., Liu, F., Cai, Z., and Lim, E.T.K. (2019) Reinventing the Wheel: Explaining Question Duplication in Question Answering Communities. In *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, 15 December – 18 December.
13. Yu, M., Li, Y., Cai, Z., Liu, F., and Tan, C.W. (2019) From Copy to Practice: Follower's Learning Behavior in Forex Social Trading. In *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, 15 December – 18 December.
14. Yu, M., Li, Y., Lim, E.T.K., and Tan, C.W. (2019) Disentangling the Effects of Geographic Proximity on Forex Social Trading Platform. In *Proceedings of the 23rd Pacific Asia Conference on Information Systems (PACIS 2019)*, Xi'an, China, 8 July – 12 July.
15. Liu, X., Li, Y., Lim, E.T.K., Liu, H., Liu, Y., and Tan, C.W. (2019) Merchandising the Intangibles: Unravelling the Benefits of Visualizing Consumption Experience in Service E-Tailing. In *Proceedings of the 23rd Pacific Asia Conference on Information Systems (PACIS 2019)*, Xi'an, China, 8 July – 12 July.
16. Liu, X., Li, Y., Lim, E.T.K., Liu, Y., and Tan, C.W. (2019) The Power of Beauty: Leveraging on Deep Learning to Disentangle the Effect of Image Aesthetics on Online Purchase. In *Proceedings of the 27th European Conference on Information Systems (ECIS 2019)*, Stockholm and Uppsala, Sweden, 8 June – 14 June.
17. Li, Y., Lim, E.T.K., Liu, Y., and Tan, C.W. (2018) Tangibilizing Your Service: The Role of Visual Cues in Online Group Buying. In *Proceedings of the 39th International Conference on Information Systems (ICIS 2018)*, San Francisco, California, 13 December – 16 December.
18. Li, Y., Fan, W., Liu, F., Lim, E.T.K., Liu, Y., and Tan, C.W. (2018) Exploring the Nudging and Counter-Nudging Effects of Campaign Updates in Crowdfunding. In *Proceedings of the 22nd Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, 26 June – 30 June.
19. Li, Y., Liu, F., Fan, W., Lim, E.T.K., and Liu, Y. (2018) Early Winner Takes All: Exploring the Impact of Initial Herd on Overfunding in Crowdfunding Context. In *Proceedings of the 22nd Pacific Asia Conference on Information Systems (PACIS 2018)*, Yokohama, Japan, 26 June – 30 June.
20. Li Y. and Choi B.C. (2017) Expecting the Unexpected in Security Violations in Mobile Apps. In *Proceedings of the 21st Pacific Asia Conference on Information Systems (PACIS 2017)*, Langkawi, Malaysia, 16 July -20 July.
21. Li Y. and Choi B.C. (2017) Preempting Online Review Helpfulness-An Elaboration Likelihood Perspective. In *Proceedings of the 21st Pacific Asia Conference on Information Systems (PACIS 2017)*, Langkawi, Malaysia, 16 July -20 July.

RESEARCH FUNDING

Jan 2026 –	General Research Fund [HKD \$616,000]
Jun 2028	Hong Kong Research Grants Council Co-Investigator (Principal Investigator: Prof. Flora Gu) [Project Title: The Power of Scarcity: Unveiling How Scarcity Works in Livestream Selling]
Jan 2025 –	General Research Fund [HKD \$536,518]
Jun 2027	Hong Kong Research Grants Council Principle Investigator (Co-Investigator: Prof. Flora Gu and Prof. Kai H. Lim) [Project Title: Tactile, Taste, and Aroma in Pixels: Eliciting Multi-Sensory Imagery Through Audiovisual Cues]
Jan 2025 –	General Research Fund [HKD \$675,811]
Jan 2027	Hong Kong Research Grants Council Co-Investigator (with Dr OU Yi Amy (PI) and Prof. Little Laura) [Project Title: Dare to Advocate: Female Entrepreneurs' Advocacy for Gender Equality on Social Media and the Impact on Their Funding Success]
Jan 2023 –	General Research Fund [HKD \$367,590]
Jun 2025	Hong Kong Research Grants Council Principle Investigator (Co-Investigator: Prof. Kai H. Lim) [Project Title: Capitalizing Visual Social Media Content by Artificial Intelligence in the Attention Economy]
Sep 2022 –	General Research Fund [HKD \$550,189]
Feb 2025	Hong Kong Research Grants Council Co-Investigator (with Dr OU Yi Amy (PI), Dr Jeremy Xu, and Dr Wei Guo) [Project Title: It takes two to Tango: A study on the impact of personal chemistry between venture capitalists and entrepreneurs on investment collaboration using digital footprints]
Aug 2023 –	Internal Research Fund (P0046384) [HKD \$500,000]
Jun 2026:	The Hong Kong Polytechnic University Principle Investigator [Project Title: Is Less More or Bore? The Dual Roles of Logo Simplification and Homogenization in Startup Branding]
Sep 2022 –	King's Flair Development Limited (Donation) [HKD \$2,000,000]
Aug 2026:	The Hong Kong Polytechnic University Co-Investigator (Principal Investigator: Dr. Xin Xu) [Project Title: FinTech & ESG: Co-Innovation for Sustainable Development & Evaluation]
Jul 2021 –	Internal Research Fund (P0038237) [HKD \$250,000]
Jul 2024:	The Hong Kong Polytechnic University Principle Investigator [Project Title: Countering Infodemic amid Pandemic: Exploring Community Resilience against Misinformation Proliferation on Social Media]

AWARDS AND HONORS

Dec 2021:	Best Presenter Award “Pecha Kucha” Awarded by the Department of Management and Marketing, The Hong Kong Polytechnic University
Mar 2021:	The Professor M Weinstock Memorial Prize for the Most Innovative Completed PhD of the Year Awarded by the School of Information Systems and Technology Management, UNSW Business School
Nov 2020:	AIS Doctoral Student Service Award Awarded by the Association for Information Systems
Dec 2019:	Best Reviewer Award The 40 th International Conference on Information Systems (ICIS 2019) Munich, German
Dec 2019:	Best Reviewer Award The 18 th Annual Pre-ICIS Workshop on Human-Computer Interaction Management Information Systems (HCI/MIS’19) Munich, German
Sep 2018:	The 11th Hubei Provincial Social Science Outstanding Achievement Award (2nd Prize) Hubei Provincial People’s Government, China
Dec 2014:	Outstanding Undergraduate Thesis Award Hubei Provincial Department of Education, China

TEACHING EXPERIENCE

Lecuter-in-Charge

Course:	Business Information Systems An introductory (undergraduate) course that provides an overview on business applications of information technology in modern enterprises. Department of Management and Marketing, The Hong Kong Polytechnic University
	Overall Evaluation Score (1 to 5): 4.6 [24/25 Semester 2] 4.5 [23/24 Semester 2] 4.0 [22/23 Semester 2] 4.4 [21/22 Semester 2]

Tutor

Course: **Fundamentals of Business Programming**
An introductory (undergraduate) course that provides a first step towards learning the principles of object-oriented programming through the Java programming language.
**School of Information Systems and Technology Management,
UNSW Business School**

**Overall Evaluation Score (1 to 6): 5.00 [Feb '20 – May '20]
4.97 [Sep '19 – Dec '19]
4.72 [Feb '19 – May '19]**

Course: **Programming for Business**
An introductory (undergraduate) course that focuses on both a theoretical component as well as a practical component of programming in business through the use of the Java programming language.

**Overall Evaluation Score (1 to 6): 5.50 [Feb '20 – May '20]
5.25 [Sep '19 – Dec '19]**

Course: **Data Analysis for Business**
An introductory (undergraduate) course that provides basis from which data analysis techniques and tools can be applied to solve business problems.
**School of Information Systems and Technology Management,
UNSW Business School**

Overall Evaluation Score (1 to 6): 5.00 [Sep '19 – Dec '19]

SERVICES TO ACADEMIC COMMUNITY

Reviewer for

- Americas Conference on Information Systems (AMCIS)
- Applied Intelligence (APIN)
- Australian Journal of Management (AJM)
- Applied Soft Computing (ASOC)
- European Conference on Information Systems (ECIS)
- Hawaii International Conference on System Sciences (HICSS)
- Information and Management (I&M)
- International Conference on Information Systems (ICIS)
- Information Processing and Management (IPM)

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- Internet Research (IR)
 - Knowledge-Based Systems (KNOSYS)
 - MIS Quartey (MISQ)
 - Neurocomputing
 - Pattern Recognition
 - Pacific-Asia Conference on Information Systems (PACIS)
 - Urban Studies

Conference Committee

- Track co-Chair for “Blockchain, DLT, And Fintech” track, PACIS 2026, Jakarta, Indonesia.
- Associate Editor for “General Topics and Futures of IT” track, PACIS 2025, July 5-9, Kuala Lumpur, Malaysia.
- Associate Editor for “Digital and Mobile Commerce” track, ICIS 2024, December 15-18, Bangkok, Thailand.
- Mini-Track Chair for “Value Appropriation and Creation in Platform-Mediated Collaborative Environments Minitrack (Virtual Communities and Collaboration track)”, 25th Americas Conference on Information Systems (AMCIS 2019), August 15–17, Cancún, México.
- Mini-Track Chair for “Value Appropriation and Creation in Platform-Mediated Collaborative Environments Minitrack (Virtual Communities and Collaboration track)”, 26th Americas Conference on Information Systems (AMCIS 2020), August 12–16, Salt Lake City, Utah.