

Curriculum Vitae

Xiaotong Li, Ph.D.

Professor of Information Systems
College of Business Administration
The University of Alabama in Huntsville, Huntsville, AL 35899
Phone: (256) 824-6762, E-mail: lix@uah.edu

WORK EXPERIENCE

2015-Present: Professor, College of Business, The University of Alabama in Huntsville
2007-2015: Associate Professor, College of Business, The University of Alabama in Huntsville
2001-2007: Assistant Professor, College of Business, The University of Alabama in Huntsville

EDUCATION

Ph.D. in Business Administration-MIS, School of Business Administration, University of Mississippi, August 2001, Minors: Quantitative Analysis and Financial Economics, *Phi Kappa Phi*.

RESEARCH-RELATED HONORS, AWARDS AND RECOGNITIONS AT UAH

- 2024 Clarivate Highly Cited Researcher Award
- 2024 Academy of Management Meeting Proceedings Best Paper Recognition
- 2019-2020 College of Business Best Paper Research Award
- 2019 52nd Hawaii International Conference on System Sciences, nominated for best paper award.
- 2014-2015 M. McDaniel, H. McDaniel and R. B. Cramer Faculty Award
- 2014-2015 College of Business Best Paper Research Award
- 2013-2014 Witmond Faculty Fellowship
- 2010-2011 Stephen Zelnak Professor of Business
- 2005 Best Paper Award, *IEEE Transactions on Engineering Management*
- 2005-2006 College of Administrative Science Best Paper Research Award
- 2005 Witmond Faculty Fellow

PAST AND PRESENT EDITORIAL BOARD APPOINTMENTS

- Editorial Board Member, *Marketing Science* [INFORMS]
- Associate Editor, *Electronic Commerce Research and Applications* [Elsevier]

LIST OF JOURNAL PUBLICATIONS AT UAH

1. T Wang et al., “Geographical Influence, Media Attention and Enterprise Digital Transformation,” *Technological Forecasting & Social Change*, 2025, 210, 123853.
2. L Zhang et al., “Digitally-Enabled Antecedents of Trust, Repurchase Intention and the Impact of Blockchain Traceability Labels,” *Electronic Commerce Research and Applications*, 2024, 68, 101469.
3. M Tian et al., “Anthropomorphism of Service-Oriented AI and Customers’ Propensity for Value Co-creation,” 2024, *Marketing Intelligence & Planning*, in press.
4. Y Zhang et al., “How real-time interaction and sentiment influence online sales? Understanding the role of live streaming danmaku,” *Journal of Retailing and Consumer Services*, 2024, 78, 103793.
5. L Jing and L X., “Coopetition in Social Commerce: What Influences Livestreaming Knowledge Sharing in Agricultural Clusters?” *Electronic Commerce Research and Applications*, 2024, 64, 101383.
6. J Li et al., “Social Interaction and Recycling of Waste Mulch Film: Understanding the Impacts of Communication Channels,” *Information Development*, 2024, in press.
7. P Zhu et al., “Informational cascade, regulatory focus and purchase intention in online flash shopping,” *Electronic Commerce Research and Applications*, 2023, 62, 101343
8. Yu F et al., “Enterprise Digitalization, Business Strategy and Subsidy Allocation: Evidence of the Signaling Effect,” *Technological Forecasting & Social Change*, 2023, 190, 122472.
9. P Zhu, Z Liu, X Li, X Jiang, MX Zhu, “The influences of livestreaming on online purchase intention: examining platform characteristics and consumer psychology,” *Industrial Management & Data Systems*, 2023, 123 (3), 862-885.
10. Zhu, P. et al., “Using Blockchain Technology to Enhance the Traceability of Original Achievements,” *IEEE Transactions on Engineering Management*, 2023, 70, 5, 1693 – 1707.
11. Y Lei, Y Guo, X Li, Z Jing, “Space economy: a new frontier of information systems, analytics and digital commerce,” *Industrial Management & Data Systems*, 2023, 123 2, 616-629.

12. L Zhang, Z Shao, J Zhang, X Li, "The situational nature of impulse buying on mobile platforms: a cross-temporal investigation," *Electronic Commerce Research and Applications* 56, 101204, 2022.
13. J Hu, P Zhu, Y Qi, Q Zhu, X Li, "A patent registration and trading system based on blockchain," *Expert Systems with Applications* 201, 117094, 2022.
14. Z Jing, Y Luo, X Li, X Xu, "A multi-dimensional city data embedding model for improving predictive analytics and urban operations," *Industrial Management & Data Systems*, 2022.
15. Z Shao, L Zhang, X Li, R Zhang. "Understanding the role of justice perceptions in promoting trust and behavioral intention towards ride-sharing," *Electronic Commerce Research and Applications*, 51, 101119, 2022.
16. Qiong, J. et al. "Leveraging Enterprise Social Network Technology: Understanding the Roles of Compatibility and Intrinsic Motivation," *Journal of Enterprise Information Management*, 2022.
17. Zhang L. et al., "Gamification and online impulse buying: The moderating effect of gender and age," *International Journal of Information Management* 2021, 61, 102267.
18. Wu, P. et al., 2021, "Sentiment classification using attention mechanism and bidirectional long short-term memory network," *Applied Soft Computing*, 2021, 112, 107792.
19. Tian, M., T Wang, X Li, "Dual function of corporate social responsibility on R&D strategy: Moderating effect of board interlock," *Managerial and Decision Economics*, 2021.
20. Zhu, P. et al., "Enhancing Traceability of Infectious Diseases: A Blockchain-Based Approach," *Information Processing & Management* 2021, 58 (4), 102570
21. Wu, P, et al., "Social media opinion summarization using emotion cognition and convolutional neural networks," 2020, *International Journal of Information Management*, Volume 51: 101978,
22. Sun, Y, et al., "How live streaming influences purchase intentions in social commerce: An IT affordance perspective". *Electronic Commerce Research and Applications* 2019; 37:100886.

23. Guo, Y, Li, X, Zeng, X. "Platform Competition in the Sharing Economy: Understanding How Ride-Hailing Services Influence New Car Purchases". *Journal of Management Information Systems* 2019; 36(4).
24. Jia, Q, Wei, L, Li, X. "Visualizing sustainability research in business and management (1990–2019) and emerging topics: A large-scale bibliometric analysis". *Sustainability* 2019; 11(20):5596.
25. Shao, Z, et al., "Influence of service quality in sharing economy: Understanding customers' continuance intention of bicycle sharing". *Electronic Commerce Research and Applications* 2020; 40:100944.
26. Guo, Y et al., "A 2020 perspective on “Opportunities or threats: The rise of online collaborative consumption (OCC) and its impact on new car sales”". *Electronic Commerce Research and Applications* 2020; 40:100932
27. Sun, Y, et al., "A 2020 perspective on “How live streaming influences purchase intentions in social commerce: An IT affordance perspective”". *Electronic Commerce Research and Applications* 2020; 40:100958
28. Li, L et al., "Targeted reminders of electronic coupons: using predictive analytics to facilitate coupon marketing". *Electronic Commerce Research* 2020:1–30.
29. Yu, F, Wang, L, Li, X. "The effects of government subsidies on new energy vehicle enterprises: The moderating role of intelligent transformation". *Energy Policy* 2020; 141:111463.
30. Shao, Z, Guo, Y, Li, X, Barnes, S. "Sources of influences on customers' trust in ride-sharing: why use experience matters?" *Industrial Management & Data Systems* 2020.120: 8.
31. Qian, X, Yin, H, Li, X. "Marketing investment and pharmaceutical product diffusion". *Marketing Intelligence & Planning*, 39, 2021.
32. Zhu, P, et al., "Understanding promotion framing effect on purchase intention of elderly mobile app consumers". *Electronic Commerce Research and Applications* 2020; 44:101010.
33. Zhu, P, et al., "A Blockchain Based Solution for Medication Anti-Counterfeiting and Traceability". *IEEE Access* 2020; 8:184256–184272.
34. Zhang, L, et al., "Gamification and online impulse buying: The moderating effect of gender and age". *International Journal of Information Management* 2020:102267

35. Guo Y, F. Xin and X. Li, "The market impacts of sharing economy entrants: evidence from USA and China," *Electronic Commerce Research*, 2020, 20(2).
36. Mok, W., J. Mok and X. Li, "XML Template Functional and Multivalued Dependencies Validation," *International Journal of Cooperative Information Systems*, 2019, 28 (01), 1950001.
37. Shao Z. et al., "Antecedents of trust and continuance intention in mobile payment platforms: The moderating effect of gender," *Electronic Commerce Research and Applications*, 33, 100823, 2019
38. Li, X., et al. "Alliance formation under higher order uncertainty: Embeddedness, fear, and gradualism," *Managerial and Decision Economics* 39 (7), 821-831, 2018.
39. Xu F, Y. Qi and X. Li, "What affects the user stickiness of the mainstream media websites in China?" *Electronic Commerce Research and Applications*, 29, 124-132, 2018
40. Guo Yue et al., "Opportunities or threats: The rise of online collaborative consumption (OCC) and its impact on new car sales," *Electronic Commerce Research and Applications*, 29, 133-141, 2018.
41. Guo, Yue et al, "Understanding Cross-Product Purchase Intention in an IT Brand Extension Context," *Psychology & Marketing*, 2018, 35 (6), 392-411.
42. Xiaotong Li, "Relational Contracts, Growth Options and Heterogeneous Beliefs: A Game-Theoretic Perspective on IT Outsourcing," *Journal of Management Information Systems*, Fall 2014, 31, 2, 323-354.
43. Xiaotong Li, et. al., "Externalities, incentives and strategic complementarities: understanding herd behavior in IT adoption," *Information Systems and e-Business Management*, 2014, 12, 3, 443-464.
44. Hartono E., X. Li, K. Na and J. Simpson, "The Role of the quality of shared Information in Interorganizational Systems Use," *International Journal of Information Management*, 30(5), 2010, pp. 399-407.
45. Xiaotong Li, "Preemptive learning, Competency traps and IT Adoption: a Real Options Analysis," *IEEE Transactions on Engineering Management*, 56(4), pp. 650-662, 2009
46. Xiaotong Li, "Managerial Entrenchment with Strategic Information Technology: A Dynamic Perspective," *Journal of Management Information Systems*, 25(4), pp. 183–205, Spring 2009.

47. Lai, K., Y. Bao and X. Li, "Channel Relationship and Business Uncertainty: Evidence from the Hong Kong Market," *Industrial Marketing Management*, 37, 6, 713-724, 2008.
48. Na, Kwan-Sik, James T. Simpson, Xiaotong Li, Tushar Singh and Ki-Yoon Kim, "Software Development Risk and Project Performance Measurement: Evidence in Korea," *Journal of Systems and Software*, 80, 596-605, 2007.
49. Xiaotong Li, Jeet Gupta and Koch James, "Effect of Technological Breakthroughs on Electronic Market," *Electronic Commerce Research*, 6(3/4), 389-404, 2006.
50. Xiaotong Li, "Cheap Talk and Bogus Network Externalities in the Emerging Technology Market," *Marketing Science*, 24(4), 531-543, 2005.
51. Robert J. Kauffman and Xiaotong Li, "Technology Competition and Optimal Investment Timing-A Real Options Model," *IEEE Transactions on Engineering Management*, 52(1), 15-29, 2005.
52. Xiaotong Li, "Informational Cascades in IT Adoption," *Communications of the ACM*, 47(4), 93-97, 2004.
53. K. Na, Xiaotong Li, James Simpson and Kim, "Uncertainty profile and software project performance: A cross-national comparison," *The Journal of Systems and Software*, Vol. 70 , 155-163, 2004
54. Xiaotong Li and John Johnson, "Evaluate IT Investment Opportunities Using Real Options Theory," *Information Resource Management Journal*, July-September, 15(3), 32-47, 2002.