Xiaotong Li
Cumulative Curriculum Vitae
Professor
256-824-6762
lixi@uah.edu

Personal Information

No activities entered.

Current Position

Current Academic Rank: Professor

Contact Information

No activities entered.

Interests

Data Management and Big Data; Data Mining Models and Machine Learning Algorithms; Economics of IT and Applied Game Theory; Computer Forensics and Cybersecurity; Business Intelligence and Analytics, Behavioral Game Theory and Bayesian Game Theory; Contract Theory and Organizational Economics; Economics of Information Externalities and Network Externalities; Incentive Contracts and Relational Governance; Supply Chain/Marketing Channel Coordination and Analytics; Information Economics Modeling of Knowledge, Incentives and Technologies; Real Options Models of Information Technology Adoption

Degrees

2001	Ph.D., Business Administration-MIS, School of Business Administration, University of Mississippi
1997	B.A., Economicsand International Business, Schoolof Pharmaceutical Business, China Pharmaceutical University

Professional Licensures & Certifications

No activities entered.

Work Experience

2007 - 2015

Associate Professor, The University of Alabama in Huntsville

2001 - 2007

Assistant Professor, The University of Alabama in Huntsville

Courses Taught at Other Institutions

No activities entered.

Teaching

Fall 2022

Semester: Fall 2022
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2022

Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2022
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Spring 2022

Semester: Spring 2022
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Spring 2022
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Spring 2022
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Fall 2021

Semester: Fall 2021
Course Prefix: IS
Course Number: 340
Section: 02
Course Title: DATABASE MANAGEMENT

Semester: Fall 2021
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2021
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2021
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Spring 2021

Semester: Spring 2021
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Spring 2021
Course Prefix: IS
Course Number: 471
Section: 01R
Course Title: BUSINESS ANALYTICS & AI

Semester: Spring 2021
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Spring 2021
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Fall 2020

Semester: Fall 2020
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2020
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS ANALYTICS & AI

Semester: Fall 2020
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Spring 2020

Semester: Spring 2020
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

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Section: 01

Course Title: DATA MGT AND DATA MINING

Spring 2019

Semester: Spring 2019
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2019
Course Prefix: IS
Course Number: 471
Section: 02
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2019
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2019
Course Prefix: IS
Course Number: 571
Section: 02
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2019
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Fall 2018

Semester: Fall 2018
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Fall 2018
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Fall 2018
Course Prefix: IS
Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Spring 2018

Semester: Spring 2018
Course Prefix: IS
Course Number: 471
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2018
Course Prefix: IS
Course Number: 571
Section: 01
Course Title: BUSINESS INTELLIGENCE & ANALYT

Semester: Spring 2018
Course Prefix: IS

Course Number: 640
Section: 01
Course Title: DATA MGT AND DATA MINING

Non-Credit Instruction Taught

No activities entered.

Teaching Innovations

Fall 2019

Updating IS 571/471 to add cybersecurity related analytics and big data topics

Spring 2018

Redeveloped IS 640 to cover PL/SQL and Advanced Data Mining Algorithms

Redeveloped MIS 340 to cover PL/SQL

Redeveloped IS 463/663, which now covers many Linux-based Tools for Forensics

Developing IS 571/471 to emphasize business analytics and big data strategies

Student Supervision

No activities entered.

Student Advising

No activities entered.

Scholarly Contributions and Creative Productions

Journal Publication

Completed/Published

Li, X., Qi, Y., Zhu, P., Zhu, S., & Hu, J. (2022). A Patent Registration and Trading System Based on Blockchain Expert Systems With Applications. *Expert Systems with Applications*.

Jia, Q., Lei, Y., Guo, Y., & Li, X. (2022). Leveraging enterprise social network technology: understanding the roles of compatibility and intrinsic motivation. *Journal of Enterprise Information Management*.

Jing, Z., Luo, Y., Li, X., & Xu, X. (2022). A multi-dimensional city data embedding model for improving predictive analytics and urban operations. *Industrial Management & Data Systems*.

Zhang, L., Shao, Z., Zhang, J., & Li, X. (2022). The situational nature of impulse buying on mobile platforms: a cross-temporal investigation. *Electronic Commerce Research and Applications*, *56*, 101204.

Lei, Y., Guo, Y., Li, X., & Jing, Z. (2022). Space economy: a new frontier of information systems, analytics and digital commerce. *Industrial Management & Data Systems*.

Zhu, P., Liu, Z., Li, X., Jiang, X. u., & Zhu, M. X. (2022). The influences of livestreaming on online purchase intention: examining platform characteristics and consumer psychology. *Industrial Management & Data Systems*.

Li, L. i., Li, X., Qi, W., Zhang, Y., & Yang, W. (2022). Targeted reminders of electronic coupons: using predictive analytics to facilitate coupon marketing. *Electronic Commerce Research*, 1–30.

Shao, Z., Zhang, L., Li, X., & Zhang, R. (2022). Understanding the Role of Justice Perceptions in Promoting Trust and Behavioral Intention towards Ride-Sharing. *Electronic Commerce Research and Applications*, 101119.

Zhang, L., Shao, Z., Li, X., & Feng, Y. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of Information Management*, 102267.

Zhu, P., Hu, J., Zhang, Y., & Li, X. (2021). Enhancing Traceability of Infectious Diseases: A Blockchain-

Based Approach. *Information Processing & Management*, *58*, 102570.

Tian, M., Wang, T., & Li, X. (2021). Dual function of corporate social responsibility on R&D strategy: Moderating effect of board interlock. *Managerial and Decision Economics*, *n/a*.

Zhu, P., Hu, J., Li, X., & Zhu, Q. (2021). Using Blockchain Technology to Enhance the Traceability of Original Achievements. *IEEE Transactions on Engineering Management*.

Wu, P., Li, X., Ling, C., Ding, S., & Shen, S. i. (2021). Sentiment classification using attention mechanism and bidirectional long short-term memory network. *Applied Soft Computing*, *112*, 107792.

Zhu, P., Hu, J., Zhang, Y., & Li, X. (2020). A Blockchain Based Solution for Medication Anti-Counterfeiting and Traceability. *IEEE Access*, *8*, 184256–184272.

Yu, F., Wang, L., & Li, X. (2020). The effects of government subsidies on new energy vehicle enterprises: The moderating role of intelligent transformation. *Energy Policy*, *141*, 111463.

Shao, Z., Guo, Y., Li, X., & Barnes, S. (2020). Sources of influences on customers' trust in ride-sharing: why use experience matters? *Industrial Management & Data Systems*.

Qian, X., Yin, H., & Li, X. (2020). Marketing investment and pharmaceutical product diffusion. *Marketing Intelligence & Planning*.

Zhu, P., Wang, Z., Li, X., Liu, Y.-H., & Zhu, X. (2020). Understanding promotion framing effect on purchase intention of elderly mobile app consumers. *Electronic Commerce Research and Applications*, *44*, 101010.

Guo, Y., Xin, F. u., Barnes, S. J., & Li, X. (2020). 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*, 100932.

Shao, Z., Li, X., Guo, Y., & Zhang, L. (2020). Influence of service quality in sharing economy: Understanding customers' continuance intention of bicycle sharing. *Electronic Commerce Research and Applications*, *40*, 100944.

Wu, P., Li, X., Shen, S. i., & He, D. (2020). Social media opinion summarization using emotion cognition and convolutional neural networks. *International Journal of Information Management*.

Yue, G., Xin, F. U., & Li, X. (2020). The market impacts of sharing economy entrants: evidence from USA and China. *Electronic Commerce Research*, *20*.

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2020). A 2020 perspective on "How live streaming influences purchase intentions in social commerce: An IT affordance perspective." *Electronic Commerce Research and Applications*, 100958.

Guo, Y., Li, X., & Zeng, X. (2019). Platform Competition in the Sharing Economy: Understanding How Ride-Hailing Services Influence New Car Purchases. *Journal of Management Information Systems*, *36*, 1043–1070.

Sun, Y., Shao, X., Li, X., Guo, Y., & Nie, K. (2019). How live streaming influences purchase intentions in social commerce: An IT affordance perspective. *Electronic Commerce Research and Applications*, *37*, 100886.

Jia, Q., Wei, L., & Li, X. (2019). Visualizing Sustainability Research in Business and Management (1990--2019) and Emerging Topics: A Large-Scale Bibliometric Analysis. *Sustainability*, *11*, 5596.

Shao, Z., Zhang, L., Li, X., & Guo, Y. (2019). Antecedents of trust and continuance intention in mobile payment platforms: The moderating effect of gender. *Electronic Commerce Research and Applications*, *33*, 100823.

Mok, W. Y., Mok, J. R., & Li, X. (2019). XML Template Functional and Multivalued Dependencies Validation. *International Journal of Cooperative Information Systems*, *28*, 1950001.

Mok, W., Mok, J. R., & Li, X. (2019). XML Template Functional and Multivalued Dependencies Validation on Legal XML Documents. *International Journal of Cooperative Information Systems*, *28*, 22.
2019 ABDC Journal Quality List: ranked A

Guo, Y., Xin, F. u., Barnes, S. J., & Li, X. (2018). 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.

Guo, Y., Zhu, Y., Barnes, S. J., Bao, Y., Li, X., & Le-Nguyen, K. (2018). Understanding cross-product purchase intention in an IT brand extension context. *Psychology & Marketing*, *35*, 392–411.

Xu, F., Qi, Y., & Li, X. (2018). What affects the user stickiness of the mainstream media websites in China? *Electronic Commerce Research and Applications*, *29*, 124–132.

Li, X., Bao, Y., & Guo, Y. (2018). Alliance formation under higher order uncertainty: E mbeddedness, fear, and gradualism. *Managerial and Decision Economics*, *39*, 821–831.

Accepted

Yu, F. F., Du, H., Li, X., & Cao, J. (2023). Enterprise Digitalization, Business Strategy and Subsidy Allocation: Evidence of the Signaling Effect. *Technological Forecasting & Social Change*.

Proceedings Publication

Completed/Published

Guo, Y., Li, X., & Zeng, X. (2019). Network Effects, Consumer Expectations and Ride-hailing Rivalries: Understanding How Platform Entries Influence New Car Sales. In *Proceedings of the 52nd Hawaii International Conference on System Sciences*.

Toon, B., Le-Nguyen, K., Li, X., You, Y.-Y., & Na, K.-S. (2018). Study of the Relationship among Mobile Payment (Fintech), Creating Shared Value, and Corporate Reputation: Evidence in Korea, US, and China. In *International Conference on Information Resources Management (CONF-IRM)* Association For Information Systems.

Fellows & Visiting Scholars Supported/Sponsored

Summer 2019 - Summer 2019

Hohai Business School

Spring 2019 - Ongoing

Consumer and Organisational Digital Analytics Center

Contracts and Grants

Completed

IIDR/Trust, Relationship Confidence and the Shadow of Black Swan: A Theory, Funded by U of AL - Huntsville (October 30, 2011) (**$13,970.00**), Completed, Fall 2019, PI Xiaotong Li (0%)

IIDR 2015/Leveraging Big Data for Supply Chain Competitiveness: From Information Sharing to Analytic Transparency, Funded by U of AL - Huntsville (October 30, 2019) (**$30,977.00**), Completed, Fall 2019, PI Xiaotong Li (0%)

Research In-Progress

No activities entered.

Directed Student Learning: Counts

No activities entered.

Directed Student Learning: Student Information

No activities entered.

Membership

No activities entered.

Consulting

No activities entered.

Institutional Committees

University

Spring 2022 - Spring 2022

best paper award committee, (University of Alabama in Huntsville)

Spring 2022 - Ongoing

UAH graduate council, (University of Alabama in Huntsville)

Fall 2021 - Ongoing

UAH Strategic Planning-Research, Scholarship, and Creative Work Committee, (University of Alabama in Huntsville)

Fall 2021 - Fall 2021

college faculty development committee, (University of Alabama in Huntsville)

Fall 2021 - Spring 2022

College PTAC, (University of Alabama in Huntsville)

Spring 2021 - Summer 2021

New Faculty Research Program Review Committee, (University of Alabama in Huntsville)

Spring 2021 - Fall 2022

cybersecurity faculty search committee, (University of Alabama in Huntsville)

Spring 2021 - Spring 2022

best paper award committee, (University of Alabama in Huntsville)

Spring 2021 - Spring 2021

three faculty review and reappointment committees, (University of Alabama in Huntsville)

Department/Center

Spring 2018 - Spring 2018

Employee Benefit Committee, (Information Systems)

Computer and Network Policy Committee, (Information Systems)

Faculty and Student Development Committee, (Information Systems)

University Junior Faculty Research Mini-Grant Committee, (Information Systems)

NSA/NSF Information Assurance Reaccreditation Committee, (Information Systems)

Cybersecurity Curriculum Revisions Ad Hoc Committee, (Information Systems)

Undergraduate Curriculum Committee, (Information Systems)

Faculty Search Committee (Strategic Management), (Information Systems)

Faculty Search Committee (Marketing), (Information Systems)

Faculty Search Committee (Management Science), (Information Systems)

BSBA Curriculum Review Committee, (Information Systems)

Graduate Curriculum and Assessment Committee, (Information Systems)

Best Paper Research Award Committee, (Information Systems)

College MBA Review Committee, (Information Systems)

College New Master's Program Ad Hoc Committee, (Information Systems)

Information Assurance and Cybersecurity Faculty Search Committee, (Information Systems)

Spring 2018 - Ongoing

College Promotion and Tenure Advisory Committees, (Information Systems)

IS Curriculum Change and Review Committees, (Information Systems)

Faculty Reappointment Committees, (Information Systems)

Departmental Promotion and Tenure Review Committees, (Information Systems)

Spring 2018 - Fall 2019

Faculty Search Committee (Analytics), (Information Systems)

UAH Other Institutional Service

Spring 2018 - Spring 2018

Graduate Council

Faculty Senate

Community Service

No activities entered.

Professional Service

Fall 2019 - Ongoing

referee, Journal of Management Information Systems

Spring 2018 - Spring 2018

Invited Referee, Management Science

Invited Referee, Information System Research

Invited Referee, MIS Quarterly

Invited Referee, Journal of Management Information Systems

Invited Referee, Journal of Association of Information Systems

Invited Referee, Communications of the ACM

Invited Referee, International Journal of Research in Marketing

Invited Referee, Applied Mathematics Letters

Invited Referee, IEEE Transactions on Engineering Management

Invited Referee, Omega

Spring 2018 - Ongoing

Invited Referee, International Journal of Electronic Commerce

Spring 2018 - Spring 2019

Invited Referee, HICSS

Fall 2008 - Ongoing

AssociateEditor, Electronic Commerce Research and Applications [Elsevier]

Other Service

No activities entered.

Honors

Spring 2020

College Best Paper Research Award, 2020, UAH Business

Spring 2019

Best Paper Award Finalist, 2019, 52nd Hawaii International Conference on System Sciences,

Organizational Systems and Technology (OST) Track

Professional Development

No activities entered.