

Hui Li

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EDUCATION

Ph.D. in Economics, University of Pennsylvania 2015
B.A. in Economics, Peking University, China 2010

ACADEMIC POSITIONS HELD

HKU Business School, The University of Hong Kong
Professor of Marketing 2022–present
Tepper School of Business, Carnegie Mellon University, U.S.A.
Associate Professor of Marketing 2021–2022
Assistant Professor of Marketing 2015–2021
Xerox Junior Faculty Chair 2021–2022
Carnegie Bosch Junior Chair 2018–2021
Heinz College of Information Systems and Public Policy, Carnegie Mellon University
Courtesy Appointment 2017–2022

RESEARCH INTERESTS

Two-Sided Platform, Sharing Economy, Online-to-Offline Business, New Technology and Digital Product

PUBLICATIONS

- [1] Arslan Aziz, Hui Li, Rahul Telang. (2022) “The Consequences of Rating Inflation on Platforms: Evidence from a Quasi-Experiment.” Forthcoming, *Information Systems Research*.
- [2] Hui Li, Yijin Kim, Kannan Srinivasan. (2022) “Market Shifts in a Sharing Economy: Impact of Airbnb on Housing Rentals.” Forthcoming, *Management Science*.
- [3] Hui Li. (2021) “Are E-Books a Different Channel? Multichannel Management of Digital Products.” *Quantitative Marketing and Economics*, 19: 179–225.
- [4] Hui Li, Feng Zhu. (2021) “Information Transparency, Multi-Homing and Platform Competition: A Natural Experiment in the Daily Deals Market.” *Management Science*, 67(7): 4384-4407.
- [5] Hui Li, Qiaowei Shen, Yakov Bart, (2021) “Dynamic Resource Allocation on Multi-Category Two-Sided Platforms.” *Management Science*, 67(2): 661-1328.

[6] Hui Li, Kannan Srinivasan, (2019) “Competitive Dynamics in the Sharing Economy: An Analysis in the Context of Airbnb and Hotels.” *Marketing Science (Lead Article)*, 38(3): 365-391.

- **John D.C. Little Award** (Finalist), awarded to the best marketing paper published in *Marketing Science*, *Management Science*, or another *INFORMS* journal, 2019.
- Lave-Weil Faculty Research Prize, Tepper School of Business, Carnegie Mellon University, 2017.

[7] Hui Li, (2019) “Intertemporal Price Discrimination with Complementary Products: E-Books and E-Readers.” *Management Science*, 65(6): 2665-2694.

[8] Hui Li, Qiaowei Shen, Yakov Bart, (2018) “Local Market Characteristics and Online-to-Offline Commerce: An Empirical Analysis of Groupon.” *Management Science*, 64(4): 1860-1878.

[9] Timothy P. Derdenger, Hui Li, Kannan Srinivasan, (2018) “Firms’ Strategic Leverage of Unplanned Exposure and Planned Advertising: An Analysis in the Context of Celebrity Endorsements.” *Journal of Marketing Research*, 55(1): 14-34.

WORKING PAPERS

Hui Li, Joseph Xu, Sridhar Tayur. “Online-to-Offline Platform: Per-Use versus Subscription Pricing.”

Hui Li, Jian Ni, Fangzhu Yang. “Product Design Using Generative Adversarial Network: An Application in Artistic Template Design.”

WORK IN PROGRESS

Yijin Kim, Hui Li, Dokyun Lee. “The Impact of Airbnb on the Residential Real Estate Market: Aggregate and Micro Level Analysis.”

RESEARCH GRANTS

The Berkman Faculty Development Fund, Carnegie Mellon University 2015

AWARDS, PRIZES, HONORS

MSI Young Scholar, Marketing Science Institute 2021

John D.C. Little Award (Finalist) 2019

Lave-Weil Faculty Research Prize, Tepper School of Business, Carnegie Mellon University 2017

William Polk Carey Prize for the Outstanding Economics Dissertation, University of Pennsylvania 2015

Paul Taubman Memorial Prize for Empirical Economics Research, University of Pennsylvania 2015

REVIEWING

Management Science

Marketing Science

Journal of Marketing Research

Information System Research

Journal of Economics & Management Strategy

RAND Journal of Economics

International Economic Review

Economic Journal

Quantitative Economics

2018 Alden G. Clayton Dissertation Competition

PRESENTATIONS

Seminars at Academic Institutions and Government Agencies

The Chinese University of Hong Kong, October 2021

The University of Hong Kong, September 2021

Dartmouth College, February 2021

Boston College, February 2021

Erasmus University, February 2021

The Wharton School, University of Pennsylvania, February 2021

University of British Columbia, October 2020

Federal Trade Commission, September 2020

University of Maryland, September 2020

Toulouse School of Economics, May 2020

Harvard University, December 2019

Antitrust Division, U.S. Department of Justice, September 2019

John Hopkins University, May 2019

Stanford University, October 2014

University of Chicago, October 2014

Duke University, October 2014

Yale University, October 2014

University of Rochester, October 2014

University of California, Los Angeles, October 2014

Carnegie Mellon University, September 2014

The Wharton School, University of Pennsylvania (Marketing Department), September 2014

University of Pennsylvania (Economics Department), September 2014

Invited Talks at Conferences

2021: Marketing Science Conference

2019: INFORMS Annual Conference, 11th Triennial Invitational Choice Symposium, Marketing Science Conference

2018: Conference on Digital Marketing and Machine Learning, Marketing Science Conference

2017: Workshop on Information Systems and Economics (WISE), Marketing Science Conference

2016: Marketing Science Conference

2014: North American Summer Meeting for the Econometric Society Conference, Marketing Science Conference, UT Dallas FORMS Conference

TEACHING AND EDUCATION

Courses Taught at Carnegie Mellon University

Marketing I (Undergraduate): AY 15-16, 16-17, 17-18, 18-19, 19-20, 20-21

Structural Models and Quantitative Methods (Ph.D.): AY 17-18, 18-19, 19-20, 20-21, 21-22

Empirical Models in Marketing (Ph.D.): AY 15-16

Student Supervision at Carnegie Mellon University

Tepper School of Business:

Serim Hwang (Thesis Committee Member) (2018-2020)

Yijin Kim (Thesis Committee Member) (2016-2020)

Zijun (June) Shi (Thesis Committee Member) (2017-2019) (Initial Placement: Hong Kong University of Science and Technology, China)

Patrick Choi (Thesis Committee Member) (2017) (Initial Placement: Bocconi University, Italy)

Heinz College of Information Systems and Public Policy:

Arslan Aziz (Thesis Committee Member) (2016-2018) (Initial Placement: University of British Columbia, Canada)

School of Computer Science:

Xinru Yang (Independent Study Advisor) (2018)

SERVICE

Carnegie Mellon University

Member, Tepper Dean Search Advisory Committee (2019-2020)

Member, Faculty Research Support Committee (2019-2022)

Coordinator, Marketing Seminar Series (2017-2021)

Area Head, PhD Committee (2017-2019)

Member, Faculty Recruiting Committee, Marketing (2017)

Member, Faculty Recruiting Committee, Business Technology (2017)

Member, Undergraduate Business Administration Committee (2015-2017)