

## Academic Experiences

- 2021.4 – present    📌 Non-tenured Associate Professor, Department of Management Science, School of Management, **University of Science and Technology of China**
- 2019.3–2021.1    📌 Visiting Scholar, Carlson School of Management, **University of Minnesota**
- 2016.1–2017.7    📌 Visiting Scholar, **Hong Kong University of Science and Technology**

## Education

- 2021.3    📌 Ph.D. in Information Systems, School of Economics and Management, **Tsinghua University**  
Advisor: Sean Xin Xu
- 2014.7    📌 B. Econ. in Finance, School of Economics, **Nankai University**
- 2014.7    📌 B. Mgt. in Management Information Systems, **Tianjin University**  
(*Ranked: 1/57*)

## Research Interests

- Areas    📌 *Online Learning, Gamification, Information Design, Peer Effect and Social Referral, AI Chatbot*
- Methodology    📌 *Field Experiment, Machine Learning, Game Theory, Econometrics*

## Research Publications

### Working Paper

- 1    Andy Tao Li, De Liu, Sean Xin Xu, Cheng Yi. Should online learning be interleaved? Theory and evidence from a field experiment. *Major Revision at MIS Quarterly*  
Conference Proceedings: Proceedings of ICIS 2018 [Refereed]  
Co-author presentations: National University of Singapore [Singapore, June 2019], Nanjing University [Nanjing, June 2020], Tsinghua University [Beijing, July 2020]
- 2    Andy Tao Li, De Liu, Sean Xin Xu. Re-engage low achievers: Effect of meaningful extrinsic rewards in gamified online learning. *Reject & Resubmit at Management Science*  
Conference Proceedings: Proceedings of ICIS 2019 [Refereed]  
Co-author presentations: Arizona State University [Virtual, Nov. 2020]
- 3    Andy Tao Li, De Liu, Sean Xin Xu. Exploring the challenge sensitivity in online learning: Insights from a large-scale field experiment. *In preparation to submit to MIS Quarterly*  
Conference Proceedings: Proceedings of ICIS 2020 (**Best Paper Nominee**) [Refereed]  
Co-author presentations: Design & Analysis of Experiments Conference (DAE) [Knoxville, Oct. 2019]
- 4    Andy Tao Li, Jie Zheng. When does the platform tell you truth? Optimal design of persuasion policy in the two-sided market. *Under 1st round review at Information Systems Research*  
Co-author presentations: American Economic Association Annual Meeting (AEA) [San Diego, Jan. 2020], Asia Meeting of the Econometric Society (AMES) [Xiamen, June 2019], Tongji University [Shanghai, March 2021]

- 5 Andy Tao Li, Chong Alex Wang, Sean Xin Xu, Michael Xiaoquan Zhang. Self-selection and polarization in e-learning: Evidence from a field experiment. *In preparation for submission*
- 6 Andy Tao Li, Alex Chong Wang, Sean Xin Xu. Your diversified cohorts shape your unconscious thinking mode: Peer effect on critical thinking.
- 7 Andy Tao Li, De Liu. Reward performance or participation? Incentive design for engaging users with self-control problems in online platforms.

## Work in progress

- 8 Andy Tao Li, (with Scott Schanke, Radhika Santhanam, De Liu, Bodong Chen). Online STEM learning during Covid – Testing an AI chatbot to support self-regulated learning and instruction.
- 9 Andy Tao Li, (with Ting Li). Impact of reward uncertainty on social referral.
- 10 Andy Tao Li, (with Yue Qian, Yu Li). Breakthrough and social influence: Evidence from a quasi-experiment in a running app.
- 11 Andy Tao Li, (with Radhika Santhanam, De Liu). Digital engagement – Convergence of perspectives and toward a framework.

## Refereed Conference Proceedings & Presentations

- 1 Andy Tao Li, De Liu, Sean Xin Xu. Design challenge levels in e-learning? Insights from a large-scale field experiment, in *ICIS 2020* proceedings, Hyderabad, India (Virtual Conference), Dec. 13-16 2020.
- 2 Andy Tao Li, De Liu, Sean Xin Xu. Does it Pay to Manage Challenge Levels in E-Learning? Insights from Designing and Analyzing a Large-Scale Field Experiment. *Winter Conference on Business Analytics*, Mar. 12-14, 2020, Snowbird, Utah, USA (*Cancelled due to Covid-19*).
- 3 Andy Tao Li, De Liu, Sean Xin Xu. Re-engaging underachievers: toward a participation internalization approach to gamified online learning design. *Winter Conference on Business Analytics*, Mar. 12-14, 2020, Snowbird, Utah, USA (*Cancelled due to Covid-19*).
- 4 Andy Tao Li, Jie Zheng. When does the platform tell you truth? Optimal design of persuasion policy in the two-sided market, *American Economic Association Annual Meeting*, Jan. 3-5 2020, San Diego, USA (*AEA 2020*)
- 5 Andy Tao Li, De Liu, Sean Xin Xu. Re-engaging underachievers: toward a participation internalization approach to gamified online learning design, in *ICIS 2019* proceedings, Munich, Germany, Dec. 15-18 2019.
- 6 Andy Tao Li, Jie Zheng. Optimal information design of persuasion policy in the platform with service differentiation, *Inform's Annual Meeting*, Seattle, USA, Oct. 20-23 2019.
- 7 Tao Li, De Liu, Sean Xin Xu. The Role of Optimal Challenge in Adaptive E-Learning: Evidence from an Online Field Experiment with Middle School Students, *Design and Analysis of Experiments Conference*, Knoxville, USA, Oct. 17-19 2019. (*DAE2019*)
- 8 Andy Tao Li, Jie Zheng, 2019. When does the platform tell you truth? Optimal design of persuasion policy in the two-sided market, *Asia Meeting of the Econometric Society*, June 14-16 2019, Xiamen, China (*AMES2019*).
- 9 Tao Li, De Liu, Yufang Wang, Sean Xin Xu. Interleaved learning: A design science approach and field experiment, in *ICIS 2018* proceedings, San Francisco, USA, Dec. 13-16 2018.

## Grants & Research Collaboration

### Grants & Projects in Academia

- 2017 – 2019 ■ Co-Investigator, Data-Driven Learning Pattern Recognition  
The Ministry of Education of China (#15JJD630005), RMB 200,000 (~ 28.5K USD).

## Grants & Research Collaboration (continued)

- 2016 – 2017    ■ Research Assistant, STeP Project, HKUST  
*An adaptive learning system was developed and deployed in HKUST to help undergraduate students learn Calculus effectively. The current URL is [www.classviva.org](http://www.classviva.org)*
- Summer 2013    ■ Encrypted Instant Messaging System Development  
*An encrypted Instant Messaging System was developed to keep encryption of instant communications like message chat, video chat, and file transfer.*
- 2012 – 2013    ■ Study on Driver's Vision Recognition in Underground Road  
*Supported by China National Student Innovation Training Program, this program was to improve the identifiability of traffic signs for drivers in the underground road.*

### Research Collaboration with Industry

- 2020.12 – present    ■ Project partner, Yue Cheng Network, Changsha
- Autumn 2018    ■ Research assistant, DIDI Research Institute
- 2017 – present    ■ Research partner, Beijing Xicheng Institute of Research and Training, Beijing
- 2016 – present    ■ Project partner, Shawntech Co., Beijing
- Summer 2017    ■ Practical training, Tibet Pilot Free Trade Zone
- Winter 2015    ■ Research partner, Tulip Sports, Beijing
- 2013.10 – 2014.7    ■ Project partner, Hitech Post-Doctoral Institute, Tianjin

### Invited Talks

- Jan. 2020    ■ Microsoft, Beijing  
Title: *Personalized Feedback and Incentive Design in E-learning Era*
- Dec. 2018    ■ Beijing Xicheng Institute of Research and Training, Beijing  
Title: *Intelligent Personalized Feedbacks in E-learning: Interleaved Learning & Optimal Challenge*
- April 2018    ■ China Information Economics Youth Scholar Workshop, Sun Yat-sen University, Guangzhou  
Title: *Interleaved Learning: A Design Science Approach and Field Experiment*
- May 2017    ■ China Intelligent Education Conference, Shanghai National Accounting Institute  
Title: *Learning Strategies and Learning Behaviors in the Context of Intelligent Education*

### Teaching

#### Co-Lecturer

- Fall, 2020    ■ Business Analytics  
*This course is for MBA students to learn the prevalent business analytical models and practical tools, such as text analysis, cluster analysis, decision trees, and so on.*

#### Guest Lecturer

- Spring, 2021    ■ Behavioral Economics  
*This course is provided by Prof. Tracy Xiao Liu for students to be familiar with the backbone of Behavioral Economics.*
- Human-Computer Interaction  
*This course is for students to be familiar with the design and use of computer technology.*
- Fall, 2019    ■ Management Science and Engineering Seminar (I)  
*This is a seminar course for Ph.D. students to be familiar with methods/findings that form backbone of economics of IS.*

## Teaching (continued)

### Teaching Assistant

- Spring, 2021    ■ Digital Experimentation and Data-driven Organization  
*This course is provided by Prof. Tianshu Sun for students to learn the cutting-edge Methodology, Industry Frontier, as well as the Key Toolkits and Implementation for the digital experiments.*
- Spring, 2019    ■ Production and Operations Management  
*This course serves as a first introduction to the broad field of Operations Management, which would be prepared with tools necessary to solve real world problems.*
- Fall, 2018      ■ Financial Data Analytics  
*This course is for the **Master of Finance** program and provides a basic introduction to the field of data analytics and its applications in finance.*
- Fall, 2017 & 2018   ■ Data Analytics Strategy and Practice  
*This course is for **Tsinghua-Columbia Dual Master's Degree** program. Students will examine data analytical processes used in transforming data to knowledge and creating value for organizations.*
- Spring, 2017    ■ Business Integration and Practice  
*This is a core course for **Tsinghua-Columbia Dual Master's Degree** program. We collaborate with some leading companies (e.g, DIDI and Renrendai) to demonstrate the applications of business analytics in the real business world.*
- Fall, 2017      ■ Data, Model and Decisions  
*This course is for **Tsinghua-MIT Global MBA** students to leverage big data and learn analytical methods to offer business insights and support business decisions.*
- Fall, 2015 & 2016   ■ Programming Language  
*This is undergraduate-level course on programming.*

## Analytics / Data Science Skills

- Statistical / AI Tools    ■ SAS, Stata, R, SPSS Modeler, Eviews, Python, Tensorflow, Keras, Google Analytics, Google Dialogflow (AI Chatbot)
- Scientific Computing    ■ Matlab, Java, C/C++, Python, Perl, C#, Visual Basic, MySQL, SQLite, SQL Server, Oracle, Hadoop
- Web / APP Dev.        ■ HTML, CSS, JavaScript, PHP, JSP, Spring, Hibernate, Struts2, Bootstrap, Ajax

## Services

### Ad-hoc Reviewer

- Journal    ■ Information Systems Research, Information & Management, Electronic Commerce Research
- Conference    ■ ICIS, PACIS, CSIM

### Services at Tsinghua University


- 2017 – 2020    ■ Program Assistant for the Second Degree, Tsinghua University
- 2020 – 2021    ■ Research Assistant for Prof. Sean Xin Xu.

### Services at HKUST



- Summer 2016    ■ Research Coordinator of UROP projects, HKUST, Hong Kong  
*Work with Professor Ji-shan Hu, and support 5 undergraduate students to finish their undergraduate research opportunity projects.*
- 2016 – 2017    ■ Research Assistant in Department of Math, HKUST, Hong Kong  
*Work with Professor Ji-shan Hu and Professor Michael Xiaoquan Zhang, and be responsible of data analysis for online learning project.*

## Services (continued)

### Other Services

- 2013 – 2014     Project partner at post-doctoral position, Hitech Investment Corp.  
*A Financial Crisis and Early Warning System was developed, in order to facilitate small and medium-sized enterprises of financing and risk control.*

### Memberships

- Information Systems     Association of Information Systems (AIS), INFORMS, Youth Committee of China Information Economics Association
- Economics     American Economic Association (AEA)

## Selected Awards

- Dec. 2020     ICIS 2020 Best Student Paper Nominee  
*The paper "Design Challenge Levels in E-Learning? Insights from a Large-Scale Field Experiment" is selected as the Best Student Paper in Track in the International Conference on Information Systems.*
- Jan. 2020     Overseas Graduate Studies Grant  
*Scholarship Supported by Professor Sean Xin Xu to continue overseas research collaborations. USD 24.7K.*
- Jan. 2019     Overseas Graduate Studies Scholarship  
*Scholarship Founded by Tsinghua SEM to support excellent Ph.D. candidates to continue their overseas research collaborations. RMB 50K (~ 7.6K USD).*
- Nov. 2018     Tsinghua Scholarship for Overseas Graduate Studies  
*Scholarship Founded by the graduate school of Tsinghua university to support those who demonstrates excellent academic potentials for their overseas studies (~ 10K USD).*
- Nov. 2017     China Information Economics Wu Jiawei Award for Ph.D Team  
*Provided by China Information Economics Society to support excellent Ph.D. research teams.*
- Dec. 2017     Tsinghua Outstanding Practice Reward, the Second Prize  
*Scholarship founded by Tsinghua University, to students who contributed in the social work.*
- Dec. 2016     Tsinghua's Friend – Zhang Mingwei Scholarship.  
*Scholarship given by Mr. Zhang Mingwei, to students who demonstrate excellent in academic.*
- Oct. 2015     Zeng Fancheng Scholarship in Tsinghua University  
*Scholarship given by Mr. Zeng Fancheng, TSMC, to postgraduates in school of economics and management who demonstrate excellent in academic.*
- 2011 – 2014     SPDB Scholarship  
*Annual award given by the Shanghai Pudong Development Bank to students who demonstrate excellence in Academic.*
- April 2012     P&G Technical Challenge Award  
*A competition held by P&G to select and foster college students with leadership and management quality, as well as creative thoughts and innovation ability.*
- May 2011     Outstanding League Cadres Honor  
*Annual award given by Tianjin University to league cadres who demonstrate outstanding contributions to serving students.*