

# Guangrui(Kayla) LI

Operations Management and Information Systems, Schulich School of Business,  
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## EMPLOYMENT

2021 – Schulich School of Business, York University  
Assistant professor of information systems

## EDUCATION

2014 – 2020 Ph.D., Information Systems, HKUST  
Supervisor: Prof. Kar Yan Tam

2010 - 2014 B.B.A, Information Management, and Economics (*minor*),  
Peking University, Beijing, China

## PUBLICATIONS

**Li, Guangrui (Kayla)**, Mike K.P. So and Kar Yan Tam, “Identifying the Big Shots – Addressing the Deflated p-value Problem under Big Data Context”, 2022, *ACM Transactions on Management Information Systems*, 13(2), 1-30

## WORKING PAPERS

**Li, Guangrui (Kayla)**, Sunil Mithas, and Kar Yan Tam, “How Does a Curation Algorithm Influence User Content Generation on a Social Media Platform? Evidence from a Quasi-Experiment”

**Li, Guangrui (Kayla)**, and Kai-Lung Hui, “The Impact of Anonymity on Piracy – Evidence from China”

**Li, Guangrui (Kayla)**, Sunil Mithas, and Kar Yan Tam, “How does Algorithmic Filtering Influence Attention Inequality on Social Media?”

**Li, Guangrui (Kayla)**, Mike K.P. So, Xiaojun Zhang, and Kar Yan Tam, “Is Socializing Loyalty Programs a Good Idea? – Empirical Evidence from a Large Quick Service Restaurant Chain”

## WORK-IN-PROGRESS

**Li, Guangrui (Kayla)**, Zheng Gong, Fei Gao, and Xiaoquan(Michael) Zhang, “Algorithmic Recommendations Change Guys’ Patience but Not Gals’: Evidence from a Field Experiment”  
Conference presentations: CODE@MIT

Recipient of BEAR / BI-Org research grant (2021)

Zheng Gong, **Li, Guangrui (Kayla)**, and Zhepeng (Lionel) Li "How does Popularity Information Affect Product Design?"

Conference presentations: CORS/INFORMS (2022), INFORMS Annual Meeting (2022), TD-MDAL Roundtable (2022)

Recipient of TD-MDAL research grant (2021)

## CONFERENCE PROCEEDINGS

"How does Algorithmic Filtering Influence Attention Inequality on Social Media?", to appear in *Proceedings of 2019 International Conference on Information Systems (ICIS)*, Munich, Germany, December 15-18, 2019

The Impact of Anonymity on Piracy – Evidence from China", to appear in *Proceedings of 2019 International Conference on Information Systems (ICIS)*, Munich, Germany, December 15-18, 2019

"Does Algorithmic Filtering Create a Filter Bubble? Evidence from Sina Weibo", to appear in *Proceedings of 2019 Pacific Asia Conference on Information Systems (PACIS)*, Xi'an, China, July 8-12, 2019

"Is Socializing Loyalty Programs a Good Idea? – Empirical Evidence from a Large Quick Service Restaurant Chain", in *Proceedings of 2017 International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 10-13, 2017, available at:

<https://aisel.aisnet.org/icis2017/SocialMedia/Presentations/24/>

## CONFERENCE PRESENTATIONS

"How does Popularity Information Affect Product Design?", INFORMS Annual Meeting, Indiana, USA, Oct 2022

"How does Popularity Information Affect Product Design?", CORS/INFORMS, Vancouver, Canada, Jun 2022

"The Filter Bubble Effect of Algorithmic Ranking on Social Media", Workshop on Information Systems and Economics (**WISE**), Munich, Germany, Dec 2019

"Does Algorithmic Filtering Create a Filter Bubble? Evidence from Sina Weibo", 79th Annual Meeting of the Academy of Management (**AOM**), Boston, USA, Aug 2019

"Identifying the Big Shots – Addressing the Deflated p-value Problem under Big Data Context", Statistical Challenge in E-commerce Research (**SCECR**), Hong Kong, Jun 2019

## TEACHING INTEREST

Data Mining for Business Analytics, Business Programming in R/Python, Social Media, Introduction to Information Systems

## TEACHING EXPERIENCE

**INSTRUCTOR**, ISOM 3360: Data Mining for Business Analytics (Undergraduate), Summer 2019, HKUST.

Teaching Evaluation: **95.8/100** (For reference, department average:79.5, school average: 80.5, university average: 79.9)

Course Content: supervised learning (decision tree; logistic regression; naïve Bayes etc.); unsupervised learning (clustering; association rule etc.); social networks; model evaluation; deep learning

**TEACHING ASSISTANT (LAB INSTRUCTOR)**, ISOM 3360: Data Mining for Business Analytics (Undergraduate), Summer 2019, HKUST.

Evaluation: **97.2/100**

Course Content: python programming skills applied in data mining.

## RESEARCH AWARDS AND GRANTS

- |      |  |
|------|--|
| 2019 | Selected to attend <b>ICIS 2019 Doctoral Consortium</b> , International Conference on Information Systems, Association for Information Systems |
| 2019 | Selected to attend <b>PACIS 2019 Doctoral Consortium</b> , Pacific Asia Conference on Information Systems, Association for Information Systems |
| 2019 | Selected for <b>MIS Quarterly Author Development Workshop</b> , 2019   |
| 2016 | <b>Deans' PhD Fellowship</b><br>Awarded for outstanding performance by a PhD Student   |

## SERVICES

### **AD-HOC REVIEWER**

|   |           |
|---|-----------|
| Information System Research                     | 2022      |
| Digital Transformation and Society              | 2022      |
| Information & Management                        | 2022      |
| Production and Operations Management            | 2019      |
| International Conference on Information Systems | 2017-2022 |
| Annual Meeting of the Academy of Management     | 2019      |
| Electronic Commerce Research and Applications   | 2017      |

### **PROFESSIONAL ASSOCIATIONS**

Professional Associations Association of Information Systems (AIS)  
Academy of Management (AOM)  
Institute for Operations Research and the Management Sciences (INFORMS)

### **UNIVERSITY SERVICE**

Student Representative at Committee on Postgraduate Studies, HKUST 2019

## INDUSTRIAL EXPERIENCE

### **Accenture**

Intern

Beijing, China

**TEACHING SKILLS**

Data Analytical Programming and Tools: R, Python, Stata, SPSS, SAS

Data Warehouse: Microsoft SQL Server

Tools for Structural Equation Modeling: SmartPLS, Amos