

Guangrui(Kayla) LI

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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

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”, revise & resubmit, *Production and Operation Management*

WORKING PAPERS

Li, Guangrui (Kayla), Zheng Gong, and Xiaoquan(Michael) Zhang, “Algorithmic Bias or Human Choice: Gender Difference in the Impact of Algorithmic Recommendation on Time Preference”
Recipient of BEAR / BI-Org research grant (2021)

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

Zheng Gong, **Li, Guangrui (Kayla)**, and Zhepeng (Lionel) Li "How does Popularity Information Affect Product Design?"
Recipient of TD-MDAL research grant (2021)

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

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

"Algorithmic Bias or Human Choice: Gender Difference in the Impact of Algorithmic Recommendation on Time Preference", SCECR, Lisbon, Portugal, Jun 2024

"Algorithmic Recommendations Change Guys' Patience but Not Gals': Evidence from a Field Experiment", INFORMS Annual Meeting, Phoenix, USA, Oct 2023

"Algorithmic Recommendations Change Guys' Patience but Not Gals': Evidence from a Field Experiment", Conference on Digital Experimentation @ MIT (**CODE**), Boston, USA, Oct 2022

"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

INVITED TALKS

School of Business, Chinese University of Hong Kong, Oct 2022, “*Algorithmic Recommendations Change Guys’ Patience but Not Gals’: Evidence from a Field Experiment*”

School of Business, the University of Hong Kong, Oct 2022, “*Algorithmic Recommendations Change Guys’ Patience but Not Gals’: Evidence from a Field Experiment*”

School of Business, Hong Kong University of Science and Technology, Sep 2022, “*Algorithmic Recommendations Change Guys’ Patience but Not Gals’: Evidence from a Field Experiment*”

TEACHING INTEREST

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

TEACHING EXPERIENCE

INSTRUCTOR, OMIS 1050: Managing Data for Business Decisions (Undergraduate), Winter, 2021,2022, York University

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

2023 SSHRC Insight Development Grant
(Amount: 59,005 CAD)

2023 Selected to attend **PACIS 2023 Junior Faculty Consortium**, Pacific Asia Conference on Information Systems, Association for Information Systems

2022 York University’s Catalyzing Interdisciplinary Research Clusters Initiative grant
(Amount: 230,000 CAD)

2021 TD-MDAL research grant

	(Amount:10,000 CAD)
2021	BEAR / BI-Org research grant
	(Amount: 5,000 CAD)
2019	Selected to attend ICIS 2019 Doctoral Consortium , International Conference on Information Systems, Association for Information Systems
2019	Selected to attend PACIS 2019 Doctoral Consortium , Pacific Asia Conference on Information Systems, Association for Information Systems
2019	Selected for MIS Quarterly Author Development Workshop , 2019
2016	Deans' PhD Fellowship Awarded for outstanding performance by a PhD Student

SERVICES

AD-HOC REVIEWER

Management Science	2023
Information System Research	2022,2023
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

EVENT ORGANIZATION

Review Panel Member (AE), International Conference on Information Systems	2023
Review Panel Member (AE), Pacific Asia Conference on Information Systems	2023
Review Panel Member (AE), Pacific Asia Conference on Information Systems	2022

PROFESSIONAL ASSOCIATIONS

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

UNIVERSITY SERVICE

OMIS Representative at iBBA/BBA Program Committee, York University	2021- now
Student Representative at Committee on Postgraduate Studies, HKUST	2019

INDUSTRIAL EXPERIENCE

Accenture

Intern	Beijing, China
Public Service and Data Management	Feb-Jun 2014

TEACHING SKILLS

Data Analytical Programming and Tools: R, Python, Stata, SPSS, SAS
 Data Warehouse: Microsoft SQL Server
 Tools for Structural Equation Modeling: SmartPLS, Amos

