

# 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

## RESEARCH INTEREST

Online Content Platform, Algorithmic Impacts, Platform Governance, Generative AI, Social Media, Creator Economy

## RESEARCH

### *Refereed Journal Articles*

**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

Danuvasin Charoen, **Li, Guangrui (Kayla)**, and Warut Khern-am-nuai, “Preparing Technology Managers for the Post-Consumer Reviews Era”, 2025, *IEEE Engineering Management Review*

### **Working Papers**

Xueyun Luo, **Li, Guangrui (Kayla)**, and Xiaoquan(Michael) Zhang, “Paywall Pitfalls: Engagement Costs on the Online User-Generated-Content Platforms”, *revise and resubmit*, Management Science

Previously circulated as “The Paradox of Paywalls: Effect of Monetization on Audience Engagement in Online Content Platforms”

**Li, Guangrui (Kayla)**, Zheng Gong, and Zhepeng (Lionel) Li, "The Supply-Side Consequences of Popularity Signals: Evidence from Blogging Platform", *minor revision*, Industrial Management & Data Systems

Pattharin Tangwaragorn, **Li, Guangrui (Kayla)**, Warut Khern-am-nuai and Zike Cao, “Platform Governance and User Behavior: The Impact of Metacritic’s Anti-Review-Bombing Policy”, *3<sup>rd</sup>-round review*, Asia Pacific Journal of Information Systems

**Li, Guangrui (Kayla)**, Onkar Malgonde, 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”, *under review*, Journal of Management Information Systems

Zhili Li, Ivy Dang, **Li, Guangrui (Kayla)**, Hongchuan Shen and Xiaoquan(Michael) Zhang, “The Impact of AIGC Disclosure on Content Engagement: Evidence from a Large Video Platform”, *under review*, Journal of Marketing Research

Previously circulated as “The Impact of AIGC Disclosure Policy on Video Consumption and User Engagement”

Heui Jae Choi, **Li, Guangrui (Kayla)**, Warut Khern-Am-Nuai, Kunsoo Han and Xiaoquan(Michael) Zhang, “When Transparency Backfires: Real-Name Disclosure and Audience Engagement in Creator Ecosystems”, *under review*, Management Science

Previously circulated as “How Real-Name Disclosure of Influencers Affects User Engagement on Video-Sharing Platform”

Danuvasin Charoen, **Li, Guangrui (Kayla)**, and Warut Khern-am-nuai, “How does Algorithmic Filtering Influence Attention Inequality on Social Media?”, *under review*, Digital Policy, Regulation and Governance

**Li, Guangrui (Kayla)**, Zheng Gong, and Xiaoquan(Michael) Zhang, “The Impact of Algorithmic Recommendation on Time Preference: Evidence From Experiments”, *to be submitted in September 2026*

Previously circulated as “Algorithmic Bias or Human Choice: Gender Difference in the Impact of Algorithmic Recommendation on Time Preference”

Previously circulated as “Algorithmic Recommendations Change Guys’ Patience but Not Gals’: Evidence from a Field Experiment”

### ***Work-in-progress***

Tonglin Zhang, Miaoze Han, **Li, Guangrui (Kayla)**, and Xiaoquan(Michael) Zhang, “Beyond Content: How Short-Form Video Feeds Reshape User Views and Engagement”

Chenqi Zhang, Yi-Chun (Chad) Ho, **Li, Guangrui (Kayla)**, “Posting More, Gaining Less: How Sponsorship Widens the Engagement Gap Between Low- and High-Follower Creators”

Jie Song, Miaoze Han, **Li, Guangrui (Kayla)**, and Xiaoquan(Michael) Zhang, “The Impact of AI Summary on Information Content Consumption: Evidence from an Online Video-sharing Platform”

**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”

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

## RESEARCH AWARDS AND GRANTS

- |      |                                                                                                                                                         |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2025 | • Selected for INFORMS ISS Information Systems Research Paper Development Workshop for Early Career Scholars                                            |
| 2023 | • SSHRC Insight Development Grant, <b>PI</b> , Co-applicant: Moren Lévesque, Amount: 59,005 CAD.                                                        |
|      | • Selected to attend PACIS 2023 Junior Faculty Consortium, Pacific Asia Conference on Information Systems (PACIS), Association for Information Systems. |
| 2022 | • York University’s Catalyzing Interdisciplinary Research Clusters Initiative grant, Co-Applicant, Amount: 230,000 CAD.                                 |
| 2021 | • TD-MDAL research grant, <b>Co-PI</b> , Amount: 10,000 CAD.                                                                                            |
|      | • BEAR / BI-Org research grant, <b>Co-PI</b> , Amount: 5,000 CAD.                                                                                       |
| 2019 | • Selected to attend ICIS 2019 Doctoral Consortium, International Conference on Information Systems, Association for Information Systems.               |
|      | • Selected to attend PACIS 2019 Doctoral Consortium, Pacific Asia Conference on Information Systems, Association for Information Systems.               |
|      | • Selected for MIS Quarterly Author Development Workshop.                                                                                               |
| 2016 | • Deans’ PhD Fellowship (for outstanding performance by a PhD Student), Hong Kong University of Science and Technology, Hong Kong, China.               |

## CONFERENCE PROCEEDINGS

“Paywall Pitfalls: Engagement Costs on the Online User-Generated-Content Platforms”, to appear in *Proceedings of the 19<sup>th</sup> China Summer Workshop on Information Management (CSWIM)*, Haikou, China, Jun 2026

“The Impact of AIGC Disclosure Policy on Video Consumption and User Engagement”, in *Proceedings of the 36<sup>th</sup> Australasian Conference on Information Systems (ACIS)*, Petrie, Australia, Dec 2025

“The Impact of AIGC Disclosure Policy on Video Consumption and User Engagement”, in *Proceedings of the 18<sup>th</sup> China Summer Workshop on Information Management (CSWIM)*, Xi’an, China, Jun 2025

“How does Algorithmic Filtering Influence Attention Inequality on Social Media?”, 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”, 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”, 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

## CONFERENCE PRESENTATIONS

“How Real-Name Disclosure of Influencers Affects User Engagement on Video-Sharing Platform”, Statistical Challenge in E-commerce Research (**SCECR**), Tokyo, Japan, Jun 2026

“The Impact of AIGC Disclosure Policy on Video Consumption and User Engagement”, Workshop on Information Systems and Economics (**WISE**), Nashville, USA, Dec 2025

“The Impact of Algorithmic Recommendation on Time Preference: Evidence From Experiments”, The Asia-Pacific Industrial Organization Conference (**APIOC**), Brisbane, Australia, Dec 2025

“How Real-Name Disclosure of Influencers Affects User Engagement on Video-Sharing Platform”, Conference on Information Systems and Technology (**CIST**), Atlanta, USA, Oct 2025

“The Paradox of Paywalls: Effect of Monetization on Audience Engagement in Online Content Platforms”, Statistical Challenge in E-commerce Research (**SCECR**), Paphos, Cyprus, Jun 2025

“The Impact of AIGC Disclosure Policy on Video Consumption and User Engagement”, Statistical Challenge in E-commerce Research (**SCECR**), Paphos, Cyprus, Jun 2025

“The Impact of AI Summary on Information Content Consumption: Evidence from an Online Video-sharing Platform”, Statistical Challenge in E-commerce Research (**SCECR**), Paphos, Cyprus, Jun 2025

“The Impact of AI Summary on Information Content Consumption: Evidence from an Online Video-sharing Platform”, Workshop on Information Systems and Economics (**WISE**), Bangkok, Thailand, Dec 2024

“Algorithmic Bias or Human Choice: Gender Difference in the Impact of Algorithmic Recommendation on Time Preference”, Workshop on Information Systems and Economics (**WISE**), Bangkok, Thailand, Dec 2024

“The Impact of AI Summary on Information Content Consumption: Evidence from an Online Video-sharing Platform”, Joint University Summer Workshop on Information Systems (**JUSWIS**), Hong Kong, China, Jul 2024

“Algorithmic Bias or Human Choice: Gender Difference in the Impact of Algorithmic Recommendation on Time Preference”, Statistical Challenge in E-commerce Research (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

- |                                                                                          |          |
|------------------------------------------------------------------------------------------|----------|
| • Panel Speaker, Doctoral Student Corner, Pacific Asia Conference on Information Systems | Jul 2026 |
| • Chinese University of Hong Kong, School of Business                                    | Oct 2022 |
| • University of Hong Kong, School of Business                                            | Oct 2022 |
| • Hong Kong University of Science and Technology                                         | Sep 2022 |
| • University of Hong Kong, School of Business                                            | Jan 2020 |
| • HEC Paris                                                                              | Dec 2019 |
| • The London School of Economics and Political Science (LSE)                             | Dec 2019 |
| • York University, Schulich School of Business                                           | Dec 2019 |

## TEACHING EXPERIENCE

### SCHULICH SCHOOL OF BUSINESS, YORK UNIVERSITY

*INSTRUCTOR*, OMIS 3730: Database Management (Undergraduate), Fall, 2025

*INSTRUCTOR*, OMIS 6350: Advanced Spreadsheet Modelling & Programming for Business (Graduate), Fall, 2024, 2025

**INSTRUCTOR**, OMIS 3670: Spreadsheet-Based Decision Support Systems (Undergraduate), Fall, 2024

**INSTRUCTOR**, OMIS 1050: Managing Data for Business Decisions (Undergraduate), Winter, 2022,2023, 2024

**INSTRUCTOR**, OMIS 7102: Foundations II (PhD), Winter, 2025  
one session on Empirical Economic Methods in IS

**INSTRUCTOR**, OMIS 7101: Foundations I (PhD), Winter, 2024  
one session on Empirical Economic Methods in IS

**INSTRUCTOR**, OMIS 7103: Emerging Topics in OM (PhD), Winter, 2023  
one session on Algorithmic Bias and Fairness in IS

**SCHOOL OF BUSINESS, HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY**

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

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

## **STUDENTS**

- Peiyu Wang, Supervised Peiyu as my full-time Research Assistant (2024–2025), Phd Position: Ivey Business School, Western University, 2025
- Zhuo Gao, Independent study, York University, 2026
- Venkateswarlu Karumuri, Independent study, York University, 2026
- Xueyun Luo, PhD research collaborator, Cornell University; coauthor on “Paywall Pitfalls: Engagement Costs on Online User-Generated Content Platforms,” revise-and-resubmit at Management Science.
- Zhili Li, PhD research collaborator, University of Hong Kong; coauthor on “The Impact of AIGC Disclosure on Content Engagement: Evidence from a Large Video Platform,” under review at Journal of Marketing Research.
- Heui Jae Choi, PhD research collaborator, McGill University; coauthor on “When Transparency Backfires: Real-Name Disclosure and Audience Engagement in Creator Ecosystems,” under review at Management Science.

## **SERVICES**

### **UNIVERSITY, SCHOOL, AND AREA SERVICE**

- OMIS Seminar Series Organizing Member (2021-present) and Chair (2023-2024), Operations Management and Information Systems, Schulich School of Business, York University, 2021 - present.
- OMIS Representative on the iBBA/BBA Program Committee, Schulich School of Business, York University, 2021 - present.

- Student Representative at Committee on Postgraduate Studies, Hong Kong University of Science and Technology, 2019.

### ***EDITORIAL AND JOURNAL SERVICE***

- **Associate Editor**, Information & Management (ABDC A\*), Special Issue on “Transformative AI in Online Markets: Development, Impact, and the Road Ahead,” 2026.
- Reviewer: MIS Quarterly, Information System Research, Production and Operations Management, Management Science, Information & Management, Digital Transformation and Society,

### ***CONFERENCE SERVICE***

- **Track Chair**, Pacific Asia Conference on Information Systems 2026
- **Associate Editor**, International Conference on Information Systems 2023, 2024
- **Associate Editor**, Pacific Asia Conference on Information Systems 2022, 2023, 2024
- **Reviewer / Program Committee**: Conference on Information Systems and Technology; International Conference on Information Systems; Annual Meeting of the Academy of Management.
- Session Chair, INFORMS Annual Meeting 2021

### ***PROFESSIONAL ASSOCIATIONS***

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

## **INDUSTRIAL EXPERIENCE**

### **BiliBili**

External Consultant  
Business Operation Management

Shanghai, China  
Mar 2023 - now

### **Accenture**

Intern  
Public Service and Data Management

Beijing, China  
Feb-Jun 2014

## **SKILLS**

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