

Zhuoxin (Allen) Li

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Education

Ph.D. in Information, Risk, & Operations Management, University of Texas at Austin 2015
Dissertation: *Disintermediation and Co-opetition in Platform Ecosystems and Modern Value Chains*
INFORMS Information Systems Society Nunamaker-Chen Dissertation Award

M.S. in Economics, University of Texas at Austin 2014

M.S. in Management Science, Harbin Institute of Technology 2009

B.Eng. in Computer Science, South China University of Technology 2007

Employment

07/2022 - present Associate Professor of Operations and Information Management (with tenure)
Michael and Mary Sue Shannon Professor
Wisconsin School of Business, University of Wisconsin-Madison
Faculty Affiliate:
[Data Science Institute @ UW-Madison](#)
[Pan Asia Pacific Sustainability Initiative @ UW-Madison](#)

07/2015 - 06/2022 Assistant Professor of Information Systems
Carroll School of Management, Boston College

Honors and Awards

NSF CAREER Award, National Science Foundation, 2022-2027

Best Paper Award Runner-Up, Conference on Health IT and Analytics, 2025

Sandra A. Slaughter Early Career Award, INFORMS Information Systems Society, 2023

Cheryl Gaimon Best Innovation Paper Award, *Production and Operations Management*, 2023

Top 50 Undergraduate Business Professors, Poets&Quants, 2022

Summer Research Grants, NET Institute, 2014, 2015, 2021

Teaching Star, Carroll School of Management, Boston College, 2020

Gordon B. Davis Young Scholar Award, INFORMS Information Systems Society, 2020

Distinguished Service Award, *Management Science*, 2018, 2021, 2022, 2023, 2025

Best Paper Award, Conference on Information Systems and Technology, 2018

Nunamaker-Chen Dissertation Award, INFORMS Information Systems Society, 2016

Best Paper Award Runner-Up, Workshop on Information Technologies and Systems, 2014

Best Paper Nominee, Conference on Information Systems and Technology, 2012

Research and Publications (# indicates doctoral student)

Journal Articles

1. Cheng He and Zhuoxin Li. 2025. [From Food Deserts to Fresh Food: The Role of Digital Accessibility in Nutrition Assistance Programs](#). Forthcoming at *Management Science*.
 - Best Paper Award Runner-Up, Conference on Health IT and Analytics (CHITA), 2025
2. Raveesh Mayya and Zhuoxin Li. 2025. [Growing Platforms by Adding Complementors without A Contract](#). *Information Systems Research*, 36(3), pp. 1269-1947.
3. Ningning Wang[#] and Zhuoxin Li. 2025. [Channel Structures for a Dual-Purpose Firm: Direct, Retail, or Hybrid?](#) *Production and Operations Management*, 34(8), pp. 2288-2302.
4. Zhuoxin Li and Gang Wang. 2025. [On-Demand Delivery Platforms and Restaurant Sales](#). *Management Science*, 71(7), pp. 5419-6318.
5. Zhuoxin Li and Gang Wang. 2025. [Regulating Powerful Platforms: Evidence from Commission Fee Caps](#). *Information Systems Research*, 36(1), pp. 126-140.
6. Yicheng Song[#], Zhuoxin Li and Nachiketa Sahoo. 2022. [Matching Returning Donors to Projects on Philanthropic Crowdfunding Platforms](#). *Management Science*, 68(1), pp. 355-375.
 - Best Paper Award, Conference on Information Systems and Technology (CIST), 2018
7. Zhuoxin Li, Gang Wang and Harry Wang. 2021. [Peer Effects in Competitive Environments: Field Experiments on Information Provision and Interventions](#). *MIS Quarterly*, 45(1), pp. 163-191.
8. Ningning Wang[#] and Zhuoxin Li. 2021. [Supplier Encroachment with a Dual-Purpose Retailer](#). *Production and Operations Management*, 30(8), pp. 2672-2688.
9. Zhuoxin Li, Jason Duan and Sam Ransbotham. 2020. [Coordination and Dynamic Promotion Strategies in Crowdfunding with Network Externalities](#). *Production and Operations Management*, 29(4), pp. 1032-1049.
 - Best Paper Runner-Up, Workshop on Information Technologies and Systems (WITS), 2014
 - Cheryl Gaimon Best Innovation Paper, *Production and Operations Management*, 2023
10. Zhuoxin Li and Ashish Agarwal. 2017. [Platform Integration and Demand Spillovers in Complementary Markets: Evidence from Facebook's Integration of Instagram](#). *Management Science*, 63(10), pp. 3438-3458.
11. Zhuoxin Li, Stephen Gilbert and Guoming Lai. 2015. [Supplier Encroachment as an Enhancement or a Hindrance to Nonlinear Pricing](#). *Production and Operations Management*, 24(1), pp. 89-109.
12. Zhuoxin Li, Stephen Gilbert and Guoming Lai. 2014. [Supplier Encroachment under Asymmetric Information](#). *Management Science*, 60(2), pp. 449-462.
 - Best Paper Nominee, Conference on Information Systems and Technology (CIST), 2012

Peer Referred Conferences

13. Ying Ji,[#] Chaoyue Gao, Xiang (Shawn) Wan and Zhuoxin Li. 2026. Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment. *Hawaii International Conference on System Sciences*, Maui, Hawaii.

14. Maoxia Zeng[#] and Zhuoxin Li. 2025. Request Taxi Service with Uber? An Empirical Study of Traditional Businesses Partnering with Their Platform Rivals. *International Conference on Information Systems*, Nashville, Tennessee.
15. David Wu,[#] Jinan Lin and Zhuoxin Li. 2025. Foundation Models and AI Innovation: Evidence from the Hugging Face Platform. *International Conference on Information Systems*, Nashville, Tennessee.
16. Ying Ji,[#] Chaoyue Gao, Xiang (Shawn) Wan and Zhuoxin Li. 2025. Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment. *Conference on Information Systems and Technology*, Atlanta, Georgia.
17. Yash Babar and Zhuoxin Li. 2025. The Delivery Nextdoor: Externalities of Operating Next to a Restaurant that Delivers. *Conference on Information Systems and Technology*, Atlanta, Georgia.
18. David Wu,[#] Jinan Lin and Zhuoxin Li. 2025. Foundation Models and AI Innovation: Evidence from the Hugging Face Platform. *Conference on Information Systems and Technology*, Atlanta, Georgia.
19. Raveesh Mayya and Zhuoxin Li. 2022. Growing Platforms by Adding Complementors without Consent. *Conference on Information Systems and Technology*, Indianapolis, Indiana.
20. Grace Gu and Zhuoxin Li. 2022. Platform Fragmentation and Complementary Innovation. *Academy of Management Proceedings*, Seattle, Washington.
21. Zhuoxin Li and Gang Wang. 2021. Regulating Powerful Platforms: Evidence from Commission Fee Caps. *Conference on Information Systems and Technology*, Newport Beach, California.
22. Jiahui Mo and Zhuoxin Li. 2018. Is Product Sampling Good for Brands' Online Word of Mouth? *International Conference on Information Systems*, San Francisco, California.
23. Yicheng Song[#], Zhuoxin Li and Nachi Sahoo. 2018. Matching Donors to Projects on Philanthropic Crowdfunding Platforms. *Conference in Information Systems and Technology*, Phoenix, Arizona.
24. Zhuoxin Li, Sirkka Jarvenpaa and Nisha Pattan. 2015. Cinetics: Beyond Crowdfunding. *International Conference on Information Systems*, Fort Worth, Texas.
25. Zhuoxin Li and Sirkka Jarvenpaa. 2015. Goal Setting on Project Performance in IT-Mediated Crowds. *International Conference on Information Systems*, Fort Worth, Texas.
26. Zhuoxin Li and Jason Duan. 2014. Dynamic Strategies for Successful Online Crowdfunding. *Workshop on Information Technologies and Systems*, New Zealand.
27. Zhuoxin Li, Stephen M. Gilbert and Guoming Lai. 2013. Supplier Encroachment under Asymmetric Information. *Conference on Information Systems and Technology*, Minneapolis, Minnesota.
28. Zhuoxin Li and Ashish Agarwal. 2012. Supplier Encroachment in Online Referral Markets. *Conference on Information Systems and Technology*, Phoenix, Arizona.

Book Chapter

29. Zhuoxin Li. 2025. Digital Platforms for Small Businesses: Power Asymmetry, Governance, and Regulation. In Peng Huang and Sunil Mithas (Eds.), *Research Handbook on Platform Ecosystems*, Edward Elgar Publishing.
30. Zhuoxin Li. 2025. Worker Classification. In Subodha Kumar and Sunil Wattal (Eds.), *Encyclopedia of Sharing Economy*, Edward Elgar Publishing.
31. Zhuoxin Li, Stephen M. Gilbert and Guoming Lai. 2019. [Information Management and Contract Design under Supplier Encroachment](#). In Charles A. Ingene, James R. Brown and Rajiv P. Dant (Eds.),

Handbook of Research on Distribution Channels, Edward Elgar Publishing.

Teaching Case

32. Zhuoxin Li, Sirkka Jarvenpaa and Nisha Pattan. 2016. [Cinetics: Fueling Entrepreneurial Innovations through Crowdfunding](#). *Journal of Information Technology Teaching Cases*, 6(2), pp.75-83 & Harvard Business Publishing: <https://hbsp.harvard.edu/product/JIT090-PDF-ENG>

Research Support

NSF CAREER Award, National Science Foundation

2022-2027: *Regulating On-Demand Delivery Platforms* (\$414,546, SES-2143678)

Summer Research Grants, NET Institute

2021: *Growing Platforms by Adding Complementors without Permission*

2015: *Motivating IT-Mediated Crowds: The Effect of Stretch Goals on Project Performance*

2014: *Dynamic Strategies for Successful Online Crowdfunding*

Conference Presentations (Do Not Include Presentations by Coauthors)

Foundation Models and AI Innovation: Evidence from the Hugging Face Platform. *AI and the Future of Collaborative Innovation Workshop*, Stern School of Business, New York University, 2025.

From Food Deserts to Fresh Food: The Role of Digital Accessibility in Nutrition Assistance Programs. *Challenges in Digital Platforms*, Santiago, Chile, 2025.

The Role of On-Demand Delivery Platforms in Restaurants. *INFORMS Annual Meeting*, Indianapolis, Indiana, 2022.

Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services. *Conference on Information Systems and Technology*, Newport Beach, California, 2021.

The Role of On-Demand Delivery Platforms in Restaurants. *Platform Strategy Research Symposium*, Boston University Questrom School of Business, Boston, Massachusetts, 2021.

Do Low-Need Projects Crowd Out High-Need Ones? Intraplatform Externalities in Online Charitable Fundraising. *Statistical Challenges in eCommerce Research*, Madrid, Spain, 2020.

Dynamic Goal Setting, Community Feedback, and Project Performance: Evidence from Online Crowdfunding. *Open and User Innovation Conference*, Harvard Business School, Boston, Massachusetts, 2016.

Cinetics: Beyond Crowdfunding. *International Conference on Information Systems*, Fort Worth, Texas, 2015.

Goal Setting on Project Performance in IT-Mediated Crowds. *International Conference on Information Systems*, Fort Worth, Texas, 2015.

Dynamic Strategies for Successful Online Crowdfunding. *Workshop on Information Technologies and Systems*, New Zealand, 2014.

The Impact of Platform Integration on Consumer Demand in Complementary Markets. *Workshop on Information Systems and Economics*, Auckland, New Zealand, 2014.

The Impact of Platform Owner's Entry into Complementary Market on Consumer Demand. *Statistical*

Challenges in eCommerce Research, Tel Aviv, Israel, 2014.

The Impact of Platform Integration on Consumer Demand in Complementary Markets. *Annual Big XII+ MIS Research Symposium*, Norman, Oklahoma, 2014.

Supplier Encroachment under Asymmetric Information. *Conference on Information Systems and Technology*, Minneapolis, Minnesota, 2013.

Supplier Encroachment under Asymmetric Information, *24th Annual POMS Conference*, Denver, Colorado, 2013.

Supplier Encroachment under Asymmetric Information. *INFORMS Conference on Information Systems and Technology*, Minneapolis, Minnesota, 2013.

Supplier Encroachment in Online Referral Markets. *INFORMS Conference on Information Systems and Technology*, Phoenix, Arizona, 2012.

Invited Talks

2026: University of Texas at Dallas

2025: Arizona State University, University of Minnesota, Harvard Business School, New York University, University of Florida

2024: University of Oklahoma, University of Rochester, Hong Kong University of Science and Technology, Chinese University of Hong Kong-Shenzhen, Tsinghua University, China University of Petroleum

2023: University of Wisconsin-Madison, Harvard Business School, University of California Irvine, Northwestern University, University of Illinois Chicago, Renmin University of China

2022: Hong Kong Polytechnic University, University of Wisconsin-Madison, Renmin University of China, University of Southern California

2021: Chinese University of Hong Kong-Shenzhen, Georgia Institute of Technology, Harvard Business School, SafeGraph

<2021: University of Massachusetts Boston, INSEAD, Shenzhen University, Purdue University, University of Florida, University of Minnesota, University of Texas at Dallas, Boston College

Panels and Media Coverage

[Online SNAP access improves diet quality nationwide.](#) Wisconsin School of Business, August 2025

[Digital competition and tech regulation.](#) Harvard Business School, April 2025

[Food app fees and how to save.](#) Wisconsin TV, May 2024

[Regulating powerful platforms: Unintended effects of imposing fee caps on US food-delivery platforms.](#) Platform Papers, May 2024

[Regulating online food delivery platforms.](#) *The Regulatory Review*, Penn Carey Law School, April 2024

[Building better platforms.](#) *Update Magazine*, Wisconsin School of Business, Fall/Winter 2023

[Digital platforms and the new economy.](#) *UW E-Business Consortium*, May 2023

[WSB's Allen Li shares food delivery platform research.](#) *Faculty Insights* at Wisconsin School of Business, October 2022

Emergence of digital platforms. *Faculty Insights Panel* with [Wisconsin Business Alumni Board](#) and [Dean's External Advisory Board](#), October 2022

[Acquisitions, competition and innovation in digital markets.](#) *Digital Markets Competition Forum* at Copenhagen Business School, July 2022

[Delivery fee caps aren't a life preserver for restaurants, they're a deadweight.](#) *Medium*, November 2021

[Delivery fee caps benefit major restaurant chains but leave independents to struggle.](#) *PYMNTS.com*, September 2021

[The effect of platform integration on competition and innovation.](#) *Charles River Associates*, June 2021

[How can we help eateries devastated by the pandemic.](#) *Boston College Magazine*, Summer 2021

[DoorDash offers lower-fee service to restaurants.](#) *NPR Marketplace*, April 2021

[Want to help a local restaurant? Do this.](#) *Carroll Capital*, February 2021

[How to win at crowdfunding.](#) *Medium*, June 2020

[Against the vertical discrimination presumption.](#) *International Center for Law & Economics*, May 2020

[Re:Requested statement on antitrust in digital markets.](#) *U.S. House Judiciary Committee Democrats*, April 2020

[How one app's buyout can boost competitors.](#) *Medium*, September 2018

Teaching

University of Wisconsin-Madison, Wisconsin School of Business

OTM 999 *Topics in Digital Platforms and Innovation*

- Spring 2024 (PhD Seminar)

OTM 702 *Digital Strategy*

- Spring 2025 (Full-Time MBA)
- Spring 2025 (Professional MBA)
- Spring 2024 (Full-Time MBA)
- Spring 2024 (Professional MBA)
- Spring 2023 (Full-Time MBA)
- Fall 2022 (Executive MBA)

GENBUS 760 *Business Data Technology*

- Spring 2024 (Full-Time MBA)
- Spring 2023 (Full-Time MBA)

Boston College, Carroll School of Management

ISYS 1021 *Digital Technologies: Strategy & Use*

- Fall 2021, Fall 2020, Fall 2019, Spring 2019, Spring 2018 (BBA Core)

ISYS 1021 *Computers in Management*

- Spring 2016, Spring 2017 (BBA Core)

University of Texas at Austin, McCombs School of Business

MIS 301 *Introduction to IT Management*, Fall 2012 (BBA Core)

Service

Professional

Associate Editor: *Information Systems Research*, 2026-

Editorial Review Board and Guest Associate Editor: *Information Systems Research*, 2024-2025

Guest Associate Editor: *Management Science*, 2022-

Associate Editor: *International Conference on Information Systems*, 2018, 2019, 2020, 2021, 2022

Ad-hoc referee for 300+ journal submissions: *Management Science* (55), *Information Systems Research* (98), *MIS Quarterly* (38), *Manufacturing & Service Operations Management* (17), *Production and Operations Management* (53), among other journals

Faculty Mentor

- INFORMS ISS-ISR Paper Development Workshop, *Information Systems Research*, 2025
- Entrepreneurial Innovation Fellowship Program, Association of Information Systems, 2024-

External Reviewer

- American Family Funding Initiative, UW-Madison Data Science Institute, 2024
- National Science Foundation, 2023, 2024
- Midterm Tenure Review, University of Colorado Denver, 2022
- Research Grants Council of Hong Kong, 2021, 2022, 2023, 2024, 2025

Discussant

- Workshop on Information Systems and Economics (WISE), 2020, 2024
- Allied Social Science Associations (ASSA), 2025

Program Committee

- *Conference on Information Systems and Technology* (CIST), 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
- *Workshop on Information Technologies and Systems* (WITS), 2014, 2017, 2018, 2020, 2022

Session Chair

- International Conference on Information Systems, 2020
- INFORMS Annual Meeting, 2014, 2022

University of Wisconsin-Madison

Doctoral Dissertation Committee

- David Wu, Chair, OIM (Ongoing)
- Maoxia Zeng, Chair, OIM (Ongoing)
- Tianli Xia, Member, Economics (Asst. Prof. at Simon Business School, University of Rochester)
- Chen Lyu, Member, Economics (Asst. Prof. at HSPC Business School, Peking University)

Master/Undergraduate Advising

- Jianting Zhu, MS in Economics (PhD in Marketing at University of Southern California)
- Ruihan Yang, MS in Information Science (PhD in MIS at Temple University)

Wisconsin School of Business

- Director of AI Hub Recruiting Committee, 2024
- AI Initiative Planning Committee, 2023-2024
- Generative AI Learning Day Organizing Committee, 2023
- Professional MBA “Strategic Growth” Badge Coordinator, 2023-

- Executive MBA Analytics/AI Curriculum Designer, 2022
- Academic Policy Committee, Marketing Leadership Institute, 2022-

Operations and Information Management (OIM) Department

- PhD Coordinator, 2024-
- Brownbag Seminar Organizer, 2024-2025
- Junior Tenure-Track Faculty Recruiting Committee, 2022, 2023
- Senior Tenure-Track Faculty Recruiting Committee, 2022, 2023
- Lecturer Faculty Recruiting Committee, 2023

Boston College

Faculty Recruiting Committee, Information Systems Department, 2018, 2019, 2020, 2021
Seminar Organizer, Information Systems Department, 2021