

XIAOBAI (BOB) LI
 Department of Operations & Information Systems
 Manning School of Business
 University of Massachusetts Lowell
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ACADEMIC EXPERIENCE

2011-present Professor
 University of Massachusetts Lowell

2007-2011 Associate Professor
 University of Massachusetts Lowell

2003-2007 Assistant Professor
 University of Massachusetts Lowell

2000-2003 Visiting Assistant Professor (full-time faculty)
 University of Texas at Dallas

RESEARCH HIGHLIGHTS

Top Journal Publications	Journal	Number of Publications
	<i>Management Science</i> *	2
	<i>Information Systems Research</i> *	3
	<i>MIS Quarterly</i> *	1
	<i>Operations Research</i> *	1
	<i>INFORMS Journal on Computing</i> *	3
	<i>Journal of the Association for Information Systems</i>	1
	<i>Decision Support Systems</i>	3
	<i>Decision Sciences</i>	1
	<i>IEEE Transactions (TKDE, TSMC, TAC)</i>	4
	<i>ACM Journals/Transactions (CACM, TMIS, JDIQ)</i>	4
	<i>European Journal of Operational Research</i>	2

*Listed in UT Dallas top 24 journals and/or *Financial Times* top 50 journals

Research Grants	Funding Source	Role	Amount
	National Institutes of Health (NIH)	Principal Investigator	\$706,669
	National Science Foundation (NSF)	Senior Personnel	\$100,000

ACADEMIC SERVICE HIGHLIGHTS

2018-present Associate Editor and Editorial Board Member
Information Systems Research (a UT Dallas top 24 and *Financial Times* top 50 journal)
 (Best Associate Editor Award for the Year 2020)

2019 Conference Chair, INFORMS Workshop on Data Science

2018 Program Chair, INFORMS Workshop on Data Science

TEACHING HIGHLIGHTS

- 2019 University Graduate Teaching Award
University of Massachusetts Lowell Faculty Honors Committee
- 2011 Teaching Excellence Award
Operations and Information Systems Department, University of Massachusetts Lowell
- 2003-2020 Average student teaching evaluation score over all courses: 4.4 out of 5.0

EDUCATION

- 1999 Ph.D. in Management Science
University of South Carolina
Dissertation Title: *Multivariate Decision Trees for Data Mining*
- 1994 MBA – Master of Business Administration
University of New Hampshire
- 1984 B.S. in Civil Engineering
Chongqing University, Chongqing, China

INDUSTRY EXPERIENCE (FULL-TIME)

- 1998-2000 Manager of Data Modeling and Analysis
Cendant Corporation / Avis World Headquarters, Garden City, NY
- Additionally, worked in industry for seven years as an engineer, an analyst, and a project manager.

RESEARCH INTERESTS

- Data Science, Machine Learning, Artificial Intelligence, and Business Analytics
 - Machine Learning, Explainable AI
 - Data Mining, Big Data, Text and Network Data Analytics
 - Data Acquisition, Customer Acquisition
- Data and Information Privacy
 - Privacy-Preserving Data Mining and Sharing
 - Medical and Healthcare Data Privacy
- Information Economics
 - Mechanism Design, Auctions
 - Economics of Privacy

TEACHING INTERESTS

- Business Analytics, Machine Learning, Artificial Intelligence, Data/Text Mining and Analytics
- Database Management, Big Data, Data Warehousing, Management Information Systems
- Application Systems Development, Computer Programming (in Python, Java, C/C++, C#)
- Business Statistics, Statistical Methods, Linear Statistical Models, Multivariate Statistics
- Optimization (e.g., Linear/Nonlinear Programming), Decision Analysis

HONORS AND AWARDS

- 2023 Top Five Faculty Researchers in the College
University of Massachusetts Lowell
- 2022 Manning Research Excellence Award
Manning School of Business
University of Massachusetts Lowell
- 2021 Best Associate Editor Award for the Year 2020
Information Systems Research
- 2021 The Best Paper Award
The 2021 New England Association for Information Systems Annual Conference
(NEAIS 2021), Boston, Massachusetts
- 2020 Most Impactful Publication Award
University of Massachusetts Lowell
- 2019 University Graduate Teaching Award
Faculty Honors Committee
University of Massachusetts Lowell
- 2015 The Best Paper Award
The 25th Workshop on Information Technologies and Systems (WITS 2015),
Dallas, Texas
- 2011 The Best Paper Runner-Up Award
The 21st Workshop on Information Technologies and Systems (WITS 2011),
Shanghai, China
- 2011 Teaching Excellence Award
Operations and Information Systems Department
University of Massachusetts Lowell
- 2010 The Second Runner-Up Best Paper Award
The 31st International Conference on Information Systems (ICIS 2010)
Saint Louis, Missouri
- 2009 The Best Poster Paper Award
The 8th Workshop on E-Business (WeB 2009), Phoenix, Arizona
- 2004 The Best MIS Paper Award
The 2004 Annual Meeting of the Northeast Decision Sciences Institute (NEDSI 2004)
Atlantic City, New Jersey

RESEARCH GRANTS

Funded Projects

1. Funding Source: National Institutes of Health (NIH)
Grant Number: R01LM010942
Amount: \$706,669
Project Period: 09/01/2011 – 08/31/2015
Role: Principal Investigator (PI)
co-Investigators: Luvai Motiwalla (UMass Lowell), Patricia Franklin (UMass Medical School), Wenjun Li (UMass Medical School)
Type: Basic Research Grant (R01)
Title: *New Technology to Preserve Patient Privacy and Data Quality in Health Research*
2. Funding Source: National Science Foundation (NSF)
Grant Number: IIP-0740780
Amount: \$100,000
Project Period: 01/01/2008 – 12/31/2008
Role: Senior Personnel
Type: Small Business Innovation Research Grant (SBIR)
Title: *Consumer Electronic Privacy Protection System*
This project developed a privacy protection system that is based primarily on my research. The PI of this grant was Pankaj Shah of Globe Tech, Inc. I was a main contributor in writing the proposal and led a team in developing the system.
3. Funding Source: University of Massachusetts Lowell
Amount: \$5,000
Year Awarded: 2011
Type: Research Seed Grant
4. Funding Source: University of Massachusetts Lowell
Amount: \$5,000
Year Awarded: 2009
Type: Research Seed Grant
5. Funding Source: University of Massachusetts Lowell
Amount: \$10,000
Year Awarded: 2006
Type: Research Seed Grant

Proposals Not Funded

- Submitted (as PI) a proposal to NSF with requested amount of \$274,543 for 2 years starting 2017. The proposal received a favorable review in the first round but was eventually declined by NSF.
Title: *Assessing and Managing Identity Disclosure Risk Dynamics in the Context of Big Data*
- Submitted a proposal to NSF with requested amount of \$350,000 for 3 years starting 2007. The proposal received a “Fund if Possible” recommendation by the review panel but was eventually declined by NSF due to “insufficient funds.”
Title: *A Tree-Based Data-Masking Framework for Protecting Privacy in Data Mining*
- Finalist, Commercial Ventures and Intellectual Property (CVIP), 2009
University of Massachusetts System
Title: *Divide and Counter: A Data Masking Technology for Privacy Protection*

PUBLICATIONS IN REFEREED JOURNALS

1. X. Liu and X.-B. Li, "Cost-Effective Acquisition of First-Party Data for Business Analytics," *INFORMS Journal on Computing*, vol. 36, no. 5, pp. 1242-1260, 2024.
2. Liu, X., X.-B. Li., and S. Sarkar, "Cost-Restricted Feature Selection for Data Acquisition," *Management Science*, vol. 69, no. 7, pp. 3976-3992, 2023.
3. X.-B. Li., X. Liu, X., L. Motiwalla, "Valuing Personal Data with Privacy Consideration," *Decision Sciences*, vol. 52, no. 2, pp. 393-426, 2021.
4. H. Kartal and X.-B. Li, "Protecting Privacy When Sharing and Releasing Data with Multiple Records per Person," *Journal of the Association for Information Systems*, vol. 21, no. 6, pp. 1461-1485, 2020.
5. J. Zhang, X. Liu, and X.-B. Li, "Predictive Analytics with Strategically Missing Data," *INFORMS Journal on Computing*, vol. 32, no. 4, pp. 1143-1156, 2020.
6. H. Kartal, X. Liu, and X.-B. Li, "Differential Privacy for the Vast Majority," *ACM Transactions on Management Information Systems*, vol. 10, no. 2, Article 8, 15 pages, 2019.
7. X.-B. Li and J. Qin, "Anonymizing and Sharing Medical Text Records," *Information Systems Research*, vol. 28, no. 2, pp. 332-352, 2017.
8. Q. Gong, J. Luo, M. Yang, W. Ni, and X.-B. Li, "Anonymizing 1:M Microdata with High Utility," *Knowledge-Based Systems*, vol. 115, pp. 15-26, 2017.
9. X. Liu, X.-B. Li, L. Motiwalla, W. Li, H. Zheng, and P. Franklin, "Preserving Patient Privacy When Sharing Same-Disease Data," *ACM Journal of Data and Information Quality*, vol. 7, no. 4, pp. 17:1-17:14, 2016.
10. L. Motiwalla and X.-B. Li, "Unveiling Consumer's Privacy Paradox Behavior in an Economic Exchange," *International Journal of Business Information Systems*, vol. 23, no. 3, pp. 307-329, 2016.
11. X.-B. Li and S. Sarkar, "Digression and Value Concatenation to Enable Privacy-Preserving Regression," *MIS Quarterly*, vol. 38, no. 3, pp. 679-698, 2014.
12. X.-B. Li and S. Raghunathan, "Pricing and Disseminating Customer Data with Privacy Awareness," *Decision Support Systems*, vol. 59, pp. 63-73, 2014.
13. X.-B. Li and S. Sarkar, "Class Restricted Clustering and Micro-Perturbation for Data Privacy," *Management Science*, vol. 59, no. 4, pp. 796-812, 2013.
14. L. Motiwalla and X.-B. Li, "Developing Privacy Solutions for Sharing and Analyzing Healthcare Data," *International Journal of Business Information Systems*, vol. 13, no. 2, pp. 199-216, 2013.
15. R. Li, Z. Zhao, and X.-B. Li, "Evaluation of Estimation Algorithms: Credibility Tests," *IEEE Transactions on Systems, Man, and Cybernetics, Part A*, vol. 42, no. 1, pp. 147-163, 2012.
16. X.-B. Li and S. Sarkar, "Protecting Privacy Against Record Linkage Disclosure: A Bounded Swapping Approach for Numeric Data," *Information Systems Research*, vol. 22, no. 4, pp. 774-789, 2011.
17. X.-B. Li and S. Sarkar, "Against Classification Attacks: A Decision Tree Pruning Approach to Privacy Protection in Data Mining," *Operations Research*, vol. 57, no. 6, pp.1496-1509, 2009.

18. X.-B. Li and L. Motiwalla, "For Sale by Owner Online: Who Gets the Saved Commission?" *Communications of the ACM*, vol. 52, no. 2, pp.110-114, 2009.
19. D. Zhu, X.-B. Li, and S. Wu, "Identity Disclosure Protection: A Data Reconstruction Approach for Privacy-Preserving Data Mining," *Decision Support Systems*, vol. 48, no. 1, pp. 133-140, 2009.
20. X.-B. Li, "A Bayesian Approach for Estimating and Replacing Missing Categorical Data," *ACM Journal of Data and Information Quality*, vol. 1, no. 1, pp. 3:1-3:11, 2009.
21. X.-B. Li and V. Jacob, "Adaptive Data Reduction for Large-Scale Transaction Data," *European Journal of Operational Research*, vol. 188, no. 3, pp. 910-924, 2008.
22. X.-B. Li and S. Sarkar, "Privacy Protection in Data Mining: A Perturbation Approach for Categorical Data," *Information Systems Research*, vol. 17, no. 3, pp. 254-270, 2006.
23. X.-B. Li and S. Sarkar, "A Tree-Based Data Perturbation Approach for Privacy-Preserving Data Mining," *IEEE Transactions on Knowledge and Data Engineering*, vol. 18, no. 9, pp. 1278-1283, 2006.
24. R. Li, Z. Zhao, and X.-B. Li, "General Model-Set Design Methods for Multiple-Model Approach," *IEEE Transactions on Automatic Control*, vol. 50, no. 9, pp. 1260-1276, 2005.
25. X.-B. Li, "A Scalable Decision Tree System and Its Application in Pattern Recognition and Intrusion Detection," *Decision Support Systems*, vol. 41, no. 1, pp. 112-130, 2005.
26. X.-B. Li, J. Sweigart, J. Teng, J. Donohue, L. Thombs, and M. Wang, "Multivariate Decision Trees Using Linear Discriminants and Tabu Search," *IEEE Transactions on Systems, Man, and Cybernetics, Part A*, vol. 33, no. 2, pp. 194-205, 2003.
27. X.-B. Li, "Data Reduction via Adaptive Sampling," *Communications in Information and Systems*, vol. 2, no. 1, pp. 53-68, 2002.
28. X.-B. Li, J. Sweigart, J. Teng, J. Donohue, and L. Thombs, "A Dynamic Programming Based Pruning Method for Decision Trees," *INFORMS Journal on Computing*, vol. 13, no. 4, pp. 332-344, 2001.
29. X.-B. Li and G. Reeves, "A Multiple Criteria Approach to Data Envelopment Analysis," *European Journal of Operational Research*, vol. 115, no. 3, pp. 507-517, 1999.

PUBLICATIONS IN REFEREED BOOKS

30. X. Liu and X.-B. Li, "Acquiring High Quality Customer Data with Low Cost," Chapter 5 in *E-Life: Web-Enabled Convergence of Commerce, Work, and Social Life (Lecture Notes in Business Information Processing*, vol. 258), V. Sugumaran, V. Yoon, and M. Shaw (eds.), pp. 54-65, Springer, 2016.

REFEREED CONFERENCE PUBLICATIONS AND PRESENTATIONS

31. X. Liu and X.-B. Li, "Acquiring Second-Party Transaction Data for Customer Analytics," *Proceedings of the 45th International Conference on Information Systems (ICIS 2024)*, Bangkok, Thailand, December 2024.

32. A. Asrzad, **X.-B. Li**, and S. Sarkar, "Risk-Sensitive Counterfactual Explanations for AI Model Predictions," *Proceedings of the 45th International Conference on Information Systems (ICIS 2024)*, Bangkok, Thailand, December 2024.
33. X. Liu and **X.-B. Li**, "Enhancing Topic Models for Empirical Research," *Proceedings of the 34th Annual Workshop on Information Technologies and Systems (WITS 2024)*, Bangkok, Thailand, December 2024.
34. A. Asrzad, S. Tripathi, and **X.-B. Li**, "Human-AI Collaboration in the Face of Epistemic and Aleatoric Uncertainty," *Proceedings of the 34th Annual Workshop on Information Technologies and Systems (WITS 2024)*, Bangkok, Thailand, December 2024.
35. A. Asrzad, **X.-B. Li**, and S. Sarkar, "Risk-Sensitive Counterfactual Explanations for Machine Learning Model Predictions," Presentation at the *2024 Conference on Information Systems and Technology (CIST 2024)*, Seattle, WA, October 2024.
36. A. Asrzad, **X.-B. Li**, and J. Zhang, "Enhancing Decision-Making with Explainable AI: Addressing Uncertainty in Missing Data," Presentation at the *2024 INFORMS Workshop on Data Science (DS 2024)*, Seattle, WA, October 2024.
37. A. Asrzad, S. Tripathi, and **X.-B. Li**, "The Uncertainty Factor: How Humans Navigate Epistemic and Aleatoric Uncertainty in AI-Assisted Decisions," Presentation at the *2024 INFORMS Workshop on Data Science (DS 2024)*, Seattle, WA, October 2024.
38. X. Liu and **X.-B. Li**, "Customer Profile Construction," *Proceedings of the 2024 New England Association for Information Systems Annual Conference (NEAIS 2024)*, Worcester, MA, October 2024.
39. A. Asrzad, S. Tripathi, and **X.-B. Li**, "Navigating Epistemic and Aleatoric Uncertainty in AI Driven Decisions," *Proceedings of the 2024 New England Association for Information Systems Annual Conference (NEAIS 2024)*, Worcester, MA, October 2024.
40. A. Asrzad and **X.-B. Li**, "Counterfactual Explanations for Incorrect Predictions Made by AI Models," *Proceedings of the 44th International Conference on Information Systems (ICIS 2023)*, Hyderabad, India, December 2023.
41. X. Liu, H. Kartal, and **X.-B. Li**, "Customer Profile Construction," *Proceedings of the 2023 Pre-ICIS SIGDSA Symposium on Analytics for Addressing Global and Grand Challenges (SIGDSA 2023)*, Hyderabad, India, December 2023.
42. A. Asrzad and **X.-B. Li**, "Counterfactual Explanations for Incorrect Predictions from Machine Learning Models," Presentation at the *2023 Conference on Information Systems and Technology (CIST 2023)*, Phoenix, AZ, October 2023.
43. A. Asrzad and **X.-B. Li**, "Explaining Black-Box Model Predictions with Missing Data," Presentation at the *2023 INFORMS Workshop on Data Science (DS 2023)*, Pheonix, AZ, October 2023.
44. A. Asrzad and **X.-B. Li**, "From Mistakes to Insights: Counterfactual Explanations for Incorrect Machine Learning Predictions," *Proceedings of the 2023 New England Association for Information Systems Annual Conference (NEAIS 2023)*, Durham, NH, October 2023.
45. S. Tripathi, A.V. Deokar, P. Karhade, and **X.-B. Li**, "To Cooperate or to Compete in the Gig Economy? Endorsements and the Performance of Freelancers in Online Labor Markets," *Proceedings of the 56th Hawaii International Conference on System Sciences (HICSS-56)*, Maui, HI, January 2023.

46. X. Liu, H. Kartal, and **X.-B. Li**, “Customer Acquisition via Profile Construction,” *Proceedings of the 32nd Annual Workshop on Information Technologies and Systems (WITS 2022)*, Copenhagen, Denmark, December 2022.
47. S. Tripathi, **X.-B. Li**, and A. Deokar, “Exploiting Topic Modeling and Neural Word Embeddings for Interpretable Retail Item Recommendations,” *Proceedings of the 2022 Pre-ICIS SIGDSA Symposium on Analytics for Digital Frontiers (SIGDSA 2022)*, Copenhagen, Denmark, December 2022.
48. X. Liu and **X.-B. Li**, “Parameterizing Topic Models for Empirical Research,” Presented at the *2022 New England Association for Information Systems Annual Conference (NEAIS 2022)*, Boston, MA, October 2022.
49. X. Liu and **X.-B. Li**, “Correlated Topic Modeling for Statistical and Econometric Analysis,” Presented at the *2022 Conference on Information Systems and Technology (CIST 2022)*, Indianapolis, IN, October 2022.
50. S. Tripathi and **X.-B. Li**, and A. Deokar, “Explainable Itemset Recommendations with Topic Modeling and Word Embeddings,” Presented at the *2022 INFORMS Workshop on Data Science (DS 2022)*, Indianapolis, IN, October 2022.
51. X. Liu and **X.-B. Li**, “Learning Interpretable and Significant Topics from Text Data for Empirical Research,” *Proceedings of the 31st Annual Workshop on Information Technologies and Systems (WITS 2021)*, Austin, TX, December 2021 (**Nominated for Best Paper Award**).
52. X. Liu and **X.-B. Li**, “Acquiring Transaction Data for Customer Analytics,” *Proceedings of the 31st Annual Workshop on Information Technologies and Systems (WITS 2021)*, Austin, TX, December 2021.
53. S. Tripathi and **X.-B. Li**, “Interpretable Retail Item Recommendations Using Topic Modeling and Word Embeddings,” *Proceedings of the 31st Annual Workshop on Information Technologies and Systems (WITS 2021)*, Austin, TX, December 2021.
54. X. Liu and **X.-B. Li**, “Second-Party Data Acquisition for Business Analytics,” Presented at the *2021 New England Association for Information Systems Annual Conference (NEAIS 2021)*, Boston, MA, October 2021, NEAIS (**Best Paper Award**).
55. X. Liu and **X.-B. Li**, “Second-Party Data Acquisition for Business Analytics,” Presented at the *2021 Conference on Information Systems and Technology (CIST 2021)*, Newport Beach, CA, October 2021.
56. X. Liu and **X.-B. Li**, “Designing Topic Models for Better Econometric Modeling,” *Proceedings of the 41st International Conference on Information Systems (ICIS 2020)*, Virtual, December 2020 (Acceptance rate 28%*).
57. X. Liu and **X.-B. Li**, “Finding Significant Features from Text Data for Empirical Research,” Presentation at the *2020 Conference on Information Systems and Technology (CIST 2020)*, Virtual, November 2020.
58. X. Liu and **X.-B. Li**, “Designing Topic Models for Better Statistical Inference,” Presentation at the *2020 INFORMS Workshop on Data Science (DS 2020)*, Virtual, November 2020.

* Acceptance rate is reported whenever it is available.

59. H. Yang, M. Wang, X. Hu, and **X.-B. Li**, “A Decision Tree Approach for Assessing and Mitigating Background and Identity Disclosure Risks,” *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 2019 (Acceptance rate 28%).
60. X. Liu and **X.-B. Li**, “Acquiring Heterogeneous Customer Data for Business Analytics,” *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany, December 2019 (Acceptance rate 28%).
61. X. Liu and **X.-B. Li**, “Parameterizing Topic Models for Better Statistical Inference,” *Proceedings of the 29th Annual Workshop on Information Technologies and Systems (WITS 2019)*, Munich, Germany, December 2019.
62. H. Yang, M. Wang, X. Hu, and **X.-B. Li**, “Controlling Background and Identity Disclosure Risks Using Decision Trees,” Presentation at the *2019 INFORMS Workshop on Data Science (DS 2019)*, Seattle, Washington, October 2019 (**Nominated for Best Paper Award**).
63. X. Liu and **X.-B. Li**, “Data Acquisition for Heterogeneous Customer Analytics,” Presentation at the *2019 INFORMS Workshop on Data Science (DS 2019)*, Seattle, Washington, October 2019.
64. X. Liu and **X.-B. Li**, “Customer Data Acquisition with Predictive Analytics,” *Proceedings of the 39th International Conference on Information Systems (ICIS 2018)*, San Francisco, CA, December 2018 (Acceptance rate 27%).
65. H. Kartal and **X.-B. Li**, “Protecting Privacy When Releasing Query Results with Multiple Records Per Person,” *Proceedings of the 39th International Conference on Information Systems (ICIS 2018)*, San Francisco, CA, December 2018 (Acceptance rate 27%).
66. X. Liu and **X.-B. Li**, “Data Acquisition Accounting for Customer Heterogeneity,” *Proceedings of the 28th Annual Workshop on Information Technologies and Systems (WITS 2018)*, San Jose, CA, December 2018.
67. X. Liu, H. Kartal, and **X.-B. Li**, “Constructing Profiles for New Customer Acquisition,” Presentation at the *2018 INFORMS Workshop on Data Science (DS 2018)*, Phoenix, AZ, November 2018.
68. **X.-B. Li** and J. Qin, “Protecting Privacy When Releasing Search Results from Medical Document Data,” *Proceedings of the 51st Hawaii International Conference on System Sciences (HICSS-51)*, Big Island, HI, January 2018.
69. H. Kartal and **X.-B. Li**, “Differential Privacy for the Vast Majority,” *Proceedings of the 27th Annual Workshop on Information Technologies and Systems (WITS 2017)*, Seoul, South Korea, December 2017.
70. X. Liu and **X.-B. Li**, “Customer Selection and Acquisition Using Statistical Learning,” Presentation at the *2017 INFORMS Workshop on Data Science (DS 2017)*, Houston, TX, October 2017.
71. H. Kartal and **X.-B. Li**, “Pareto Principle for Differential Privacy,” Presentation at the *2017 INFORMS Workshop on Data Science (DS 2017)*, Houston, TX, October 2017.
72. X. Liu and **X.-B. Li**, “Feature Selection with Cost Constraint,” *Proceedings of the 23rd Americas Conference on Information Systems (AMCIS 2017)*, Boston, MA, August 2017.
73. X. Liu and **X.-B. Li**, “Data Acquisition for Business Analytics,” *Proceedings of the 37th International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland, December 2016 (**Nominated for Best Theory Paper Award**).

74. X. Liu and **X.-B. Li**, "Optimal Feature Selection and Acquisition with Cost Constraint," *Proceedings of the 26th Annual Workshop on Information Technologies and Systems (WITS 2016)*, Dublin, Ireland, December 2016.
75. M. Wang, H. Yang, and **X.-B. Li**, "A Decision Tree Approach for Assessing and Mitigating Privacy Disclosure Risks," *Proceedings of the 26th Annual Workshop on Information Technologies and Systems (WITS 2016)*, Dublin, Ireland, December 2016.
76. H. Kartal and **X.-B. Li**, "Pareto Principle for Differential Privacy," *Proceedings of the 15th Workshop on e-Business (WeB 2016)*, Dublin, Ireland, December 2016.
77. H. Kartal and **X.-B. Li**, "Assessing and Mitigating Disclosure Risk with Multiple Record Linkage," *Proceedings of the 2016 Pre-ICIS SIGDSA Symposium on Innovations in Data Analytics (SIGDSA 2016)*, Dublin, Ireland, December 2016.
78. H. Kartal and **X.-B. Li**, "Privacy-Preserving Health Data Sharing for Decision Analytics," *Proceedings of the 11th INFORMS Workshop on Data Mining and Decision Analytics (DM-DA 2016)*, Nashville, TN, November 2016.
79. X. Liu and **X.-B. Li**, "Optimal Data Acquisition for Decision Analytics with Linear Regression," *Proceedings of the 11th INFORMS Workshop on Data Mining and Decision Analytics (DM-DA 2016)*, Nashville, TN, November 2016.
80. Xiaoping Liu, **X.-B. Li**, L. Motiwalla, W. Li, H. Zheng, and P. Franklin, "Privacy Preservation in Releasing Patient Data," *Proceedings of the 22nd Americas Conference on Information Systems (AMCIS 2016)*, San Diego, CA, August 2016.
81. **X.-B. Li**, X. Liu, and L. Motiwalla, "Valuation of Personal Information," *Proceedings of the 36th International Conference on Information Systems (ICIS 2015)*, Fort Worth, TX, December 2015.
82. H. Kartal and **X.-B. Li**, "Protecting Privacy Against Multiple Record Linkage Attacks," *Proceedings of the 25th Annual Workshop on Information Technologies and Systems (WITS 2015)*, Dallas, TX, December 2015 (**Best Paper Award**).
83. X. Liu, **X.-B. Li**, L. Motiwalla, W. Li, H. Zheng, and P. Franklin, "Sharing Patient Disease Data with Privacy Preservation," *Proceedings of the 2015 AIS SIGSEC Workshop on Information Security and Privacy (WISP 2015)*, Fort Worth, TX, December 2015.
84. **X.-B. Li**, L. Motiwalla, and X. Liu, "Valuing Personal Information," Presentation at *the 24th Workshop on Information Technologies and Systems (WITS 2014)*, Auckland, New Zealand, December 2014.
85. X. Liu and **X.-B. Li**, "Customer Data Acquisition and Selection: A Value-Based Analysis and Design," Presentation at the *2014 Conference on Information Systems and Technology (CIST 2014)*, San Francisco, CA, November 2014.
86. L. Motiwalla, **X.-B. Li**, and X. Liu, "Privacy Paradox: Does Stated Privacy Concerns Translate into the Valuation of Personal Information?" *Proceedings of the 18th Pacific Asia Conference on Information Systems (PACIS 2014)*, Chengdu, China, June 2014.
87. **X.-B. Li** and J. Qin, "A Framework for Privacy-Preserving Medical Document Sharing," *Proceedings of the 34th International Conference on Information Systems (ICIS 2013)*, Milan, Italy, December 2013 (Acceptance rate 26%; **Nominated for Best Paper Award**).

88. J. Zhang, X. Liu, and **X.-B. Li**, "To Hide or Not To Hide: Support Vector Regression with Strategically Missing Data," *Proceedings of the 23rd Annual Workshop on Information Technologies and Systems (WITS 2013)*, Milan, Italy, December 2013 (Acceptance rate 39%).
89. **X.-B. Li** and J. Qin, "Extracting and Releasing Information from Clinical Documents with Guaranteed Privacy," *Proceedings of the 22nd Annual Workshop on Information Technologies and Systems (WITS 2012)*, Orlando, FL, December 2012 (Acceptance rate 43%).
90. **X.-B. Li** and S. Sarkar, "Network Community Detection Using A Minimum Spanning Tree Approach," *Proceedings of the 6th China Summer Workshop on Information Management (CSWIM 2012)*, Beijing, China, June 2012.
91. **X.-B. Li** and S. Sarkar, "Protecting Privacy Against Regression Attacks in Predictive Data Mining," *Proceedings of the 32nd International Conference on Information Systems (ICIS 2011)*, Shanghai, China, December 2011 (Acceptance rate: 29%).
92. **X.-B. Li** and J. Qin, "De-identification and Anonymization for Sharing Patient Medical Documents," *Proceedings of the 21st Annual Workshop on Information Technologies and Systems (WITS 2011)*, Shanghai, China, December 2011 (Acceptance rate 40%; **Best Paper Runner-Up Award**).
93. **X.-B. Li** and S. Sarkar, "Data Clustering and Micro-Perturbation for Privacy-Preserving Data Sharing and Analysis," *Proceedings of the 31st International Conference on Information Systems (ICIS 2010)*, Saint Louis, MO, December 2010 (Acceptance rate: 29.8%; **Second Runner-Up Best Paper Award**).
94. **X.-B. Li** and S. Sarkar, "Multivariate Regression Trees for Protecting Data Privacy," *Proceedings of the 20th Annual Workshop on Information Technologies and Systems (WITS 2010)*, Saint Louis, MO, December 2010 (Acceptance rate 39%; **Nominated for Best Paper Award**).
95. L. Motiwalla and **X.-B. Li**, "Value Added Privacy Services for Healthcare Data," *Proceedings of the 2010 IEEE 6th World Congress on Services*, Miami, FL, July 2010.
96. **X.-B. Li** and S. Sarkar, "Finding Network Communities Using a Minimum Spanning Tree Approach," Presentation at *the 8th Workshop on E-Business (WeB 2009)*, Phoenix, AZ, December 2009 (**Best Poster Paper Award**).
97. **X.-B. Li** and L. Motiwalla, "Protecting Patient Privacy with Data Masking," *Proceedings of the 2009 AIS SIGSEC Workshop on Information Security and Privacy (WISP 2009)*, Phoenix, AZ, December 2009.
98. **X.-B. Li** and S. Sarkar, "Data Clustering with Confidential Class Restriction," *Proceedings of the 18th Annual Workshop on Information Technologies and Systems (WITS 2008)*, Paris, France, December 2008 (Acceptance rate: 34%; **Nominated for Best Paper Award**).
99. **X.-B. Li** and S. Raghunathan, "Incentive-Compatible Revelation Mechanism for Confidential Data Sharing," *Proceedings of the 18th Annual Workshop on Information Technologies and Systems (WITS 2008)*, Paris, France, December 2008 (Acceptance rate: 34%).
100. **X.-B. Li** and S. Raghunathan, "Incentive-Compatible Mechanism for Disseminating and Sharing Sensitive Data," A Completed Research Paper for *the 20th Annual Workshop on Information Systems and Economics (WISE 2008)*, Paris, France, December 2008.
101. R. Li and **X.-B. Li**, "Common Fallacies in Applying Hypothesis Testing," *Proceedings of the 11th International Conference on Information Fusion*, Cologne, Germany, June 2008.

102. D. Zhu, **X.-B. Li**, and S. Wu, "Identity Disclosure Protection: A Data Reconstruction Approach for Preserving Privacy in Data Mining," *Proceedings of the 28th International Conference on Information Systems (ICIS 2007)*, Montreal, Canada, December 2007 (Acceptance rate: 20%).
103. D. Zhu, S. Wu, and **X.-B. Li**, "A Data Reconstruction Approach for Identity Disclosure Protection," *Proceedings of the 6th Security Conference*, Las Vegas, NV, April 2007.
104. **X.-B. Li** and S. Sarkar, "Protecting Privacy Against Re-identification by Record Linkage," *Proceedings of the 16th Annual Workshop on Information Technologies and Systems (WITS 2006)*, Milwaukee, WI, December 2006 (Acceptance rate: 34%).
105. **X.-B. Li** and L. Motiwalla, "The Impact of the Internet on Housing Prices and Its Implications on Real Estate Brokerage Industry," *Proceedings of the 2006 Annual Meeting of the Northeast Decision Sciences Institute (NEDSI 2006)*, San Juan, Puerto Rico, March 2006.
106. **X.-B. Li** and S. Sarkar, "Protecting Privacy Against Classification Attacks in Data Mining," *Proceedings of the 15th Annual Workshop on Information Technologies and Systems (WITS 2005)*, Las Vegas, NV, December 2005 (Acceptance rate: 27%).
107. **X.-B. Li** and S. Sarkar, "A Data Perturbation Approach to Privacy Protection in Data Mining," *Proceedings of the 25th Annual Meeting of International Conference on Information Systems (ICIS 2004)*, Washington DC, December 2004 (Acceptance rate: 16%).
108. **X.-B. Li** and S. Sarkar, "Privacy Protection in Data Mining: A Tree-Based Data Perturbation Approach," *Proceedings of the 14th Annual Workshop on Information Technologies and Systems (WITS 2004)*, Washington DC, December 2004 (Acceptance rate: 27%).
109. **X.-B. Li**, "SURPASS: A Scalable Decision Tree System for Data Mining," *Proceedings of the 2004 Annual Meeting of the Northeast Decision Sciences Institute (NEDSI 2004)*, Atlantic City, NJ, March 2004 (**Best MIS Paper Award**).
110. **X.-B. Li**, "Adaptive Data Reduction Using Genetic Algorithms," *Proceedings of the 34th Annual Meeting of the Decision Sciences Institute (DSI 2003)*, Washington DC, November 2003.
111. **X.-B. Li**, "A Bayesian Method for Estimating and Replacing Missing Data," *Proceedings of the 32nd Annual Meeting of the Decision Sciences Institute (DSI 2001)*, San Francisco, CA, November 2001.
112. **X.-B. Li**, "Simulation and Analysis of a Visitor Parking Lot," *Proceedings of the 26th Annual Meeting of the Southeast Decision Sciences Institute (SEDSI 1996)*, Charleston, SC, February 1996.

WORK IN PROGRESS

Most of the conference papers published or presented after 2020, as listed in the previous section, are work in progress. They are either under review at a journal or being prepared for submission or resubmission to a journal for publication.

TEACHING

Courses Taught at	Course No.	Course Title	Level	No. of Times	Evaluation Score
University of Massachusetts Lowell	63.300	Application Systems Development	Undergrad.	7	4.5/5
	63.301	Introduction to Information Systems	Undergrad.	6	4.5/5
	MIST3030	Database Management Systems	Undergrad.	38	4.3/5
	63.601	Management Information Systems	MBA	6	4.4/5
	MIST6060	Business Intelligence & Data Mining	MS/MBA	8	4.4/5
	MIST6170	Advanced Machine Learning	MS/MBA	5	4.6/5
	MIST7060	Data Analytics	PhD	6	4.9/5
	MIST7370	Multivariate Statistical Methods	PhD	5	4.6/5
	MIST7500	Seminar in Info. Systems Research	PhD	4	4.9/5

Courses Taught at	Course No.	Course Title	Level	No. of Times
University of Texas at Dallas	BA4319	Programming in C++	Undergrad.	4
	BA4321	Database Fundamentals	Undergrad.	3
	BA4331	Programming in Java	Undergrad.	4
	MIS5321	Computer Programming	Graduate	2
	MIS6323	Developing Business Applications with Java	Graduate	2
	MIS6324	Data Mining / Decision Support Systems	Graduate	3

Courses Taught at	Course No.	Course title	Level	No. of Times
University of South Carolina	MGSC290	Computer Information Systems in Business	Undergrad.	2
	MGSC291	Statistics for Business and Economics	Undergrad.	2

Other Teaching Accomplishments and Activities

2019	University Graduate Teaching Award University of Massachusetts Lowell Faculty Honors Committee
2011	Teaching Excellence Award Operations and Information Systems Department, University of Massachusetts Lowell
2012-present	Ph.D. Coordinator, MIS area.
2013-2015	Led in developing new master program, Master of Science in Business Analytics.
2010-2012	Engaged in developing new Ph.D. program.
2017-2019	Engaged in designing curriculum for the MBA Business Analytics concentration.
2012-2013	Engaged in designing new curriculum for the undergraduate MIS concentration.
2010-2013	Engaged in designing new curriculum for the MBA IT concentration.
2006	Engaged in developing Graduate Certificate in Information Technology program.
2005	Nominated for Teaching Excellence Award, Management Department

Major Adviser and Dissertation Committee Chair

- Amir Asrzad, Expected graduation date: Summer 2024, University of Massachusetts Lowell
Dissertation Proposal Title: *Credibility and Risk in Counterfactual Explanations for AI Model Predictions*
- Cuibing Wu, August 2024, University of Massachusetts Lowell
Dissertation Title: *Three Essays on Analyzing the Impact of CEO Interview Videos on Firm Performance*
Initial Placement: Framingham State University, Fall 2024
- Sambit Tripathi, August 2023, University of Massachusetts Lowell
Dissertation Title: *Analysis of User Generated Content in Digital Platforms*
Initial Placement: Portland State University, Fall 2023
- Yue Jiao, August 2020, University of Massachusetts Lowell
Dissertation Title: *The Role of Communities on Crowdfunding Platforms*
Initial Placement: Central Connecticut State University, Fall 2020
- Xiaoping Liu, August 2017, University of Massachusetts Lowell
Dissertation Title: *Data Acquisition for Business Analytics*
Initial Placement: Northeastern University, Fall 2017
- Hasan Kartal, August 2017, University of Massachusetts Lowell
Dissertation Title: *Protecting Privacy Against Multiple Record Linkage Disclosure*
Initial Placement: University of Illinois at Springfield, Fall 2017

Dissertation Committee Member

- Esi Adeborna, Expected graduation date: December 2024, University of Massachusetts Lowell
Dissertation Proposal Title: *Gamification and Fairness in Enterprise Systems: Addressing User Experience Gap and Algorithmic Bias*
- Tonghui Xu, Expected graduation date: December 2024, School of Education, UMass Lowell
Dissertation Proposal Title: *Analytics Research and Evaluation in Education*
- Xavier Babu, August 2024, University of Massachusetts Lowell
Dissertation Title: *Unveiling the Impact of Analytics on Customer and Analyst Engagement*
Initial Placement: Epsilon, USA (A division of Publicis Groupe), Fall 2024.
- Ali Ahmed, August 2021, University of Massachusetts Lowell
Dissertation Title: *On Understanding Crowdsourced Vulnerability Discovery and Disclosure*
Initial Placement: University of Wisconsin – Eau Claire, Fall 2021.
- Mousa Albashrawi, May 2017, University of Massachusetts Lowell
Dissertation Title: *Understanding Mobile Banking Usage Behavior: A Multi-Model Perspective*
Initial Placement: King Fahd University of Petroleum and Minerals, Fall 2017

JOURNAL EDITOR, CONFERENCE CHAIR, EDITOR, AND COMMITTEE MEMBER

2018-present	Associate Editor and Editorial Board Member <i>Information Systems Research</i>
2021	Best Associate Editor Award for the Year 2020 <i>Information Systems Research</i>
2014-present	Associate Editor and Editorial Board Member <i>Decision Support Systems</i>
2008-present	Associate Editor and Editorial Board Member <i>Information Technology and Management</i>
2012-present	Associate Editor and Editorial Board Member <i>ACM Journal of Data and Information Quality</i>
2019	Conference Chair INFORMS Workshop on Data Science (DS)
2018	Program Chair INFORMS Workshop on Data Science (DS)
2015-2023	Associate Editor International Conference on Information Systems (ICIS)
2006-present	Program Committee Member Workshop on Information Technologies and Systems (WITS)
2023-present	Program Committee Member Conference on Information Systems and Technology (CIST)
2017-present	Program Committee Member INFORMS Workshop on Data Science
2024-present	Program Committee Member Workshop on E-Business (WeB)
2015-present	Program Committee Member China Summer Workshop on Information Management (CSWIM)
2019	Workshop Session Chair Workshop on Information Technologies and Systems (WITS)
2018	Conference Session Chair International Conference on Information Systems (ICIS)
2017	Mini-Track Co-Chair The 2017 Americas Conference on Information Systems (AMCIS)
2007	Conference Session Chair Annual Meeting of INFORMS
2005	Conference Track Co-chair Annual Meeting of the Northeast Decision Sciences Institute
2001	Conference Session Chair Annual Meeting of the Decision Sciences Institute

Journals

- *Information Systems Research*
- *Management Science*
- *MIS Quarterly*
- *Journal of Management Information Systems*
- *INFORMS Journal on Computing*
- *Production and Operations Management*
- *Journal of the Association for Information Systems*
- *Decision Support Systems*
- *IEEE Transactions on Knowledge and Data Engineering*
- *IEEE Transactions on Systems, Man, and Cybernetics*
- *IEEE Computer*
- *ACM Transactions on Management Information Systems*
- *ACM Journal of Data and Information Quality*
- *Journal of the American Medical Informatics Association*

Conferences

- International Conference on Information Systems (ICIS)
- Workshop on Information Technologies and Systems (WITS)
- Conference on Information Systems and Technology (CIST)
- INFORMS Workshop on Data Science (DS)
- Americas Conference on Information Systems (AMCIS)
- Pacific Asia Conference on Information Systems (PACIS)
- European Conference on Information Systems (ECIS)
- Decision Sciences Institute Annual Meeting (DSI)
- Workshop on E-Business (Web)
- China Summer Workshop on Information Management (CSWIM)
- Northeast Decision Sciences Institute Annual Meeting (NEDSI)

ACADEMIC AND PROFESSIONAL ASSOCIATION MEMBERSHIPS

1997-present	Institute for Operations Research and Management Science (INFORMS)
2001-present	Association for Information Systems (AIS)
1999-2023	Association for Computing Machinery (ACM)
1999-2018	Decision Sciences Institute (DSI)
1999-2004	IEEE Computer Society
1999-2002	American Statistical Association (ASA)

UNIVERSITY COMMITTEE SERVICE ACTIVITIES

2018-2019	Chair of Department Personnel Committee Department of Operations and Information Systems (OIS)
2009-present	Member of Department Personnel Committee, OIS
2010-2012	Chair of MIS Faculty Search Committee, OIS Member of OIS Faculty Search Committee, OIS
2015-2017	Chair of MIS Faculty Search Committee, OIS
2021-2022	Chair of Business Analytics Faculty Search Committee, OIS
2024-present	Member of Business Analytics Faculty Search Committee, OIS
2023-present	Member of Research Excellence Committee, OIS
2023-present	Member of Teaching Excellence (Student Award) Committee, OIS
2013-2021	Member of Department Finance Committee, OIS
2013-2015	Chair of Research Advancement Committee Manning School of Business (Manning School)
2015-2017	Member of Research Advancement Committee, Manning School
2024-present	Member of Research Advancement Committee, Manning School
2016-2018	Chair of Teaching Load Committee, Manning School
2009-2018	Member of Teaching Load Committee, Manning School
2024-present	Member of Strategic Planning Committee, Manning School
2012- present	Member of PhD Advisory Board/Committee, Manning School
2014-present	Member of PhD Coordinators' Committee, Manning School
2023	Member of PhD Director Search Committee, Manning School
2012-2013	Member of College Personnel Committee, Manning School
2015-2017	Member of College Personnel Committee, Manning School
2018-2019	Member of College Personnel Committee, Manning School
2012	Lead of an ad hoc committee to develop the Manning School Target Journal List Manning School
2010-2015	Member of Information Technology Committee, Manning School

2012-present	Member of Conflict of Interest Committee University of Massachusetts Lowell (UMass Lowell)
2021-present	Member of Faculty Senate, UMass Lowell
2014-2015	Member of Search Committee for Grants and Contracts Administrator, UMass Lowell
2012	Interim Member of Faculty Development Committee, UMass Lowell
2009-2011	Member of UMass Lowell 2020 Strategic Planning Committee Research and Scholarship Subcommittee, UMass Lowell
2010	Interim Board member representing College of Management Executive Board of Massachusetts Society of Professors, UMass Lowell
2009-2010	Member of Search Committee for Vice Provost for Research, UMass Lowell
2003-2006	Member of Faculty Search Committee Department of Management, UMass Lowell