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教育背景

- 博士 2022.03 – 至今
哈尔滨工业大学, 经济与管理学院, 管理科学与工程专业
导师: 刘鲁宁
- 硕士 2018.09 – 2020.06
吉林大学, 管理学院, 管理科学与工程专业
导师: 邱长波
- 学士 2014.09 – 2018.06
吉林大学, 管理学院, 档案学专业

工作经历

- 软件开发工程师 2020.07 – 2021.08
珠海冠宇电池股份有限公司

学术背景

研究方向: P2P 平台中的视觉说服策略
在线借贷/众筹平台中的多样性、公平性和包容性

常用方法: 计量经济学、在线实验、机器学习等

掌握技能: R, Python, Stata, MySQL 等

期刊发表

- Haohao Li**, Weitao He, Luning Liu, and Yuqiang Feng. (2025). Does Emotional Consistency Matter? A Study of Cover Image and Narrative Text in Loan-based Crowdfunding. *Decision Support Systems*, 114596. <https://doi.org/10.1016/j.dss.2025.114596>.
- 孟婧, 邱长波, **李浩浩**, 宋思雨. (2021). 吉林省专利申请人合作网络特征的演化研究. *情报科学*, 38(10), 154-158. <https://doi.org/10.13833/j.issn.1007-7634.2020.10.023>.

会议论文

- Haohao Li**, Weitao He, and Luning Liu. (2026). Information Strategy in Platform Competition. In *Proceedings of Hawaii International Conference on System Sciences (HICSS 2026)*, Hawaii, United States. (**Best Paper Award Nominee**)
- Haohao Li**, Weitao He, and Luning Liu. (2026). The Impact of Multimodal Information on Prosocial Crowdfunding. In *Proceedings of China Summer Workshop on Information Management (CSWIM 2026)*, Haikou, China.
- Haohao Li**, Weitao He, and Luning Liu. (2026). Information Strategies in Competitive Digital Platforms. In *Proceedings of China Summer Workshop on Information Management (CSWIM 2026)*, HaiKou, China.
- Haohao Li**, Weitao He, and Luning Liu. (2026). Information Strategy in Platform Competition. In *Proceedings of Wuhan International Conference on E-Business (WHICEB 2026)*, Wuhan, China.
- Haohao Li**, Weitao He, and Luning Liu. (2026). How Multimodal Cues Dynamically Shape Crowdfunding Funding Speed?. In *Proceedings of Pacific Asia Conference on Information Systems (PACIS 2026)*, Jakarta, Indonesia.
- Haohao Li**, Weitao He, and Luning Liu. (2026). Information Strategy in Platform Competition. Presented in *China-France International Conference on Digital-Intelligent Integration*, Harbin,

- China.
7. **Haohao Li** and Luning Liu. (2025). Information Strategy in Platform Competition. In *Proceedings of Pacific Asia Conference on Information Systems (PACIS 2025)*, Kuala Lumpur, Malaysia.
 8. **李浩浩**, 何潍涛, 刘鲁宁. (2025). 超越叙事: 视觉独特性对在线亲社会众筹的双重影响. *管理科学与工程国际会议 (ICMSE 2025)*, 哈尔滨, 中国. (**最佳论文二等奖**).
 9. Weitao He, **Haohao Li**, and Luning Liu. (2025). Does Incongruence Matter? Gender and Age in Officer-Civilian Interactions. Presented in *American Society for Public Administration (ASPA 2025)*. Washington, D.C., United States. (**Best Student Paper Award, First Nominee**).
 10. **李浩浩**, 何潍涛, 刘鲁宁. (2025). The Impact of Geopolitical Conflicts on Online Prosocial Lending. *复旦科创管理学术论坛*, 上海, 中国.
 11. **Haohao Li** and Luning Liu. (2024). Words Meet Photos: How Image-Text Thematic Consistency Effect Crowdfunding Success. In *Proceedings of International Conference on Information Systems (ICIS 2024)*, Bangkok, Thailand.
 12. **李浩浩**, 何潍涛, 刘鲁宁. (2024). Does Emotional Consistency Matter? A Study of Profile Image and Narrative Text in the Loan-based Crowdfunding. *中国系统工程学会信息工程专业委员会学术年会 (CNAIS 2024)*, 天津, 中国.
 13. **李浩浩**, 何潍涛, 刘鲁宁. (2024). Does Emotional Consistency Matter? A Study of Profile Image and Narrative Text in the Loan-based Crowdfunding. *中国信息经济学会学术年会 (CNIES 2024)*, 北京, 中国.

工作论文

1. **Haohao Li**, Weitao He, and Luning Liu. Competing for Attention: The Role of Visual Complexity in Competitive Digital Platforms. (2nd round review at *International Journal of Information Management*)
2. **Haohao Li**, Weitao He, and Luning Liu. Multimodal Communication on Prosocial Crowdfunding Platforms: A Cross-Stage Study. (Under review at *European Journal of Information Systems*)
3. **李浩浩**, 何潍涛, 刘鲁宁. 超越叙事: 视觉独特性对在线亲社会众筹的双重影响. (南开管理评论, 外审)
4. **Haohao Li**, Weitao He, and Luning Liu. How Funding Goal Shapes the Effectiveness of Emotional and Neutral Facial Expressions in Crowdfunding: A Cognitive Consistency Perspective. (Required Reviews Completed at *Technological Forecasting & Social Change*)

基金项目

1. 国家社会科学基金重大项目: 大数据赋能共建共治共享的社会治理制度建设研究
Grant No. 22ZDA100, 2022–2024.
学生参与者、导师为项目主持人
2. 国家自然科学基金重点项目: 大数据驱动的城乡基层社会服务体系构建与社区治理研究
Grant No. 72034001, 2021–2025.
学生参与者、导师为项目主持人
3. 哈尔滨工业大学原创前沿探索基金项目: 信用融资视角下县域农业供应链金融运作管理创新理论研究
Grant No. 72034001, 2021–2025.
学生唯一参与者、导师为项目主持人

学术服务

- 期刊审稿人
Information Processing & Management
- 会议审稿人
ICIS, HICSS, AOM, WHICEB