

Haohao Li

EAMIL: haohao9568@outlook.com | TEL: (86) 18843010921
ADDRESS: 92 Xidazhi Street, Nangang District, Harbin, 150001, PR China

EDUCATION

- Ph.D. in Management Science and Engineering March 2022 – Present
School of Management, Harbin Institute of Technology
Advisors: Luning Liu
- M.S. in Management Science and Engineering September 2018 – June 2020
Advisors: Changbo Qiu
School of Management, Jilin University
- B.S. in Information Resources Management September 2014 – June 2018
School of Management, Jilin University

EMPLOYMENT

- Software Development Engineer July 2020 – August 2021
Zhuhai CosMX Battery Co., Ltd.

RESEARCH PROFILE

TOPICS: Visual persuasion strategies and mechanisms on digital platforms
Diversity, equity, and inclusion (DEI) in online lending/crowdfunding
METHODOLOGIES: Econometrics, Field and Lab Experiments, Machine Learning
SKILLS: R, Python, Stata, MySQL, etc.

JOURNAL PUBLICATIONS

1. **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>.
2. Meng Jing, Qiu Changbo, **Li Haohao**, and Song Siyu. (2021). Evolution of the Characteristics of the Cooperation Network of Patent Applicants in Jilin Province. *Information Science*, 38(10), 154-158. <https://doi.org/10.13833/j.issn.1007-7634.2020.10.023>.

CONFERENCE PRESENTATIONS

1. **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**)
2. **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.
3. **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.
4. **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.
5. **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.
6. **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. **Haohao Li**, Weitao He, and Luning Liu. (2025). Beyond Narrative: The Dual Impact of Visual Distinctiveness on Online Prosocial Crowdfunding. Presented in *International Conference on Management Science and Engineering (ICMSE 2025)*, Harbin, China. (**Best Paper Award, Second Prize**).
 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. **Haohao Li** and Luning Liu. (2025). The Impact of Geopolitical Conflicts on Online Prosocial Lending. Presented in *Fudan Academic Forum on Science, Technology and Innovation Management*, Shanghai, China.
 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. **Haohao Li**, Weitao He, and Luning Liu. (2024). Does Emotional Consistency Matter? A Study of Profile Image and Narrative Text in the Loan-based Crowdfunding. Presented in *China Association for Information Systems (CNAIS 2024)*, Tianjin, China.
 13. **Haohao Li**, Weitao He, and Luning Liu. (2024). Does Emotional Consistency Matter? A Study of Profile Image and Narrative Text in the Loan-based Crowdfunding. Presented in *China Information Economics Society Annual Conference (CNIES 2024)*, Beijing, China.

WORKING PAPERS

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. **Haohao Li**, Weitao He, and Luning Liu. Beyond Narrative: The Dual Impact of Visual Distinctiveness on Online Prosocial Crowdfunding. (Under review at *Nankai Business Review*)
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*)

RESEARCH GRANTS

1. **Major Program of the National Social Science Fund of China: Research on the Development of a Social Governance System Empowered by Big Data for Co-construction, Co-governance, and Shared Benefits** (Grant No. 22ZDA100), 2022–2024.
(Student participant; advisor served as the principal investigator)
2. **Key Program of the National Natural Science Foundation of China: Research on the Construction of a Big Data-driven Urban–Rural Grassroots Social Service System and Community Governance** (Grant No. 72034001), 2021–2025.
(Student participant; advisor served as the principal investigator)
3. **Original Frontier Exploration Fund Project of Harbin Institute of Technology: Research on Innovative Theories of Operations Management for County-level Agricultural Supply Chain Finance from the Perspective of Credit Financing** (Grant No. 72034001), 2021–2025.
(Sole student participant; advisor served as the principal investigator)

PROFESSIONAL ACTIVITIES

- **Referee for Journals**
Information Processing & Management
- **Referee for Conferences**
ICIS, HICSS, AOM, WHICEB