

Chengcheng Li

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Education

University of Rochester, PhD in Business Administration and Management **2021 - Present**

- Simon Business School Doctoral Fellowship, 2021-present
- Information Systems Area

University of Hong Kong, Master of Science, Business Analytics **2017 - 2018**

Fudan University, Bachelor of Arts, Advertising **2013 - 2017**

- Scholarship for Outstanding Students in Fudan University, 2014-2015 and 2015-2016
- Fudan - LSE (London School of Economics and Political Science) Exchange Summer program, 2016

Research Interest

Social Media and UGC Platforms; Online User Behavior; Artificial Intelligence; Human - AI Interaction

Paper and Conferences

“Follow the Crowd? Understanding the Impact of a Heatmap Display on User Engagement on a UGC Platform”, with Mikhail Lysyakov (Conference presentations: CIST 2024, WISE 2024, ICIS 2025), under review at MISQ

“More Than a Label: AI Disclosure Intensity, Justification, and User Responses on a Gaming Platform”, with Mikhail Lysyakov (Conference presentation: Fisher AI in Business Conference 2026)

“Analysis of a new feature on a LLM Based Chatbot Platform”, work in progress

Professional Experience

Simon Business School, University of Rochester, Teaching Assistant **2022 - 2025**

- Data Management, Data Warehousing & Data Visualization
- Social Media and Text Analytics
- Business Modeling
- AI and Deep Learning

Simon Business School, University of Rochester, Lab Instructor **2023, 2025**

- Data Management, Data Warehousing & Data Visualization (Average Evaluation: 4.33/5.0)

Trip.com Group, Data Analyst **2019 - 2021**

- Extract, monitor and analyze behavior data of users and suppliers on online Customized Travel Platform including website, application and offline stores through SQL.
- Build models to forecast platform's traffic/conversion-rate/revenue with time series methods.

- Explore the features best suited to evaluate suppliers' performances, manage and forecast regional supply and service conditions.
- Explore optimal interface design and service process through data from A/B tests.
- Design experiments and algorithms to evaluate main competitors' service quality and market share.

Personal Skills

Language

- English: Fluent; Chinese: Native.

Coding

- Skilled in Python, R, SQL, and Stata.

Doctoral Coursework

Main Courses and Seminars: Probability Theory, Advanced Price Theory, Game Theory, Math Stats/Econometrics, Linear Algebra, Advanced Business Modeling & Analysis, Research in Applied Econometrics, Theory of Probability & Stochastic Process, Optimization, Queuing Theory and Applications, Causal Inference, Data Mining, Research Topics and Methods in Information Systems.