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Employment

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1 Sept 2020 → present

Research outputs

Impact of Disruptive Digital Technologies on Long-Term Firm Performance
Duan, H., Wang, D. T., Dong, J. Q. & Li, M., 27 Jun 2024.

Strategizing Digital Transformation in Chinese Listed Companies: The Impact of Disruptive Technologies and Organizational Change on Firm Performance
Duan, H., Wang, D. T., Dong, J. Q. & Li, M., 10 May 2024.

Navigating the Benefits and Challenges of Developing Disruptive Digital Technologies: Evidence from Chinese Listed Companies
Duan, H., Wang, D. T., Dong, J. Q. & Li, M., Sept 2023.

Guest editorial: Interpretable AI-enabled online behavior analytics
Xu, W., Sun, J. & Li, M., 15 Mar 2022, In: Internet Research. 32, 2, p. 401-405 5 p.

A Strategic Alignment Perspective of Public-Sector Organisations in Saudi Arabia in the Digital Transformation Age (Quantitative Study)
Al-Ghazi, A., Shen, J., Wamba, S. F., Cui, T. & Li, M., 6 Dec 2021, *ACIS 2021 Proceedings.* Association for Information Systems, 11 p. 82. (Australasian Conferences on Information Systems).

Strategic directions for AI: The role of cios and boards of directors
Li, J., Li, M., Wang, X. & Thatcher, J. B., Sept 2021, In: MIS Quarterly. 45, 3, p. 1603-1643 41 p.

Can self-donation improve the project performance? The impacts of self-donation in charitable crowdfunding
Du, Z., Wang, K. & Li, M., Dec 2020, *ICIS 2020 Proceedings - Making Digital Inclusive: Blending the Local and the Global.* Association for Information Systems, 17 p. 2179. (International Conference on Information Systems, ICIS).

Investigating the psychological mechanism of individuals' health misinformation dissemination on social media
Gu, R. & Li, M., Dec 2020, *ICIS 2020 Proceedings - Making Digital Inclusive: Blending the Local and the Global.* Association for Information Systems, 10 p. 1767. (International Conference on Information Systems, ICIS).

Assessing the product review helpfulness: Affective-Cognitive evaluation and the moderating effect of feedback mechanism
Li, M. & Huang, P., Nov 2020, In: Information and Management. 57, 7, 17 p., 103359.

A Qualitative Study of the Strategic Alignment Perspective of Public-Sector Organisations in Saudi Arabia in the Digital Age
Al-Ghazi, A., Cui, T., Shen, J., Wamba, S. F. & Li, M., 22 Jun 2020, *PACIS 2020 Proceedings.* Association for Information Systems, 14 p. (Pacific Asia Conference on Information Systems Proceedings).

Comparative study on service framework system of trusted third parties in E-commerce environments in China and Australia
Cao, C., Yan, J. & Li, M., 22 Jun 2020, *PACIS 2020 Proceedings.* Association for Information Systems, 14 p. (Pacific Asia Conference on Information Systems).

Organisational-level assessment of cloud computing adoption: Evidence from the Australian SMEs
Alismaili, S. Z., Li, M., Shen, J., Huang, P., He, Q. & Zhan, W., 1 Apr 2020, In: Journal of Global Information Management. 28, 2, p. 73-89 17 p.

Promoting crowdfunding with lottery: The impact on campaign performance
Du, Z., Wang, K. & Li, M., Dec 2019, In: Information and Management. 56, 8, 103159.

How to understand the role of trusted third party in the process of establishing trust for e-commerce?
Cao, C., Yan, J. & Li, M., Aug 2019, *AMCIS 2019 Proceedings.* Association for Information Systems, p. 1-5 5 p.

The Mediating Role of Social Media in Enhancing Organizational Performance: A Team Creativity Perspective
Liu, L., Cui, X., Zheng, X., Song, J. & Li, M., Jun 2019, *PACIS 2019 Proceedings.* Xu, D., Jiang, J. & Kim, H-W. (eds.). Association for Information Systems, 9 p. (Pacific Asia Conference on Information Systems).

"The more options, the better?" Investigating the impact of the number of options on backers' decisions in reward-based crowdfunding projects
Du, Z., Li, M. & Wang, K., Apr 2019, In: Information and Management. 56, 3, p. 429-444 16 p.

The Influence Factors of Online Review Quality and Their Mechanism on Trust Intention
Cao, C., Yan, J. & Li, M., 27 Dec 2018, *Proceedings - 2018 IEEE 15th International Conference on e-Business Engineering, ICEBE 2018.* IEEE, p. 147-152 6 p. 8592642. (Proceedings - 2018 IEEE 15th International Conference on e-Business Engineering, ICEBE 2018).

Assessing the determinants of business value related to IT projects: A strategic alignment perspective of public-sector organisations in Saudi Arabia
Al-Ghazi, A., Cui, T., Fosso, S., LI, M. & Shen, J., Dec 2018, *Australasian Conference on Information Systems 2018.* UTS ePress, 10 p.

Understanding the influencing factors of the effectiveness of trusted third party's trust transformation
Cao, C., Yan, J. & LI, M., Dec 2018, *Australasian Conference on Information Systems 2018.* UTS ePress, 11 p.

Exploration of the misalignment between business and IT strategic objectives in public-sector organisations: An empirical study in Saudi Arabia
AlGhazi, A., Li, M., Cui, T., Fosso, S. & Shen, J., Sept 2018, *Digital Transformation: Challenges and Opportunities: 16th Workshop on e-Business, WeB 2017, Seoul, South Korea, December 10, 2017, Revised Selected Papers.* Cho, W., Fan, M., Shaw, M. J., Yoo, B. & Zhang, H. (eds.). 1st ed. Springer Cham, p. 15-28 14 p. (Lecture Notes in Business Information Processing; vol. 328).

Culture difference and the impact on online review helpfulness: From the analytic and holistic cognitive processing perspective
Huang, P., Peng, Z. & Li, M., 26 Jun 2018, *PACIS 2018 Proceedings.* Tanabu, M. & Senoo, D. (eds.). Association for Information Systems, 14 p. (Pacific Asia Conference on Information Systems).

The impact of different channels of online review on consumers' online trust
Cao, C., Yan, J. & Li, M., 26 Jun 2018, *PACIS 2018 Proceedings.* Tanabu, M. & Senoo, D. (eds.). Association for Information Systems, 14 p. (Pacific Asia Conference on Information Systems).

Understanding the determinants of online consumer review helpfulness in social networking service context
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AlGhazi, A., Li, M., Cui, T., Samuel, F. W. & Shen, J., 2018, *IoTBDS 2018 - Proceedings of the 3rd International Conference on Internet of Things, Big Data and Security.* Munoz, V. M., Wills, G., Walters, R., Firouzi, F. & Chang, V. (eds.). SciTePress, p. 212-220 9 p. (IoTBDS 2018 - Proceedings of the 3rd International Conference on Internet of Things, Big Data and Security; vol. 2018-March).

The Effects of Consumer Perceived Different Service of Trusted Third Party on Trust Intention: An Empirical Study in Australia
Cao, C., Yan, J. & Li, M., 22 Nov 2017, *Proceedings - 14th IEEE International Conference on E-Business Engineering, ICEBE 2017 - Including 13th Workshop on Service-Oriented Applications, Integration and Collaboration, SOAIC 207.* Chao, K-M., Hussain, O., Jiang, L., Fei, X. & Lan, C-W. (eds.). IEEE, p. 62-69 8 p. 8119131. (Proceedings - 14th IEEE International Conference on E-Business Engineering, ICEBE 2017 - Including 13th Workshop on Service-Oriented Applications, Integration and Collaboration, SOAIC 207).

A Consumer-Oriented Decision-Making Approach for Selecting the Cloud Storage Service: From PAPRIKA Perspective
Alismaili, S., Li, M., Shen, J. & He, Q., 8 Nov 2017, *Internetworked World: 15th Workshop on e-Business, WeB 2016, Dublin, Ireland, December 10, 2016, Revised Selected Papers.* Fan, M., Heikkila, J., Li, H., Shaw, M. J. & Zhang, H. (eds.). 1st ed. Cham: Springer, p. 1-12 12 p. (Lecture Notes in Business Information Processing; vol. 296).

Sequentiality of product review information provision: An information foraging perspective
Li, M., Tan, C. H., Wei, K. K. & Wang, K., Sept 2017, In: MIS Quarterly. 41, 3, p. 867-892 26 p.

African societal challenges transformation through IoT
Al-Isma'ili, S., Li, M., Shen, J., He, Q. & Alghazi, A., 19 Jul 2017, *PACIS 2017 Proceedings.* Association for Information Systems, 9 p. (Pacific Asia Conference on Information Systems).

Aligning business strategy with IT strategy from business model to enterprise in Saudi Arabia public sector
AlGhazi, A., Li, M., Shen, J. & Fosso, S., 19 Jul 2017, *PACIS 2017 Proceedings.* Association for Information Systems, 7 p. (Pacific Asia Conference on Information Systems).

Understanding the influence and service type of trusted third party on consumers' online trust: evidence from Australian B2C marketplace
Cao, C., Yan, J. & Li, M., 17 Aug 2016, *ICEC '16: Proceedings of the 18th Annual International Conference on Electronic Commerce: e-Commerce in Smart connected World.* 1st ed. New York: Association for Computing Machinery (ACM), 8 p. 18. (ACM International Conference Proceeding Series).

Cloud computing adoption determinants: An analysis of Australian SMEs
Al-Isma'lli, S., Li, M., Shen, J. & He, Q., 27 Jun 2016, *PACIS 2016 Proceedings.* Association for Information Systems, 18 p. 209. (Pacific Asia Conference on Information Systems).

Cloud computing services adoption in Australian SMEs: A firm-level investigation
Al-Isma'lli, S., Li, M., He, Q. & Shen, J., 27 Jun 2016, *PACIS 2016 Proceedings.* Association for Information Systems, 12 p. 8. (Pacific Asia Conference on Information Systems).

Development of conceptual model for social commerce research through integration with big data analysis
Tian, X., Liu, L., Mirkovski, K. & Li, M., 27 Jun 2016, *PACIS 2016 Proceedings.* Association for Information Systems, 11 p. 207. (Pacific Asia Conference on Information Systems).

Cloud computing adoption decision modelling for SMEs: A conjoint analysis
Al-Isma'Ili, S., Li, M., Shen, J. & He, Q., Jun 2016, In: International Journal of Web and Grid Services. 12, 3, p. 296-327 32 p.

The moderating role of information load on online product presentation
Li, M., Wei, K-K., Tayi, G. K. & Tan, C-H., Jun 2016, In: Information and Management. 53, 4, p. 467-480 14 p.

Cloud Computing Adoption Decision Modelling for SMEs: From the PAPRIKA Perspective
Alismaili, S., Li, M. & Shen, J., 29 Apr 2016, *Frontier Computing: Theory, Technologies and Applications.* Hung, J. C., Yen, N. Y. & Li, K-C. (eds.). 1st ed. Singapore: Springer Singapore, p. 597-615 19 p. (Lecture Notes in Electrical Engineering; vol. 375).

A Multi Perspective Approach for Understanding the Determinants of Cloud Computing Adoption among Australian SMEs
Alismaili, S., Li, M., Shen, J. & He, Q., Nov 2015, *Proceedings of 26th Australasian Conference on Information Systems, ACIS 2015 .* Association for Information Systems, 15 p. 114. (ACIS 2015 Proceedings).

Enhancing User-Game Engagement Through Software Gaming Elements
Li, M., Jiang, Q., Tan, C-H. & Wei, K-K., Apr 2014, In: Journal of Management Information Systems. 30, 4, p. 115-150 36 p.

Travel Distance Judgment: An Environmental Distance Information Cognitive Processing Perspective
Li, M., Tan, C. H. & Wei, K. K., 18 Jun 2013, *PACIS 2013 Proceedings.* Association for Information Systems, 11 p. 182. (Pacific Asia Conference on Information Systems).

Analyzing Mobile Instant Messaging User Satisfaction And Loyalty: An Integrated Perspective
Huang, P. & Li, M., 5 Jun 2013, *European Conference on Information Systems (ECIS) 2013 Proceedings: ECIS 2013 Research in Progress .* Association for Information Systems, 9 p. 32

Helpfulness of online product reviews as seen by consumers: Source and content features
Li, M., Huang, L., Tan, C. H. & Wei, K. K., 1 Jun 2013, In: International Journal of Electronic Commerce. 17, 4, p. 101-136 36 p.

Effects of product learning aids on the breadth and depth of recall
Li, M., Tan, C. H., Teo, H. H. & Wei, K. K., Nov 2012, In: Decision Support Systems. 53, 4, p. 793-801 9 p.

Assessing The Helpfulness Of Online Product Review: A Progressive Experimental Approach
Li, M-X., Huang, L., Tan, C-H. & Wei, K-K., 7 Jul 2011, *PACIS 2011 Proceedings.* Association for Information Systems, 14 p. 111. (Pacific Asia Conference on Information Systems).

How to Display Branded and Non-Branded Products in The Online Shopping Website
Li, M. X., Tan, C. H., Teo, H. H. & Wei, K. K., Dec 2010, *ICIS 2010 Proceedings: Thirty First International Conference on Information Systems.* 13 p.

Where to place product reviews? An information search process perspective
Li, M. X., Tan, C. H., Wei, K. K. & Wang, K. L., Dec 2010, *ICIS 2010 Proceedings: Thirty First International Conference on Information Systems.* 17 p.

Effects of Product Learning Aids on Breadth and Depth of Recall: An Empirical Investigation
Li, M. X., Tan, C. H., Wei, K. K., Sia, C. L., Teo, H. H. & Phang, C. W., 9 Jul 2010, *PACIS 2010 Proceedings.* p. 579-590 12 p. 33

A process virtualization theory approach to understanding the usage continuance of cross-channel instant messaging
Li, M., Oh, L-B. & Wang, K., 2009, In: Proceedings of the International Conference on Electronic Business (ICEB). p. 739-745 7 p.

Activities

Information and Management (Journal)
Mengxiang LI (Associate editor)
2024 → …

Information Technology and Management (Journal)
Mengxiang LI (Associate editor)
2021 → …

Journal of Electronic Commerce Research (Journal)
Mengxiang LI (Associate editor)
2020 → …

Internet Research (Journal)
Mengxiang Li (Associate editor)
2019 → …

Journal of Global Information Management (Journal)
Mengxiang Li (Associate editor)
2017 → …

Prizes

Outstanding contribution in reviewing
LI, Mengxiang (Recipient), 2017

Outstanding contribution in reviewing
LI, Mengxiang (Recipient), 2017

School Award of Outstanding Performance 2018 - 2019: Excellent Young Researcher
LI, Mengxiang (Recipient), 2019

Theoretical Contribution Award in 2017
LI, Mengxiang (Recipient), 2017

Press/Media

Boosting AI capabilities with a CIO
Mengxiang LI
6/12/21
1 Media contribution

US-China tech war and secrecy on AI only hurts both nations
Mengxiang LI
19/12/21
1 Media contribution

增聘資訊科技總裁，趕上AI時代
Mengxiang LI
28/12/21
1 Media contribution

Projects

Data empowerment and organizational resilience in the digital crisis context
Guo, H. & LI, M.
1/01/24 → 31/12/27

Designing an effective web cookie notification banner for collecting users' consent with the GDPR compliance: A cross-culture, cross-device investigation
LI, M.
1/02/20 → 31/01/23

Marketer-generated Content Sharing among Social Media Users: Perspective of Personal Control Threat and Personal Need for Structure
Li, Y. & LI, M.
1/01/19 → 30/12/21

Optimal Open Strategy for Digital Entrepreneurial Firms
Guo, H. & LI, M.
1/01/21 → 30/12/24

The 24th International Conference on Electronic Business
CHEUNG, C. M. K., LI, M., LEE, H. & ZHAO, L.

Understanding the Joint Impact of Reward Option Quantity and Uncertainty on the Reward-based Crowdfunding Performance
LI, M.
1/08/18 → 31/07/20

电子商务行为数据驱动的消费者调节聚焦特征推断研究
Huang, L. & LI, M.
1/01/18 → 30/12/21

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