UCONN
UNIVERSITY OF CONNECTICUT

Office of the Provost
Carl W. Lejuez, Ph.D.
Provost and Executive Vice President for Academic Affairs

April 27, 2022

TO: Members of the Board of Trustees

FROM: Carl W. Lejuez, Ph.D.
                Provost and Executive Vice President for Academic Affairs

RE: Appointment of Professor Xinxin Li to the Treibick Family Chair in the School of Business

RECOMMENDATION:

That the Board of Trustees appoint Professor Xinxin Li to the Treibick Family Chair in the School of Business for the period August 23, 2022, through August 22, 2027.

BACKGROUND:

The Treibick Family Chair was established to support a top scholar within the department of Operations and Information Management (OPIM) in the School of Business to support a renowned leader in information technology. The decision to recommend this appointment was made following the School of Business policy; Dean Elliott is making his recommendation based on consultation with the associate deans, and department heads in the School of Business.

Professor Li (Ph.D. The Wharton School, University of Pennsylvania) joined the UConn faculty in 2004 and was promoted to the rank of Professor in 2020. Professor Li's research interests are in economics of information systems with an emphasis on the implications of new technologies on consumer welfare, firm pricing, and competitive strategies. Her research is interdisciplinary and spans information systems, marketing, economics, and sociology. She employs both game theoretic modeling and econometric analysis in her research. Her work has been published in Management Science, MIS Quarterly, Information Systems Research, Marketing Science, Strategic Management Journal, Production and Operations Management, Journal of Management Information Systems, among other top journals. She is a recipient of ISR Best Reviewer Award, CIST Best Paper Award, and UConn School of Business 5-year Research Excellence Award, Best Paper Award, and Ackerman Scholar Award. She serves as a Senior Editor and was an Associate Editor for MIS Quarterly as well as a Special Issue Associate Editor for Information Systems Research.

In addition to being a top researcher, Professor Li serves as the Director of the Management and Engineering for Manufacturing (MEM) Program offered jointly by the School of Business and School of Engineering and teaches MIS at the PhD, graduate, and undergraduate levels.