



## Ting Li

### BUSINESS SCHOOL PROFESSOR

Professor of Digital Business

Ting Li is the Professor of Digital Business at Rotterdam School of Management (RSM), Erasmus University. She is the founding member and the Academic Director of Digital Business Practice of the Erasmus Centre for Data Analytics. Ting Li is an expert on the economics of information and technology, including topics such as digital economy, ecommerce, digital platforms, online advertising, social and mobile analytics, digital pricing, AR/VR, AI and decision making, and digital privacy.

## Ting Li's 2026 Biography

### About Ting Li

Ting Li is a professor of digital business at Rotterdam School of Management (RSM), Erasmus University in the Netherlands. At RSM, she is also the Head of Business Information Management section at the Department of Technology and Operations Management, and the director of Digital Business at the Erasmus Center for Data Analytics (ECDA).

Ting Li's research focuses on understanding how innovative digital technologies impact consumers, organizations, markets, and policies, in order to aid individuals in their decision-making and help organizations improve their performance in the age of AI. They include areas such as ecommerce, digital platforms, online advertising, social and mobile analytics, AI and decision making, pricing, and digital privacy. In her scholarly work, she often applies inter-disciplinary approaches combining econometrics, field experiments, lab experiments, survey, eye-tracking, agent-based simulation, and machine learning techniques. Her most recent research addresses a range of topics related to human-machine collaboration, AR/VR, blockchain, NFT, and digital humans.

Ting Li's academic work has been published in leading scientific journals, including Management Science, Information Systems Research, Journal of Information Technology, Decision Support Systems, and featured in managerial journals such as Harvard Business Review and many popular media outlets. Previously, she held visiting professor positions at Wharton School of Business, MIT, Boston University, Temple University, Arizona State University, City University of Hong Kong, and Tsinghua University. In 2017, she was named by Poets & Quants as one of the Top 40 Professors Under 40 Worldwide.

Over years she has consulted and worked in various capacities with

### AVAILABLE FOR

- Coaching
- Executive Training
- Masterclass
- Organisational Development Programme
- Speaking
- Training and Workshops

**LANGUAGES: Chinese, English**

national and multinational companies such as Philips, VIVAT, Deloitte, Dutch Railways, RET, Shell, KPMG, Randstad, as well as startups/scaleups such as Coolblue, Wehkamp, InnerCircle, AllSafe, MobPro, Tweakers amongst others. As such most of the research projects she worked on are inspired by and collaborated with business partners. Her interdisciplinary research has been sponsored by multiple grants from international companies and the Dutch National Science Foundation.

Ting Li teaches in the area of digital strategy, competing in the age of AI, digital transformation across Master, MBA/EMBA, and executive levels. She advises startups and consults companies in the area of digital transformation, strategy, innovation, and analytics. Earlier in her career, she worked at General Electric and IBM in the area of e-business in supply chains, web services, and grid computing. She obtained her Ph.D. in Management Science at the Erasmus University and MSc in Computational Science at the University of Amsterdam.

## Ting Li's Videos

50<sup>RSM</sup> Erasmus University  
Rotterdam School of Management

### Sharing 50 years of knowledge

**Open lecture**

#### Challenges and opportunities of AI

- What benefits and barriers can AI bring into our lives?
- How can businesses embrace AI?

With Professor Ting Li & Stefan van Duin from Deloitte