

YUPING LI

Ph.D. Candidate in Strategy & Entrepreneurship
Leeds School of Business
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EDUCATION

Leeds School of Business, University of Colorado Boulder

Expected 2025

Ph.D. candidate, Strategy & Entrepreneurship

Dissertation committee:

Tony Tong (Chair), Janet Bercovitz, Mukund Chari, Sina Khoshsokhan, Rob Seamans (external)

Research interests: open source innovation, digital platforms, innovation and technology strategy, corporate strategy, entrepreneurship.

Belk College of Business, University of North Carolina at Charlotte

2019

Visiting research scholar

Central University of Finance and Economics, Beijing, China

2018

Ph.D. student

Sichuan University, Chengdu, China

2016

Bachelor of Accounting

REFEREED JOURNAL PUBLICATION

1. Xiaodong Yu, Laura Stanley, **Yuping Li**^{*}, Kimberly Eddleston, & Franz Kellermanns, 2020. The invisible hand of evolutionary psychology: The importance of kinship in first generation family firms. *Entrepreneurship Theory and Practice*, 44(1), 134-157. (*Corresponding author)

WORKING PAPERS

2. **Yuping Li** & Tong W. Tong, [Acquisition and open source innovation]
 - Revise and resubmit at *Organization Science*
3. **Yuping Li**, Tony W. Tong, & Huiyi Litan, [IPO and open source innovation]
 - Revise and resubmit at *Strategic Management Journal*
 - 2024 Academy of Management Annual Conference Best Paper Proceedings
 - Nominated for 2024 AOM Annual Conference TIM division best student paper award
4. **Yuping Li**, “How platform owner entry affects open source contribution? Evidence from GitHub developers”
 - Ready for submission to *Strategic Management Journal*
 - 2024 Academy of Management Annual Conference Best Paper Proceedings
 - Nominated for 2024 SMS Annual Conference best PhD paper prize
5. **Yuping Li**, Liang Chen, & Tony W. Tong, “When suppliers invest in customer-specific innovation: Roles of relationship uncertainty and exchange condition”
 - Ready for submission to *Strategy Science*

WORK IN PROGRESS

6. “Platform interoperability and complementor innovation”, data analysis.
7. “Localization of family firms’ knowledge sourcing”, with Valerio Pelucco, manuscript writing.
8. “Sideloaded and complementor innovation”, with Xia Han, Gaoyang Cai, and Tony W. Tong, data collection.
9. “Personalized recommendation and complementor diversification: Evidence from a social media platform”, with Xiaowei Zhang, data collection.

CONFERENCES & WORKSHOPS

Presenter

- “How platform owner entry affects open source contribution? Evidence from GitHub developers”
 - Platform Strategy Research Symposium 2024, Boston, July 2024 (scheduled)
 - Wharton Corporate Strategy & Innovation Conference, Philadelphia, December 2023
 - 30th CCC Doctoral Student Colloquium at the University of St Gallen, June 2023
- “Strategic timing of information disclosure: Evidence from startups’ open source activity pre-acquisition”
 - Strategic Management Society Annual Conference, Toronto, September 2023
 - Wharton Corporate Strategy & Innovation Conference, Philadelphia, December 2022
 - Academy of Management Annual Conference, Seattle, August 2022
 - Strategy Science Annual Conference, New York, June 2022
- “Going public and employee innovation: Evidence from open source”
 - 2024 Global Entrepreneurship and Innovation Research Conference, Boulder, June 2024
 - Strategic Management Society Annual Conference, Toronto, September 2023
- Localization of family firms’ knowledge sourcing
 - IFERA 2024
- “How major customers affect firm CSR adoption? Legitimacy versus efficiency considerations”
 - Strategic Management Society Annual Conference, Virtual, September 2021
- “When suppliers invest in customer-specific innovation: Roles of relationship uncertainty and exchange condition”
 - Strategic Management Society Annual Conference, Virtual, October 2020
- “What kind of family firms fire family CEOs? A QCA analysis based on kinship and governance role”
 - Academy of Management Annual Conference, Chicago, August 2018
- “Are all family firms willing to pay higher salaries for nonfamily executives? A socioemotional wealth perspective”
 - Strategic Management Society Annual Conference, Huston, October 2017

Participant

- 12th Annual Strategy Symposium on Emerging Markets and the Doctoral Consortium, May, 2024
- 2nd Annual USC Marshall and Gould Platform Dynamics Conference, February 2024

- Strategic Management Society Annual Conference Junior Scholar Paper Development Workshop, Toronto, September 2023
- Academy of Management STR Dissertation Consortium, Virtual, August 2023
- Academy of Management TIM Doctoral Consortium, Boston, August 2023
- Academy of Management STR Doctoral Consortium, Virtual, August 2022
- Strategy Science Conference and the Doctoral Workshop, NYU, New York, June 2022

TEACHING EXPERIENCE

Instructor, BCOR 2304 Strategic & Entrepreneurial Thinking, University of Colorado Boulder Spring 2022

- Rating: 4.5/5.0 (79 students), **Winner of PhD Student Teaching Award**
Comments from students:
- Professor Li is a fantastic professor; she is kind, professional, and extremely intelligent. She provides thorough explanations, well thought out content, relevant group work, and excellent examples. She makes every student feel welcome and I've greatly enjoyed being in her class. 10/10 professor that I would recommend to anyone.
- Yuping Li's manner of lecture is so wonderful and refreshing!! She is patient and supportive, but really knows how to motivate us to learn more about the subject. She is great at building confidence and keeping class fun and engaging through a variety of activities such as case projects and group discussions that improve conversation, writing, and reading skills.
- Yuping Li was a very good professor. She was often patient with the class and created an environment that was fun and comfortable. I would highly recommend her class to any other student in CU Boulder. I found her to be entertaining and very knowledgeable and helpful when needed. Overall, I loved her class and think she did a great job.
- Professor Li does a great job at encouraging student participation and feedback within the class. We have frequent in class and online discussions in order to share our individual thoughts. We also spend time working on analysis within on groups as a way to reflect on what we learn in our lectures. Overall, Professor Li creates a well-rounded class experience.
- I loved having Yuping Li as my professor for Strat. I think she did a really good job with adding real life examples for every unit that we learned, which definitely helped with our understanding of the material. I think she was also a fair grader of our case assignments and discussion posts, which is definitely very appreciated. It was very clear that she was super passionate about strategy and entrepreneurship, which I loved seeing in a professor.
- Li is very passionate about this subject and does a good job of encouraging participation among students and having them work together to connect what they learned in class to a real-world issue.
- I really enjoyed taking this class. The professor did a great job making sure students understood the topics by providing plenty of office hours, as well as giving students the opportunity to meet another time if office hours didn't fit in their schedule.
- She is a fantastic instructor. All her material and coursework are challenging but well explained. Highly recommend taking her course.
- Great Teacher love how she was so understanding and tried to challenge us.
- The professor was very effective in providing tasks that related to the material and further help us understand the concept.
- I really enjoyed this half semester and thank you for all your time and help! I wish you luck in your future as a professor! :)

Instructor, BCOR 2304 Strategic & Entrepreneurial Thinking, University of Colorado Boulder Fall 2021

- Rating: 4.4/5.0 (80 students), remote delivery

Teaching assistant, MBAC 6050 Core Strategy (Prof. Tony W. Tong)
University of Colorado Boulder

Spring 2022

Teaching assistant, BCOR 2304 Strategic and Entrepreneurial Thinking (Prof. Mukund Chari)
University of Colorado Boulder

Spring 2021

PROFESSIONAL SERVICE

Ad-Hoc Reviewer for Journal: *Entrepreneurship Theory and Practice, Long Range Planning*
Reviewer for Academy of Management Annual Conference (years: 2019, 2022-2024; Divisions: STR, TIM)
Reviewer for Strategic Management Society Annual Conference (years: 2021-2024, IG: Corporate Strategy)
Student volunteer for the 2020 and 2021 Strategic Management Society Annual Conference

HONORS, AWARDS, & FELLOWSHIPS

Strategic Management Society PhD paper prize, Nominee, SMS 2024 Annual Conference
Academy of Management TIM division best student paper prize, Nominee, Academy of Management 85th Annual Meeting
Academy of Management Best Paper Proceedings (two papers), *Academy of Management 84th Annual Meeting*
Graduate School Summer Fellowship, University of Colorado Boulder, 2023.
PhD Student Teaching Award, Leeds School of Business, University of Colorado Boulder, Spring 2022.
MacMillan Best Published Paper Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2021.
MacMillan Entrepreneurship Research Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2021.
MacMillan Entrepreneurship Research Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2020.
SMS Ph.D. Paper Prize, Nominee, Strategic Management Society Virtual London Conference, 2020.

SKILL & LANGUAGE

Software: STATA, PYTHON, MySQL, MATLAB, SAS, R
Language: English, Chinese (native)

REFERENCES

Prof. Tony W. Tong
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