

## Joanna Mingxuan Li

Kelley School of Business, Indiana University  
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### Education

Ph.D. in Strategic Management and Organization Theory (with minor in computational social science), Kelley School of Business, Indiana University Bloomington 2019-  
B.A. in accounting, School of Management, Fudan University, Shanghai, China 2014-2019  
- Rank in major: 1st

### Research

#### Publication

Juan Bu, Eric Zhao, Krista Li, and **Joanna Li**. "Multilevel optimal distinctiveness: Examining the impact of within- and between-organization distinctiveness of product design on market performance." (Forthcoming: **Strategic Management Journal**)

#### Work in Progress (\* indicates equal first author)

Trent Williams, Eric Zhao, and **Joanna Li**. "Construct clarity for cumulative research development: Understanding the boundary, scope, and impact of entrepreneurial resourcefulness." (2<sup>nd</sup> round Revise and resubmit: **Journal of Management**)

Jianhua Ge, **Joanna Li\***, Eric Zhao, and Fan Yang. "Rags to Riches? Entrepreneurs' Social Class Origins, Resourceful Time Allocation, and Venture Success." (Under Review: **Journal of Business Venturing**)

### Workshop & Presentation

The 6th Alberta Institutions Conference PhD Workshop June. 2022  
OMT Division Global PDW: Doing Organizational Research Around the World, 81<sup>th</sup> Annual Meeting of the Academy of Management Aug. 2021  
Entrepreneurship division doctoral student consortium, 81<sup>th</sup> Annual Meeting of the Academy of Management July. 2021  
Business & Society special issue on 'COVID-19 and Business & Society Scholarship' Paper Development Workshop Jan. 2021  
University of Kentucky Gatton College of Business and Economics Department of Management doctoral colloquium Oct. 2020  
Indiana University Kelley School Department of Management & Entrepreneurship first-year-paper presentation Sept. 2020  
OMT Division Global PDW: Doing Organizational Research Around the World, 80<sup>th</sup> Annual Meeting of the Academy of Management Aug. 2020  
Indiana University Kelley School Department of Management & Entrepreneurship DRSS Seminar May. 2020  
Academy of Management Journal Paper and Idea Development Workshop May. 2020

## **Professional Activities**

Co-Organizer, PDW on Optimal Distinctiveness, 81<sup>st</sup> Annual Meeting of the Academy of Management Aug. 2021

## **Teaching**

J375 Strategic Management (instructor) Fall 2021

## **Other experience**

Research Assistant, Oklahoma State University Spears Business School Department of Management, Stillwater, OK (advisor: Federico Aime, Owen Parker) Jul. -Sept. 2018

Part-Time Research Assistant, McKinsey & Company, Shanghai, China Apr. 2017–Apr. 2018

Intern, Deloitte Asia Pacific Limited, Shanghai, China Jan.–Mar. 2017

## **Programming & Language Skills**

### **Programming skills**

Python, STATA, R

### **Language Skills**

English (fluent), Chinese (native).

Indiana University TEPAIC test: C1 (Certification level 1 – Outstanding Certification) (Aug.2019)

GMAT Score: 760/800 (Dec. 2016); TOEFL Score: 110/120 (Sept. 2018)

(Last updated: Dec. 21, 2021)