

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**. [title redacted] (Under Review: **Journal of Management Studies**)

Jianhua Ge, **Joanna Li***, Eric Zhao, and Fan Yang. [title redacted] (2nd round Revise and resubmit: **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, 81th Annual Meeting of the Academy of Management Aug. 2021
Entrepreneurship division doctoral student consortium, 81th 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, 80th 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

Awards and Honors

The Dalton Publication Award (\$1,000), Kelley School of Business, 2022

Professional Activities

Co-Organizer, PDW on Optimal Distinctiveness, 81st 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: Feb. 02, 2022)

