

## Joanna Mingxuan Li

Kelley School of Business, Indiana University  
1309 E 10<sup>th</sup> Street, Bloomington, IN, 47405, U.S.A.

[joli@iu.edu](mailto:joli@iu.edu)

<http://www.joannamingxuanli.com/>

### 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 Portfolio

#### Research interest

Theoretical areas of interest: optimal distinctiveness and strategic positioning, market intermediaries, platform markets, institutional theory

Methodical areas of interest: quantitative methods, machine learning

#### 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] (1<sup>st</sup> round Revise and resubmit: **Journal of Management Studies**)

Jianhua Ge, **Joanna Li\***, Eric Zhao, and Fan Yang. [title redacted] (2<sup>nd</sup> round Revise and resubmit: **Journal of Business Venturing**)

**Joanna Li**. Engines of (in)equality? The role of music streaming platforms in shaping female artists' disadvantage as a market intermediary (Under theoretical development; data collection complete)

### 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  |

## Awards and Honors

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

## Professional Activities

|  |           |
|--|-----------|
| <b>Co-Organizer</b> , PDW on Optimal Distinctiveness, 81 <sup>st</sup> Annual Meeting of the Academy of Management | Aug. 2021 |
| <b>Ad-hoc Reviewer</b> , Entrepreneurship Theory and Practice  | 2022-     |

## Teaching

|  |                 |
|--|-----------------|
| J375 Strategic Management (instructor) | Fall 2021, 2022 |
|--|-----------------|

## 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: May. 04, 2022)