

Joanna Mingxuan Li

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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 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 (* indicates equal authorship)

Ge, Jianhua*, **Joanna Li***, Eric Zhao, and Fan Yang (2022). "Rags to riches? Entrepreneurs' social classes, resourceful time allocation, and venture performance." (Forthcoming: **Journal of Business Venturing**)

Juan Bu, Eric Zhao, Krista Li, and **Joanna Li** (2022). "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

Trent Williams, **Joanna Li**, and Eric Zhao. [title redacted] (3rd round Revise and resubmit: **Journal of Management Studies**)

Joanna Li *, Yanhao Wang *, and Eric Zhao. [title redacted] (Preparing for submission)

Joanna Li. Engines of (in)equality? The role of music streaming platforms as a market intermediary in shaping female artists' disadvantage (Data analysis stage)

Book Chapter

Zhu, David Hongquan, Eric Yanfei Zhao, and **Joanna Li** (2022) "Empirical design and analysis using panel data." In Empirical Methods in Organization and Management Research, 4th Edition. Ed. Xiaoping Chen and Wei Shen. Beijing, China: Peking University Press. [in Chinese]

Workshop & Presentation

SMS 43rd Annual Conference	Sep. 2023
Annual Meeting of the Academy of Management	Aug. 2023
The 3rd Institutions & Entrepreneurship Conference PhD Workshop	June. 2023

Indiana University Kelley School Department of Management & Entrepreneurship DRSS Seminar

Jan. 2023; May. 2020

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

Academy of Management Journal Paper and Idea Development Workshop May. 2020

Awards and Honors

Paper nominated for SMS Conference PhD Paper Prize 2023

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

Kelley School of Business Research Award, Indiana University 2022

Professional Activities

Co-Organizer, PDW on Optimal Distinctiveness, Annual Meeting of the Academy of Management Aug. 2021, Aug. 2023

Ad-hoc Reviewer, Entrepreneurship Theory and Practice 2022-

Ad-hoc Reviewer, Journal of International Business Studies 2023-

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 19, 2023)