

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 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**. "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, Eric Zhao, and **Joanna Li**. [title redacted] (2nd round Revise and resubmit: **Journal of Management Studies**)

Joanna Li* and Yanhao Wang*. Not In My Back Yard: Strategic Deterrence and Firm Positioning Amid Entry Dynamics (Full draft complete)

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

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, 81 th Annual Meeting of the Academy of Management	Aug. 2021
Entrepreneurship division doctoral student consortium, 81 th 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 th Annual Meeting of the Academy of Management	Aug. 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
Kelley School of Business Research Award, Indiana University	2022

Professional Activities

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

Teaching

J375 Strategic Management (instructor)	Fall 2021, 2022
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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: Jan 10, 2023)