

## 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**. "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] (2<sup>nd</sup> round Revise and resubmit: **Journal of Management Studies**)

**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<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

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<sup>st</sup> 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

## 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)