

# Joanna (Mingxuan) Li

Kelley School of Business, Indiana University  
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## EDUCATION

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- **Kelley School of Business, Indiana University** *Bloomington, IN, USA*  
**Ph.D. in Strategic Management and Organization Theory** *2019-2024 (Expected)*
  - Minor: computational social science
  - Dissertation committee: Tomasz Obloj (co-chair), Eric Zhao (co-chair), Trent Williams (member), Andrew Butters (external member, Department of Business Economics & Public Policy)
- **School of Management, Fudan University** *Shanghai, China*  
**B.A. in accounting** *2014-2019*
  - Rank in major: 1st

## RESEARCH PORTFOLIO

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### Research Interests

Institutions, Organizations and Inequalities; Digital Platforms; Optimal Distinctiveness; Competitive Strategy

### Publications (\* denotes equal first author)

1. 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." *Strategic Management Journal*, 43(9), 1793-1822.
2. Jianhua Ge, **Joanna Li**\*, Eric Zhao, and Fan Yang (2022). "Rags to riches? Entrepreneurs' social classes, resourceful time allocation, and venture performance." *Journal of Business Venturing*, 37(5), 106248.

### Work in Progress

1. Trent Williams, **Joanna Li**, and Eric Zhao. [Title redacted for blind review] (3rd round Revise and resubmit: *Journal of Management Studies*)
2. **Joanna Li**, Yanhao Wang\*, and Eric Zhao. [Title redacted for blind review] (Under review: *Management Science*)
3. **Joanna Li**. "Engines of (in)equality? The role of music streaming platform as a market intermediary in shaping gender disparities in artist performance." (Job market paper)

### Book Chapters

1. David Zhu, Eric Zhao and **Joanna Li** (2023). "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]

## PRESENTATIONS

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- Strategic Management Society 43rd Annual Conference *2023*
- University of Alberta SEM Scholarly Workshop *2023*
- Annual Meeting of the Academy of Management *2023*
- Indiana University Kelley School of Business Department of Management & Entrepreneurship Developmental Research Seminar Series *2020;2023*

- University of Kentucky Gatton College of Business and Economics Department of Management doctoral colloquium 2020
- Indiana University Kelley School Of Business Department of Management & Entrepreneurship first-year-paper presentation 2020

## AWARDS AND HONORS

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- Strategic Management Society Competitive Strategy Interest Group Best Proposal Award for Rigor in Research (Finalist) 2023
- Strategic Management Society Conference PhD Paper Prize (Nominee) 2023
- Harry Kelsey, Jr. Doctoral Fellowship, Kelley School of Business 2023
- The Dalton Publication Award, Kelley School of Business 2022
- Kelley School of Business Research Award 2022

## PROFESSIONAL ACTIVITIES

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- Co-Organizer, Professional Development Workshops on Optimal Distinctiveness, Annual Meeting of the Academy of Management 2021; 2023
- Reviewer, Annual Meeting of the Academy of Management (ENT, OMT, STR divisions) 2022; 2023
- Ad-hoc Reviewer, Journal of International Business Studies 2023-
- Ad-hoc Reviewer, Management and Organization Review 2023-
- Ad-hoc Reviewer, Entrepreneurship Theory and Practice 2022-

## TEACHING

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- Strategic Management (Undergraduate core course; instructor) *Fall 2021, 2022*

## OTHER EXPERIENCE

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- Part-Time Research Assistant, McKinsey & Company, Shanghai, China *Apr. 2017–Apr. 2018*
- Intern, Deloitte Asia Pacific Limited, Shanghai, China *Jan.–Mar. 2017*

## SKILLS

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- Programming skills: Python, STATA, R,  $\LaTeX$
- Language skills: English (fluent), Chinese (native)

*(Last Update: Aug. 2023)*