

Joanna (Mingxuan) Li

Alberta School of Business, University of Alberta

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EMPLOYMENT

- **Alberta School of Business, University of Alberta** *Edmonton, AB, Canada*
Assistant Professor at the Department of Strategy,
Entrepreneurship & Management *Aug 2024 -*

EDUCATION

- **Kelley School of Business, Indiana University** *Bloomington, IN, USA*
Ph.D. in Strategic Management and Organization Theory *2019-2024*
 - 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*

RESEARCH PORTFOLIO

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.
3. Trent Williams, **Joanna Li**, and Eric Zhao (2024). "Entrepreneurial Resourcefulness: Theoretical Origins, Integrative Review, and Research Agenda." *Journal of Management Studies* (Forthcoming)

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]

PAPER PRESENTATIONS

- Strategic Management Society 45th Annual Conference *2025 (scheduled)*
- 22nd West Coast Research Symposium on Technology Entrepreneurship *2025 (scheduled)*
- 8th Annual Reversing the Arrow Conference *2025*
- The Interpretative Data Science (IDeaS) Workshop on Assemblages, Ecosystems, and Fields *2025*
- EGOS (European Group for Organizational Studies) 40th Colloquium *2024*

- The Interpretative Data Science (IDeaS) Group Mini-Conference on Algorithmic Organizing 2024
- Strategic Management Society 43rd Annual Conference 2023
- University of Alberta SEM Scholarly Workshop 2023
- 83rd 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

- The Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant 2025 Competition, Principal Investigator, \$72,357 2025
- 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

- Editorial Review Board, Journal of Business Venturing 2025-
- Reviewer, Journal of Management 2025-
- Reviewer, Strategic Entrepreneurship Journal 2025-
- Reviewer, Journal of Business Venturing 2024-
- Reviewer, Journal of International Business Studies 2023-
- Reviewer, Management and Organization Review 2023-
- Reviewer, Entrepreneurship Theory and Practice 2022-
- Reviewer, Strategic Management Society Annual Conference 2025
- Reviewer, Annual Meeting of the Academy of Management (ENT, OMT, STR divisions) 2022; 2023; 2025
- Co-Organizer, Professional Development Workshops on Optimal Distinctiveness, Annual Meeting of the Academy of Management 2021; 2023

TEACHING

- Strategy and Innovation (Alberta School of Business undergraduate capstone course; instructor) Winter 2025
- Strategic Management (Kelley School of Business undergraduate core course; instructor) Fall 2021, 2022

OTHER EXPERIENCE

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

SKILLS

- Programming skills: Python, STATA, R, L^AT_EX
- Language skills: English (fluent), Chinese (native)

(Last Update: June 2025)