

Joanna (Mingxuan) Li

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Employment

- **Alberta School of Business, University of Alberta** *Edmonton, AB, Canada*
Assistant Professor, 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

Organizations and Inequalities; Digital Platforms; Optimal Distinctiveness and Categories

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 (2025). “Entrepreneurial Resourcefulness: Theoretical Origins, Integrative Review, and Research Agenda.” *Journal of Management Studies*, 62(7), 3220–3258.

Working Papers

1. **Joanna Li** and Tomasz Obloj (Revise and Resubmit, *Organization Science*). “Curating Inequality? Platform Intermediation and Gender Gaps in Music Streaming”

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*
- 22nd West Coast Research Symposium on Technology Entrepreneurship *2025*
- 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–*
- Ad-hoc Reviewer: Journal of Management, Strategic Entrepreneurship Journal, Journal of Business Venturing, Journal of International Business Studies, Management and Organization Review, Entrepreneurship Theory and Practice
- Conference Reviewer: Strategic Management Society Annual Conference, Annual Meeting of the Academy of Management (ENT, OMT, STR divisions)
- 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, LaTeX
- Language skills: English (fluent), Chinese (native)

(Last Update: June 2026)