Joanna (Mingxuan) Li

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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
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 (2nd round revision, ***Organization Science***). A paper on platform intermediation and gender inequality in music streaming.
2. **Joanna Li**, Lingling Pan, Tianxu Chen, Lihong Qian, and Eric Zhao (In preparation for submission to ***Academy of Management Journal***). A paper on strategic attention, analyst evaluations, and exemplar firms' positioning.

Work in Progress

1. **Joanna Li**. A paper on platform design, entrepreneurial narratives, and racial inequality on Airbnb.
2. **Joanna Li**, Tianli Li, Seth Carnahan, and Jose Uribe. A paper on using LinkedIn data to study organizations and careers.
3. **Joanna Li**, Yanhao Wang, and Eric Zhao. A paper on strategic deterrence, firm positioning, and entry dynamics.

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: October 2026)