

Sali Li

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University of South Carolina
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Academic Experience

University of South Carolina, Moore School of Business:
Moore Professor (since 2024)
Professor of International Business (since 2020)
Associate Professor of International Business (2013-2019)
University of Wisconsin—Milwaukee, Lubar School of Business
Assistant Professor (2007-2013)

Education

Ph.D. International Business & Strategic Management University of Utah, Salt Lake City, UT	2007
Master of Diplomacy and International Commerce University of Kentucky, Lexington, KY	2003
Bachelor of Laws in Maritime Dalian Maritime University, Dalian, Liaoning, P. R. China	2001

Academic Recognitions and Awards

JIBS Best Reviewer Award, Journal of International Business Studies, 2024, 2025.
Professor of Excellence in Insight Award, Harvard Business Review (China), 2024.
Alan Rugman Fellow, Henley Business School University of Reading, 2022.
Distinguished Visitor, Research School of Management, Australian National University, 2017, 2022.
Winner of 2020 Lazardis Award for the Journal of Business Venturing's Best Paper of the Year.
Winner of Temple/AIB Best Paper Award, Academy of International Business, 2020.
Nominated for the Best Paper Award in Emerging Economies Research, Academy of International Business, 2020.
Winner of Alan M. Rugman Most Promising Scholar Award, Academy of International Business, 2017.
Winner of GWU-CIBER Best Paper Award on Emerging Markets, Academy of Management, 2015.
Nominated for the Best Conference Paper, Strategic Management Society, 2012.
The Roger L. Fitzsimonds Scholarly Achievement Award for Junior Faculty, 2012.

Editorial Experience

Consulting Editor, Journal of International Business Studies, 2024-present.

Senior Editor, Journal of World Business, 2020-present.

Associate Editor, Journal of Management, 2020-2024.

Area Editor, Quarterly Journal of Management, 2017-2019.

Guest Editor of Special Issue of Rethinking Firm International Involvement in a Changing World of Complex Realities at Journal of International Business Studies, 2024 (With Noman Shaheer, Liang Chen, Keith Brouthers, Peter Liesch, & Dan Li).

Guest Editor of Special Issue of Advancing Temporal Research on Chinese Management at Management & Organization Review, 2024 (Zhong, W., Zhang, P., Jiang, L., Chan, C.).

Guest Editor of Special Issue of Platform Multinationals (PMNC) in the Global Digital Economy at Long Range Planning, 2024 (With Rong, K., Parente, R., Williamson, P., Shi, X., & Zhou, D.).

Guest Editor of Special Issue of Political Connections in Global Competition at Global Strategy Journal, 2018 (With Lin Cui, Helen Hu, & Klaus Meyer).

Books

Li, S. & Saheer N. 2025. Global Strategy: A Market Creation Approach. Sage Publishing.

Wang, Y., & Li, S. 2020. 1 to M: Global Strategy Canvas. Citic Press (in Chinese)

Publications and Accepted Papers

Rong, K., Huang, J., Hao, F., Xie, D., & Li, S. 2025. Copyright and Originality: Evidence from Short Video Creation in a Platform Market, Forthcoming at [Management and Organization Review](#).

Stallkamp, M., Li, S., Shaheer, N., & Chen, L. 2024. Multinational Platforms and Legitimacy Spillovers. Forthcoming at [Asia Pacific Journal of Management](#).

Zhang, P., Yi, J., Niu, C., Zhao, E., & Li, S. 2024. User Language and Cultural Product Innovation: Insights from the Global Mobile Gaming Industry. Accepted at [Journal of International Business Studies](#).

Shaheer, N., Yi, J., Chen, L., Su, H., & Li, S. 2024. Network effects, Word of mouth, and Entry Performance: A study of digital freemium products. [Journal of World Business](#), 59, (6), 101569.

Zheng, W., Zheng, Y., Yi, J., Shaheer, N., & Li, S. 2024. Context Matters: The Signaling Role of Foreign Bidders' Reputation in Cross-border Acquisition Contests. [Journal of World Business](#), 59, (4), 101551.

Shaheer, N., Chen, Y., Kim, H., & Li, S. 2024. Disclose or Disguise? How identities of individual entrepreneurs on digital platforms influence their international success. [Journal of International Management](#), 30, (2), 101132.

Stallkamp, M., Chen, L., & Li, S. 2023. Boots on the ground: Foreign direct investment by digital firms. [Global Strategy Journal](#), 13 (4), 805-829.

- Kim, K., Shaheer, N., & Li, S. 2023. Utilizing the survival analysis methodology to study the international penetration of digital apps. **Sage Research Methods: Business**. <https://doi.org/10.4135/9781529668063>.
- Zhang, P., Priem, R., Wang, D., & Li, S. 2023. Strategic rhythms: Insights and directions for research. **Journal of Management**, 49 (6), 1939-1964.
- Yi, J., Chen, L., Meng, S., Li, S., & Shaheer, N. 2023. Bribe Payments and State Ownership: The Impact of State Ownership on Bribery Propensity and Intensity. **Business & Society**, 62(5), 1103–1135.
- Shaheer, N., Kim, K., & Li, S. 2022. Internationalization of Digital Innovations: A Rapidly Evolving Research Stream. **Journal of International Management**, 28 (4), 100970.
- Chen, L., Li, S., Shaheer, N., Stallkamp, M. 2022. 3 Obstacles to Globalizing a Digital Platform. **Harvard Business Review**, 2022.5.3.
- Brouthers, K., Chen, L., Li, S., Shaheer, N. 2022. Charting New Courses to Enter Foreign Markets: Conceptualization, Theoretical Framework, and Research Directions on Non-traditional Entry Modes. **Journal of International Business Studies**, 53 (9), 2088-2115.
- Chen, L., Yang, Y., Li, S., & Wei, J. 2022. Externalization in the Platform Economy: Social Platforms and Institutions. **Journal of International Business Studies**, 53 (8), 1805-1816.
- Chen, L., Zhang, P., Li, S., & Turner, S. 2021. Growing pains: The effects of generational product innovation on mobile games performance. **Strategic Management Journal**, 43 (4): 792-821.
- Simsek, Z., & Li, S. 2021. Designing introductions as jobs to be done. forthcoming at **Journal of Management**.
- Yi, J., Murphree, M., Meng, S., & Li, S., 2021. The more the merrier? Government R&D subsidies and firm innovation performance. **Journal of Product Innovation Management**, 38(2): 289-310.
- Top cited paper in Wiley 2021-2022
- Jiang, F., Zheng, X., Fan, D., Zhang, P., & Li, S. 2021. The sharing economy and business model design: A configurational approach. **Journal of Management Studies**, 58(4): 949-976.
- Chen, L., Wang, M., Cui, L., & Li, S. 2021. Experience base, strategy by-doing and new product performance. **Strategic Management Journal**, 42(7): 1379-1398.
- Chen, L., Yi, J., Li, S., & Tong, T. 2020. Platform governance design in business ecosystems: Implications for complementors' multihoming decision. forthcoming at **Journal of Management**.
- Yang, Y., Wei, J., & Li, S. 2021. A closer look into the “mirroring hypothesis”: A fuzzy set analysis of firms' global architecture design. **Asia Pacifica Journal of Management**, 38: 1399-1430.
- Shaheer, N., Li, S., & Priem, R. 2020. Revisiting location in a digital age: How can lead markets accelerate the internationalization of mobile apps? **Journal of International Marketing**, 28(4): 21-40.
- Shaheer, N. & Li, S. 2020. The CAGE around cyberspace? How digital innovations internationalize in a virtual world. **Journal of Business Venturing**, 35(1): 105892.

- Winner of 2020 Lazardis Award for the Journal of Business Venturing's Best Paper of the Year.
- Chen, L., Shaheer, N., Yi, J., & Li, S. 2019. The international penetration of ibusiness firms: Network effects, liabilities of outsidership and country clout. **Journal of International Business Studies**, 50(2): 172-192.
- Chen, V., Musacchio, A., & Li, S. 2019. A principals-principals perspective of hybrid leviathans: Cross-border acquisitions by state-owned MNEs. **Journal of Management**, 45(7): 2751-2778.
- Shaheer, N., Yi, J., Li, S., & Chen, L. 2019. State-owned enterprises as bribe payers: The role of institutional environment. **Journal of Business Ethics**, 159(1):221-238.
- Cui, L., Hu, H., Li, S., & Meyer, K. 2018. Corporate political connections in global strategy. **Global Strategy Journal**, 8(3): 379-398.
- Xia, J., Wang, Y., Lin, Y., Yang, H., & Li, S. 2018. Alliance formation in the midst of market and network: Insights from resource dependence and network perspectives. **Journal of Management**, 44(5): 1899-1925.
- Zhang, L., Cui, L., Li, S., & Lu, J. 2018. Who rides the tide of regionalization: Examining the effect of the China-ASEAN Free Trade Area on the exports of Chinese firms. **International Business Review**, 27(3): 501-513.
- Chen, R., Cui, L., Li, S., & Rolfe, R. 2017. Acquisition or greenfield entry into Africa? Responding to institutional dynamics in an emerging continent. **Global Strategy Journal**, 7(2): 212-230.
- Jia, L., Li, S., Tallman, S., & Zheng, Y. 2017. Catch-up via agglomeration: A study of township clusters. **Global Strategy Journal**, 7(2): 193-211.
- Wassmer, U., Li, S., & Madhok, A. 2017. Resource ambidexterity through alliance portfolios and firm performance. **Strategic Management Journal**, 38(2): 384-394.
- Almeida, P., Phene, A., & Li, S. 2015. The influence of ethnic community knowledge on Indian inventor innovativeness. **Organization Science**, 26(1): 198-217.
- Selected in Top 20 favorite articles on migration and diversity in IB by WAIB.
- Bailey, N. & Li, S. 2015. Cross-national distance and FDI: The moderating role of host country local demand. **Journal of International Management**, 21(4): 267-276.
- Xia, J., Jiang, M., Li, S., & Aulakh, P. 2014. Practice standardization in cross-border activities of multinational corporations: A resource dependence perspective. **Management International Review**, 54(5): 707-734.
- Aulakh, P., Jiang, M., & Li, S. 2013. Licensee technological potential and exclusive rights in international licensing: A multilevel model. **Journal of International Business Studies**, 44(7): 699-718.
- Hou, W., Li, S., & Priem, R. 2013. How do CEOs matter? The moderating effects of CEO compensation and tenure on equity ownership in international joint ventures. **Journal of International Management**, 19(2): 138-151.
- Priem, R., Butler, J., & Li, S. 2013. Toward reimagining strategy research: Retrospection and prospection on the 2011 AMR decade award article. **Academy of Management Review**, 38(4): 471-489.

- Tong, T. & Li, S. 2013. The assignment of call option rights between partners in international joint ventures. **Strategic Management Journal**, 34(10): 1232-1242.
- Wu, J., Li, S., & Li, Z. 2013. The contingent value of CEO political connections: A study on IPO performance in China. **Asia Pacific Journal of Management**, 30(4): 1087-1114.
- Xia, J. & Li, S. 2013. The divestiture of acquired subunits: A resource dependence approach. **Strategic Management Journal**, 34(2): 131-148.
- Priem, R., Li, S., & Carr, J. 2012. Insights and new directions from demand-side approaches to technology innovation, entrepreneurship, and strategic management research. **Journal of Management**, 38(1): 346-374.
- Jiang, C., Yang, Q., Li, S., & Wang, Y. 2011. The moderating effect of foreign direct investment intensity on local firms' intangible resources investment and performance implications: A case from China. **Journal of International Management**, 17(4): 291-302.
- Li, S. & Tallman, S. 2011. MNC strategies, exogenous shocks, and performance outcomes. **Strategic Management Journal**, 32(10): 1119–1127.
- Selected for the Virtual Special Issue of Strategic Responses to Crisis at **Strategic Management Journal**.
- Priem, R., Walters, B., & Li, S. 2011. Decisions, decisions! How judgment policy studies can integrate macro and micro domains in management research. **Journal of Management**, 37(2): 553-580.
- Madhok, A., Li, S., & Priem, R. 2010. The resource-based view revisited: Comparative firm advantage, willingness-based isolating mechanisms and competitive heterogeneity. **European Management Review**, 7(2): 91–100.
- Li, S., Schulze, B., & Li, Z. 2009. Plunging into the sea, again? A study of serial entrepreneurship in China. **Asia Pacific Journal of Management**, 26(4): 667-680.
- Ferreira, M., Li, S., Lopes, M., & Serra, F. 2007. Cross-border acquisitions of foreign firms in Portugal and of Portuguese firms abroad: Exploration and exploitation through acquisitions. **Global Economics and Management Review**, XII: 125-147.
- Li, S., Madhok, A., Plaschka, G., & Verma, R. 2006. Supplier-switching inertia and competitive asymmetry: A demand-side perspective. **Decision Sciences**, 37(4): 547-576.
- Li, S., Tallman, S., & Ferreira, M. 2005. Developing the eclectic paradigm as a model of global strategy: An application to the impact of the Sep 11 terrorist attacks on MNE performance levels. **Journal of International Management**, 11(4): 479-496.

Cases, Book Chapters and Proceedings

- Li, F., Li, S., Schotter, A. Xie, E. 2024. Climate Change Conference: Uniting the World to Tackle Climate Change. Ivey Cases.
- Li, F., Li, S., Schotter, A. Xie, E. 2024. Climate Change Conference: Uniting the World to Tackle Climate Change (teaching note). Ivey Cases.
- Kim, K., Li, S., Chen, L., Shaheer, N. 2023. The Lithium Ion Battery: From Industry to Diverse Ecosystems. SMU Case Centre.

- Kim, K., Li, S., Chen, L., Shaheer, N. 2023. The Lithium Ion Battery: From Industry to Diverse Ecosystems (teaching note). SMU Case Centre.
- Kim, H., Li, S., Chen, L., Shaheer, N. 2023. Growing on YouTube: Eric Kim's Story. SMU Case Centre.
- Kim, H., Li, S., Chen, L., Shaheer, N. 2023. Growing on YouTube: Eric Kim's Story (teaching note). SMU Case Centre.
- Shaheer, N., Woo, M., Stallkamp, M., Li, S., Chen, L. 2021. Dropbox: A digital firm's journey abroad. Ivey Cases.
- Woo, M., Shaheer, N., Stallkamp, M., Li, S., Chen, L. 2021. Dropbox: A digital firm's journey abroad (teaching note). Ivey Cases.
- *Best Seller at Harvard Business School Publishing*
- Wang, M., Shaheer, N., Li, S., Chen, L., Yi, J. 2019. TikTok's rise to global markets. Ivey Cases.
- *Best Seller at Harvard Business School Publishing*
 - *Best cases in 2022 selected by Chinacases.org based on the number of downloads*
- Wang, M., Shaheer, N., Li, S., Chen, L., Yi, J. 2019. TikTok's rise to global markets (teaching note). Ivey Cases.
- Zhang, P., Niu, C., Li, S., Turner, S. 2020. Digital Product Innovation in Emerging Economies: Examining the Roles of Institutional Change Speed. Academy of Management Best Paper Proceedings, IM Division.
- Shaheer, N., Li, S. 2017. CAGE in cyberspace? How digital innovations internationalize in a virtual world. Academy of Management Best Paper Proceedings, ENT Division.
- Chen, V., Musacchio, A., & Li, S. 2016. Hybrid Leviathans Overseas: Government-Private Shareholder Conflicts in Cross-Border Acquisitions. Academy of Management Best Paper Proceedings, IM Division.
- Chen, R., Cui, L., Li, S. & Rolfe, R. 2015. Institutional change and firms' entry mode in Africa. Academy of Management Best Paper Proceedings, IM Division.
- Priem, R. & Li, S. 2013. Demand for innovation. In Palgrave Encyclopedia of Strategic Management, D. Teece & M. Augier (Eds.), Palgrave.
- Li, S. & Tallman, S. 2006. The effects of knowledge strategy and international diversity on MNEs' performance after the shock of Sep 11th attacks. Academy of Management Best Paper Proceedings, IM Division.

Publications in Chinese

Cases and Articles:

- Ma, H., Wang, C., Li, S., Xiao, B. 2024. How Does Data-Driven Strategy Enhance the Competitive Advantage of Digital Platform Ecosystems? — From the Perspective of Data Network Effects. Management World.
- Zhang, P., Yi, J., Li, S., Chen, Yu. 2024. Strategic Rhythms: How to manage the temporal pattern of product development? Forthcoming Harvard Business Review (Chinese edition).
- Nominated for the Best Articles of the Year 2024.

- Wang, M., Shaheer, N., Li, S., Chen, L., Yi, J. 2019. TikTok's rise to global markets (Chinese version). Ivey Cases.
- Wang, M., Shaheer, N., Li, S., Chen, L., Yi, J. 2019. Teaching note of TikTok's rise to global markets (Chinese version). Ivey Cases.
- Chen, L., Yang, Y., Wei, J., & Li, S. 2020. Globalization strategies for social platforms. Harvard Business Review (Chinese edition), Oct.
- Chen, L., Yi, J., & Li, S. 2018. Digital platform globalization strategies. Harvard Business Review (Chinese edition), Dec.
- Wang, Y., Li, S., & Zheng, X. 2017. What determines the success or failure of sharing economies? Harvard Business Review, Dec (both traditional and simplified Chinese editions).
- Pan, Q., Yang, Y., Wei, J., & Li, S. 2017. The three modes of how Chinese enterprises engage in global innovation. Tsinghua Business Review, Jul.
- Li, S., Wang, Y., & Zheng, X. 2017. New 5P, key to global strategy. Tsinghua Business Review, Jun.
- Li, S., Zheng, X., & Wang, Y. 2016. The customer is King: A demand side perspective of strategic management. Quarterly Journal of Management, 3, 128-141.
- Li, S. & Lu, J. 2016. Beyond the boundary of user thinking. Harvard Business Review (Chinese edition), Aug.
- Li, S. & Lu, J. 2016. 0 to Z: Examining firm life cycle from a user perspective. CEIBS Business Review, Jul.
- Li, S. & Lu, J. 2016. Voi-lue: A user based strategy in sharing economy. Tsinghua Business Review, May.
- Li, S. 2001. The development of Chinese logistics in the new economy. Commerce Research, 5: 147-149.

Under Review and Conditional Acceptance

- Zhang, P., Chen, L., Yang, Y., & Li, S. 2022. Finding Ecosystem Fit When Adopting AI: Evidence from the Application of On-device AI Technology in Apple's Ecosystem. Accepted at **Journal of Management**.
- Zhang, P., Chen, L., Kim, K., & Li, S. 2022. Specializing supplier innovation to the lead firm: The role of suppliers' network position within the ecosystem. Submitted for 2nd R&R at **Strategic Management Journal**.
- Zhang, P., Chen, Y., Li, S., Yi, J. 2024. Critical to be crypto: The role of crypto-native venture capitalists in achieving venture success. R&R at **Journal of Management**.
- Kim, K., Skowronski, K., Zhang, P., Chen, L. & Li, S. 2023. When Suppliers meet complementors: An Examination of Suppliers Survival in Apple Ecosystem. R&R at **Journal of Operations Management**.
- Guo, Y., Meng, S., Li, S. 2025. Navigating the Spatiotemporal Dynamics of Architectural and Component Search: A Simulation Approach. R&R at **Journal of Management Studies**.
- Wu, C., Zhang, P., Yang, R., & Li, S. 2025. Managing Cyber Risk in Blockchain Finance: How Oversight Mitigates the Downsides of Distributed Governance. Under review at **Journal of**

Management Studies.

- Yi, J., Noman, S., Meng, S., Chen, Z., Li, S. 2025. User Rating Dispersion and App Update Frequency: Evidence from Apple's App Store Policy Change. Under review at **MIS Quarterly**.
- Liu, Y., Wu, A., Zhang, P., Li, S. 2025. Building Resilience through Managed Ecosystems: Evidence from Digital Platform-Based Exporters under Global Disruption. R&R at **Journal of International Business Studies**.
- Li, F., Stallkamp, M., Xie, E., Li, S. 2025. Legitimacy Spillovers: Insights and New Directions for International Business Research. Under review at **Journal of World Business**.

Working Papers

- Zhao, E., Bu, J., & Li, S. 2020. Optimal Distinctiveness in International Business Research: A Review and Future Research Agenda. Target **Journal of World Business**.
- Noman, S., Yang, Y., Huo, C., Li, S. 2025. When Digital Protectionism Misfires: Evidence from India's App Ban. Target **Strategic Management Journal**.

Academic Grants and Fellowships

- Center for International Business Education and Research (\$16,000), Moore School of Business, 2023.
- Center for International Business Education and Research (\$19,000), Moore School of Business, 2022.
- Professional MBA course development Grant (\$6000), Moore School of Business, 2022.
- Center for International Business Education and Research (\$11,000), Moore School of Business, 2021.
- Center for International Business Education and Research (\$15,000), Moore School of Business, 2020.
- Center for International Business Education and Research (\$15,000), Moore School of Business, 2019.
- Center for International Business Education and Research (\$17,000), Moore School of Business, 2018.
- Center for International Business Education and Research (\$15,000), Moore School of Business, 2017.
- National Natural Science Foundation of China, "The inter-firm knowledge exchanges in Chinese industrial clusters" (Co-PI with Shuyang You, RMB180,000).
- Center for International Business Education and Research (\$8,000), Moore School of Business, 2016.
- Center for International Business Education and Research (\$8,000) (Co-PI with Rolfe), Moore School of Business, 2015.
- Wang Initiative Research Grant (\$30,000) (Co-PI with Murphree), Moore School of Business, 2015.
- Center for International Business Education and Research (\$6,000), Moore School of Business,

2014.

Faculty Research Grants (\$5000) Lubar School of Business, 2008-2009.

Graduate Research Fellow (\$12,000), University of Utah, 2006.

Academy of Management 2005 Scholarship Funds.

University of Utah Travel Award 2004-2005 2005-2006.

Conference and Invited Presentation

Zhang, P., Chen, Y., Yi, J., Li, S. Critical to be Crypto: The Role of Crypto-Native Venture Capitalists in Achieving Venture Success.

- Academy of Management, Copenhagen, Denmark, 2025.

Priem, R., Li, S., & Zhang, P. Strategic Rhythms: Non-Entrainment for Competitive Advantage.

- Academy of Management, Chicago, IL, Aug, 2024.
- Peking University, 2023.

Kim, K. & Li, S. Ecosystem Structure, Institutional Restrictions, and Best Practice Adoption: A Study of Apple's Ecosystem

- Academy of Management, Copenhagen, Denmark, 2025.
- Academy of International Business, Louisville, KY, 2025.
- The 3rd Biennial "Innovations to Tackle Global Sustainability Challenges" Conference, Bloomington, IN, 2025.

- Winner of the Young Scholar Best Paper Award

- Academy of International Business, Seoul, Korea, 2024.
- Academy of Management, Boston, MA, Aug, 2023.
- Academy of International Business, Warsaw, Poland, 2023.

Zhang, P., Kim, K., Li, S., Chen, L. When Suppliers meet complementors: An Examination of Suppliers Survival in Apple Ecosystem.

- Academy of Management, Copenhagen, Denmark, 2025.
- Academy of International Business, Louisville KY, 2025.
- Peking University, Lingnan University, 2022.
- Frontiers in International Business Conference, Charleston, SC, 2022.
- Strategic Management Society, London, UK, Sep, 2022.

Stallkamp, M., Chen, L., Shaheer, N., & Li, S. Inverted Legitimacy: Institutional Theory in the Age of Multinational Platforms.

- Strategic Management Society Annual Conference, Turkey, Oct, 2024.
- Academy of International Business, Seoul, Korea, 2023.
- Panelist, Academy of Management, Boston, MA, Aug, 2023.
- Singapore Management University, 2023.
- Peking University, University of Reading, 2022.
- Academy of International Business, Miami, FL, Jul, 2022.
- Academy of Management, Seattle, WA, Aug, 2022.

Gupta, N., Sardana, D., & Li, S. Between Rock and a Hard Place: New Technology Ventures and the Impact of Home Country Demand on Exclusive Partnerships.

- Academy of International Business, Miami, FL, Jul, 2022.

Kim, K., Shaheer, N., & Li, S. Prepare to Green: Exogenous Shock in the Global Business Environment and the Effect of MNC International Diversification on Shareholder Value Creation.

- Risk Management, Crisis, and Resilience. Challenges for Public and Private Management in a Changing World, Buenos Aires, Argentina, 2024
- 6th Global Strategy and Emerging Markets Conference (GSEM), Vancouver, CA, May, 2022.
- Academy of International Business, Miami, FL, Jul, 2022.
- Academy of Management, Seattle, WA, Aug, 2022.

Shaheer, N., Kim, H., & Li, S. Disclose or Disguise? A Study of Identities of Individual Entrepreneurs on Digital Platforms.

- Keynote speaker at China Marketing International Conference on Marketing Innovation and Breakthrough in the Metaverse Era, Jul, 2022.
- University of Sydney, Renmin University, 2022.

Zhang, P., Chen, L., & Li, S. Finding Ecosystem Fit When Adopting AI: Evidence from the Application of On-device AI Technology in Apple's Ecosystem.

- Peking University, Xi'an Jiaotong University, 2025.
- Zhejiang University, University of Hong Kong, Chinese University of Hong Kong, 2024.
- Virtual Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University, 2021
- The 3rd AI and Strategy Consortium, Indian School of Business, 2022.

Chen, L., Yang, Y., Li, S., & Wei, J. What if One Creates No Content? Social Platform Performance under Different Intellectual Property Rights Regimes.

- Australian National University, University of Bath, 2022.
- King's Business School, Jilin University, 2021.
- Cambridge University, University of Sydney, University of South Carolina, 2020.

Zhang, P., Turner, S., Li, S. Managing Complexity: Time Pacing of Product Innovation in the Global Mobile Application Industry.

- Academy of Management, 2020.
- Strategic Management Society (SMS) Annual Conference, 2020.

Zhang, P., Niu, C., Li, S., Turner, S. Digital Product Innovation in Emerging Economies: Examining the Roles of Institutional Change Speed and Diversification Strategies

- Nominated for Best Paper Award in Emerging Economies Research, Academy of International Business, 2020.
- Selected for the Best Paper Proceedings at Academy of Management, 2020.

Shaheer, N., Priem, R., & Li, S. Location and Capabilities for Digital Internationalization.

- Winner of Temple/AIB Best Paper Award, Academy of International Business, 2020.

Zhang, P. & Li, S. Iterate to Innovate: Temporal Pattern of Experimentation and Product Innovation in Dynamic Environments.

- Strategic Management Society (SMS) Annual Conference, Minneapolis, MN, Oct, 2019 (presented by coauthors).

- Li, S. Internationalization of digital platforms: Exploring the boundedness of network effect.
- NIDA, 2023.
 - 2019 Frontiers in International Business Symposium: The Digital Economy in a Multi-Polar World. University of South Carolina, Oct, 2019.
 - Liaoning University, 2021.
 - Northeast Asia Forum, 2022.
- Chen, L., Zhang, P., Li, S., & Turner, S. The Disruptive Effects of Generational Innovation in Digital Economy.
- Academy of Management, Boston, MA, 2019.
- Shaheer, N., Priem, R., & Li, S. When Success Breeds Success: The Role of Lead Markets in Internationalization of Mobile apps.
- Academy of International Business, Copenhagen, Denmark, 2019 (presented by coauthors).
- Li, S., Priem, R., Shaheer, N., Wang, Y. How consumers “rule” in a digital world: Moderated-mediation effect of consumer valuation on capabilities-performance relationship
- Strategic Management Society (SMS) Annual Conference, Paris, France, Oct, 2018.
- Li, S. The boundary of the sharing economy.
- Zhejiang University, University of International Business and Economics, 2017.
 - Invited panelist at the Digital Economy and Climate Change, Academy of International Business, 2018.
 - Keynote speaker at the Paper Development Workshop for JMS’ Special Issue: Challenges and Opportunities in the Sharing Economy, Beijing, China, 2018.
 - 2019 Frontiers in International Business Symposium: The Digital Economy in a Multi-Polar World. University of South Carolina, 2019.
- Chen, L., Shaheer, N., Yi, J., & Li, S. The international penetration of ibusiness firms: Network effects, liabilities of outsidership and country clout.
- Chinese University of Hong Kong (Shenzhen), Temple University, University of Wisconsin-Milwaukee, 2018.
- Chen, L., Yi, J., Li, S., & Tong, T. Platform ecosystems and multihoming: Evidence from the mobile app industry.
- Renmin University, China, 2016.
 - Academy of Management Big Data Conference, University of Surrey, UK, 2018.
- Zhang, P., Chen, L., & Li, S. Institutional logics in the digital marketplace: A cross-country study.
- Academy of Management Big Data Conference, University of Surrey, UK, 2018 (presented by coauthors).
- Shaheer, N. & Li, S. CAGE in cyberspace? How digital innovations internationalize in a virtual world.
- Tsinghua University, Temple University, 2016.
 - University of Sydney, Australian National University, 2017.
 - Winner of the Alan M. Rugman Most Promising Scholar Award at Academy of International Business Annual Conference, Dubai, UAE, 2017.

- Selected for the Best Paper Proceedings at Academy of Management, Atlanta, GA, 2017.
 - Central University of Finance and Economics, 2018.
- Yang, Y., Wei, J., & Li, S. A closer look into the “mirroring hypothesis”: A fuzzy set analysis of firms’ global architecture design.
- Academy of Management Annual Conference, Anaheim, CA, Aug, 2016.
 - Academy of International Business Annual Conference, Dubai, UAE, Jun, 2017.
- Shaheer, N., Yi, J., & Li, S. Bribery behavior by state owned enterprises.
- Academy of International Business Annual Conference, New Orleans, LA, Jun, 2016.
 - Academy of Management Annual Conference, Anaheim, CA, Aug, 2016.
- Chen, V., Musacchio, A., & Li, S. Hybrid Leviathans overseas: Government-private shareholder conflicts in cross-border acquisitions.
- Academy of International Business Annual Conference, New Orleans, LA, Jun, 2016.
 - Selected for the Best Paper Proceedings at Academy of Management Annual Conference, Anaheim, CA, Aug, 2016.
- Shaheer, N., Li, S., & Zheng, Y. When money can't buy everything: A study of multiple bidders cross border acquisitions.
- Strategic Management Society Annual Conference, Denver, CO, Oct, 2015.
 - Academy of International Business Annual Conference, New Orleans, LA, Jun, 2016.
 - Academy of Management, Atlanta, GA, Aug, 2017.
- Phene, A., & Li, S. Knowledge leveraging in the MNC: A study of subsidiary-headquarters innovation collaboration.
- Academy of Management Annual Conference, Vancouver, Canada, 2015.
- Chen, R., Cui, L., Li, S. & Rolfe, R. Institutional change and firms' entry mode in Africa.
- Winner of the GWU-CIBER Best Paper Award on Emerging Markets and selected in the Best Paper Proceedings at Academy of Management Annual Conference, Vancouver, Canada, 2015.
 - Dalian University of Technology, Oct, 2014.
 - Wuhan University, 2016.
- Li, S. Township clusters in China: An application of qualitative comparative analysis.
- Invited panelist at Better Together? Current Research and Practice in Strategy, Policy and the Economics of Clusters for Building and Sustaining Global Competitiveness, Academy of International Business Annual Conference, New Orleans, LA, 2016.
 - Keynote speaker at the 6th China Management Case Academic Annual Conference, Xi'an, China. April 24, 2015.
- Jia, L., Li, S., Tallman, S., & Zheng, Y. Agglomeration and inter-firm competition and cooperation: a study of Chinese township clusters.
- The 5th Strategy symposium on emerging markets, University of Rice, 2015.
 - Strategic Management Society Annual Conference, Madrid, Spain, 2014.
 - University of International Business and Economics, Jun, 2013.
 - Academy of Management Annual Conference, Orlando, FL, 2013.
- Wassmer, U. & Li, S. Network resource accumulation strategies, environmental uncertainty, and

performance.

- Peking University, May, 2015.
- Xi'an Jiaotong University, Apr, 2015.
- HSBS School of Business, Peking University-Shenzhen, Jun, 2014.
- Strategic Management Society Annual Conference, Prague, Czech Republic. Nominated for the Best Conference Paper (out of 1200 submissions), 2012.
- Strategic Management Society Annual Conference, Roma, Italy, 2010.

Chen, V., Hobdari, B., Li, S. Aliens on top: Regulatory uncertainty and foreign board members.

- Strategic Management Society Annual Conference, Berlin Germany, Oct, 2016.
- Strategic Management Society Conference, Sydney, Australia, Dec, 2014.

Cui, L., Li, S., & Liu, H. From domestic IPO to venturing overseas by entrepreneurial start-ups: A change-based momentum perspective.

- Strategic Management Society Annual Conference, Madrid, Spain, Oct, 2014.

Xia, J., Jiang, M., Li, S., & Aulakh, P. Practice standardization in cross-border activities of multinational corporations: A resource dependence perspective.

- Academy of International Business Annual Conference, Washington, D.C., Jul, 2012.
- Academy of Management Annual Conference, Boston, MA, Aug, 2012.
- Tsinghua University, Jun, 2012.
- Nanjing University, Jun, 2012.

Bailey, N. & Li, S. Cross-national distance and FDI: The moderating role of consumer demand.

- Academy of Management Annual Conference, Philadelphia, PA, Aug, 2014.

Hou, W., Li, S., Wu., J., & Wang, Y. CEO Duality in IPO Firms in China: the reconciliation of agency theory and stewardship theory.

- Academy of International Business Annual Conference, Vancouver, CA, Jun, 2014.
- International Association for Chinese Management Research Conference, Beijing, China, Jun, 2014.

Almeida, P., Phene, A., & Li, S. The influence of ethnic community knowledge on Indian inventor innovativeness.

- Academy of Management Annual Conference, Chicago, IL, Aug, 2009.
- Academy of Management Annual Conference, Anaheim, CA, Aug, 2008.
- Academy of International Business Annual Conference, Beijing, China, Jun, 2006.
- Strategic Management Society Annual Conference, Orlando, FL, Oct, 2005.

Priem, R. & Li, S. A Normative Perspective on the Boundaries of Strategic Management.

- Academy of Management Annual Conference, Montreal, Quebec, Aug, 2010.

Aulakh, P., Jiang, M., & Li, S. The dilemma of exclusive rights in international licensing: Balancing adverse selection and moral hazards.

- Ivey Business School, Western University, Dec, 2012.
- Australian National University, 2011 (presented by coauthors).
- Academy of Management Annual Conference, Montreal, Quebec, Aug, 2010.
- Academy of International Business Annual Conference, Rio, Brazil, Jun, 2010.
- Strategic Management Society Annual Conference, Washington, D.C., Oct, 2009.

- Tong, T. & Li, S. The assignment of call option rights between partners in international joint ventures.
- Marquette University, March, 2010.
 - Academy of Management Annual Conference, Chicago, IL, Aug, 2009.
 - Academy of International Business Annual Conference, San Diego, CA, Jun, 2009.
 - Peking University, Jun, 2009.
- Li, S. Priem, R., & Verona, G. What drives demand-pull innovations? An empirical investigation in the computer hardware industry.
- Academy of Management Annual Conference, Boston, MA, Aug, 2012.
 - Conference of New Frontiers in the Economics and Management of Innovation, University Bocconi, Italy, 2012 (presented by coauthors).
- Lewis, T., Wu, J., & Li, S. Time is money? The effects of CEO political connections on Chinese firms' time to IPO.
- International Association for Chinese Management Research Conference, Hong Kong, China, Jun, 2012.
 - Academy of Management Annual Conference, San Antonio, TX, Aug, 2011.
- Jiang, C., Yang, Q., Li, S., & Wang, Y. How intangible resources matter for firm performance in emerging economies? An investigation of geographic agglomeration effect in China.
- Academy of Management Annual Conference, Chicago, IL, Aug, 2009.
 - Academy of International Business Annual Conference, San Diego, CA, Jun, 2009.
- Levitas, E., Goranova, M., & Li, S. 'Expert' blockholders and firm innovation: A study of the U.S. biotech industry.
- The 21st Century Corporate Governance: Scholarship Meets Practice Conference, San Diego, CA, 2011 (presented by coauthors).
 - Academy of Management Annual Conference, Anaheim, CA, Aug, 2008.
- Li, S. & Tallman, S. MNC strategy, exogenous shock, and performance outcomes.
- The Fifth Annual Journal of International Business Studies Conference on Emerging Research Frontiers in International Business, Miami, FL, Dec, 2007.
 - Selected for the Best Paper Proceedings at Academy of Management Annual Conference, Atlanta, GA, Aug, 2006.
 - Academy of International Business Annual Conference, Quebec City, Canada, Jul, 2005.
- Yao, B. & Li, S. The application and development of business model innovation in China.
- International Association for Chinese Management Research Conference, Shanghai, China, 2010 (presented by coauthors).
- Li, S., Schulze, B., Li, Z. Plunging into the sea, again? A study of serial entrepreneurship in China.
- Academy of Management Annual Conference, Atlanta, GA, Aug, 2006.
 - Academy of International Business Annual Conference, Beijing, China, Jun, 2006.
- Li, S. The art of exclusion: Explaining the approaches in resource abandonment.
- Academy of Management Annual Conference, Anaheim, CA, Aug, 2008.
 - Strategic Management Society Annual Conference, Vienna, Austria, Oct, 2006.

Li, S., Phene, A., & Nile, H. Prune to grow: The role of abandonment in technological resource creation.

- Strategic Management Society Annual Conference, San Diego, CA, 2007 (presented by coauthors).
- Academy of Management Annual Conference, Philadelphia, PA, Aug, 2007.

Ferreira, M., Li, S., Lopes, M. & Serra, F. Cross-border acquisitions of foreign firms in Portugal and of Portuguese firms abroad: Exploration and exploitation through acquisitions.

- Western Academy of Management, Las Vegas, NV, 2005 (presented by coauthors).

Li, S. & Hesterly, W. Real option or real 'option trap'? Examining the effects of real option reasoning in patent abandonment timing.

- Academy of Management Annual Conference, Atlanta, GA, Aug, 2006.

Li, S. Resource Abandonment and Real Options: A Study of Patent Abandonment.

- City University of Hong Kong, Dec, 2006.
- Northeastern University, Oct, 2006.
- Schulich Business School, York University, Dec, 2005.

Li, S., Madhok, A., Plaschka, G., & Verma, R. Supplier switching inertia and competitive asymmetry: A demand side perspective.

- Annual Decision Science Institute Conference, San Francisco, CA, 2005 (presented by coauthors).

Li, S. Can internal hybrids rule over the hierarchy? A study on the boundaries of internal hybrids.

- Academy of Management Annual Conference, Honolulu, HI, Aug, 2005.

Madhok, A. & Li, S. Ricardo revisited: The resource-based view, comparative advantage and competitive heterogeneity.

- Organization Science Fall Conference, 2004, Tuck Business School. Hanover, NH, Nov 7, 2004.

Li, S., Tallman, S., & Ferreira, M. Developing the eclectic paradigm as a model of global strategy: An application to the impact of the Sep 11 terrorist attacks on MNE performance levels.

- The 6th Annual International Business Research Forum (Global Security Risks and International Competitiveness) in Temple University, Philadelphia, PA, Apr, 2005.
- AIB-SE, Knoxville, TN, Nov 10 -12, 2004.

Teaching Experience & Awards

Awards:

Gold Star Teacher Award (student rated), University of Wisconsin-Milwaukee: MBA Spring 2009, MBA Spring 2011, Undergraduate Spring 2013.

Doctoral Student Teaching Excellence Award of David Eccles School of Business, University of Utah, 2005

Doctoral Student Teaching Award of Management Department, University of Utah, 2005

Experience:

Strategy (BS, MBA, Exec., Ph.D.)

Global Strategy (BS, MBA, Ph.D.)

Cross-cultural Management and Negotiation (BS, MBA, Exec)

Business in Asia (BS, MIB)

Study abroad, China (BS, MBA)

Ph.D. Mentorship:

- Moore School of Business, University of South Carolina

Dissertation Chair—Noman Shaheer (International Business, placed at University of Sydney, winner of Peter J. Buckley and Mark Casson AIB Dissertation Award; winner of AOM IM Division Best Dissertation Award, 2020; nominated for Industry Studies Association (ISA) Dissertation Award, 2020)

Pengxiang Zhang (International Business, placed at Peking University, nominated for Peter J. Buckley and Mark Casson AIB Dissertation Award)

Dissertation Committee—Andre Havrylyshyn (Management, placed at Binghamton University), Chei Hwee Chua (International Business, placed at University of Miami), Xing Liu (Management, placed at Wayne State University), Ormonde Cragun (Management, placed at University of Minnesota-Duluth), Ettore Spadafora (International Business, placed at Rochester Institute of Technology), Nick Bailey (International Business, placed at Northern Iowa University)

Comprehensive Examination Committee—Zhengyu Jin (Marketing, in process)

- Lubar School of Business, University of Wisconsin-Milwaukee

Dissertation Committee—Wanrong Hou (placed at University of Texas-Pan American), Paul Forshey (placed at High Point University), Yu-Ping Chen (placed at Concordia University, Montreal), Tony Lewis (placed at California Maritime Academy), Matthias Bollmus, (placed at Carroll University)

Prelim Examination Committee—Wanrong Hou, Tony Lewis, Yanxin Liu, Sashi Sekhar

Professional Development

FDIB Asia Jan 2025.

FDIB Africa May 2023.

FDIB Moore School of Business, 2015.

FDIB Africa May 2014 –South Africa, Mozambique, and Swaziland.

Symposium for Entrepreneurship Educators, Babson College, Boston, MA, 2012.

FDIB India Jan 2011 - Mumbai and Bangalore, India

Academy of Management IM New Faculty Consortium, Anaheim, CA, 2008.

Teaching Business Ethics Seminar, AACSB International Seminars, Chicago, IL, 2008.

The CIBER Global Seminars, Memphis, TN, 2007.

SMS PhD workshop, Vienna, Austria. 2006.

Academy of Management BPS Doctoral Consortium, Atlanta, Georgia, 2006.

Academy of International Business Doctoral Consortium, Beijing, China, 2006.

The second annual JIBS/AIB paper development workshop, Quebec, Canada, July 2005.

New Doctoral Student Consortium Academy of Management, New Orleans, August 2004.

Strategy Winter Conference, 2003, 2004, BYU-The University of Utah, USA.

“Modeling-as-theorizing” workshop by David Whetten, University of Utah, 2004.

Reviewer Experience

Editorial Board:

Journal of International Business Studies, 2021-present; Global Strategy Journal, 2015-present; Management and Organization Review, 2015-present; Long Range Planning, 2014-present; Asia Pacific Journal of Management, 2014-present; Journal of International Management, 2011-present; Journal of Management, 2011-2020; Journal of Business Research, 2016-2018.

Ad-hoc Reviewer:

Journal of Business Venturing, Strategic Organization, Strategic Management Journal, Journal of Management Studies.

Professional Service

Tenure & Promotion External Reviewer:

- Rutgers, The State University of New Jersey; University of Texas Rio Grande Valley
- 2025.
- Indiana University, Zhejiang University, 2024.
- Kennesaw State University, University of Sydney, University of Petra, University of Waterloo, Rutgers, The State University of New Jersey, 2023.
- University of Waterloo, 2021.
- University of Manitoba, 2017.
- Monash University, 2016, 2017.

External evaluator for Excellent Management Award of Harvard Business Review Cases (Chinese), 2024.

External examiner for Research Grants Council (RGC) of Hong Kong. 2021, 2022.

External examiner for MBA curriculum of University of Hong Kong, 2019-2021.

Chair of Research Resources Committee, International Management Division, Academy of Management, 2016-present.

- Organized and Chaired the first IM division’s Webinar Series on Editors’ panel: Data in International Business Research – Sources, Validation and Transparency, 2020.
- Coordinated Webinar on Digital technology and international entry modes: New trends, databases and research areas. Time for some new theory, 2022.
- Coordinated Webinar on Studying temporal dynamics in international business: New trends and methods, 2002.

Conference organizer:

- Track Chair of International Management, Asian Academy of Management, 2019.
- Co-organizer, Frontiers in International Business Conference: The Digital Economy in a Multi-Polar World. Columbia, SC. Oct 2019.
- Macro Track Chair (Chinese), International Association for Chinese Management Research (IACMR) Biannual Conference, 2018.
- Annual Conference Theme Track Chair, Academy of International Business, 2018.

Panelist & Discussant:

- Panelist, Platform and Ecosystem Strategy in a Global Context. Academy of Management Conference, 2024.
- Panelist, Strategic Leadership, Digital Transformation, and the Fourth Industrial Revolution: A Clarion Call, Academy of Management Conference, 2024.
- Panelist, Platform Strategy in a Global Context, Academy of Management Conference, 2023.
- Panelist, Do Non-Traditional Entry Modes Require new theories?", Academy of International Business Conference, 2023.
- Panelist, Strategies for Teaching Digital Strategy in International Business Webinar, 2022.
- Panelist, Frontiers in International Business Conference: Multinational Companies and Sustainability in Global Supply Chains. Charleston, SC. Oct 2022.
- Panelist, International Business in Digital World: Research Agendas for the JIBS Special Issue, Academy of Management, 2020.
- Session chair of “Managing the MNE in the Digital Age” at AOM 2024.
- Session chair of “Institutions and innovation” at AIB 2022.
- Panel chair of “*Exploring Strategic Rhythms in the Digital Economy*” at AOM 2021.
- Panel chair of “*Exploring Temporal Dynamics in the Digital Economy*” at AIB 2021.
- Panel chair of “*Internationalization of digital innovations*” at AIB 2018.
- Panel chair of “*Measuring national cultures through Big Data*” at AIB 2018.
- Panel chair of “*Innovating in a Digital Economy: Challenges for Global Strategy and Entrepreneurship Research*” at AOM 2018.
- Panel chair of “*Measuring Cross-national Differences: The Opportunities and Challenges of Big Data*” at AOM 2018.
- Panelist, The 4th Chinese Management Scholars Workshop, Hangzhou, China. 2016.
- Panelist, The 3rd Chinese Management Scholars Workshop, Tianjin, China. 2015.

External Dissertation Examiner for Peking University, Australian National University, 2015.

Board of Director of East Point Academy, June 2017 - December 2017.

University Service

International Business PhD program Coordinator, 2020-present & 2016-2017.

University Committee of Tenure and Promotions, University of South Carolina, 2022-present.

Chair of Search committee, International Business Department, 2024.

University Faculty Grievance Committee, University of South Carolina, 2020-present.

Online Undergraduate Curriculum Committee, 2021-present.

Top Scholar Selection Committee, University of South Carolina, 2020-present.

Annual Review/Promotion Committee for Clinical Professors, 2020- present.

MIB committee, International Business Department, 2020-present.

Mentoring for MIB students, 2019-present.

Dean’s Faculty Advisory Committee, University of South Carolina, 2018- 2020.

Wang China Initiative Committee, International Business Department, Darla Moore School of Business, 2014-present.

Coleader of the orientation trip of IBCE program, Dalian, China, 2019.

Humanities Curriculum Committee, University of South Carolina, 2016-2019.

Graduate School Council, University of South Carolina, 2016-2018.

UG Scholastic Standards and Petitions Committee, Darla Moore School of Business, Committee Member, 2013-2015.

Committee Chair, 2015 - 2018.

DBA Committee with Renmin, International Business Department, Darla Moore School of Business, 2015-2016.

Mentoring for First Year Carolina Scholars, University of South Carolina, 2014-2016.

Faculty Advisor of Chinese Student & Scholar Association at University of Wisconsin-Milwaukee, Fall 2010-Spring 2013.

- Outstanding Student Organization of University of Wisconsin-Milwaukee, 2011-2012.

Undergraduate Overseas Research Award Selection Committee, Center of International Education, University of Wisconsin-Milwaukee, Spring 2008–Fall 2011.

Committee on MBA program, Lubar School of Business, University of Wisconsin-Milwaukee, Fall 2011-Spring 2013.

Committee on Undergraduate scholarship, Lubar School of Business, University of Wisconsin-Milwaukee, Summer 2009-Spring 2011.

Committee on Collegiality, Lubar School of Business, University of Wisconsin-Milwaukee, 2008 – Spring 2009.

Master Comprehensive Examination Committee—Clare Olson, Department of Communication, University of Wisconsin-Milwaukee (cross-cultural communication), Spring 2008.

Coordinator of the pre-AOM PhD student conference at the Management Department, David Eccles School of Business, 2005, 2006.

Management Department Student Advisory Committee, David Eccles School of Business, 2006.

Membership

Academy of Management

Academy of International Business

International Association for Chinese Management Research

Strategic Management Society