

Yu Li

International Business Department, Darla Moore School of Business
University of South Carolina, Columbia, SC 29208

Phone: +1-803-397-1827 | Email: Yu.Li@grad.moore.sc.edu

[Website](#) | [Google Scholar](#) | [LinkedIn](#)

EDUCATION

University of South Carolina

Ph.D. in Business Administration (IB) 2020 –

Committee: João Albino-Pimentel (co-chair), Stanislav Markus (co-chair), Kendall Roth

Sichuan University, China

B.A. in Management 2007 – 2011

ACADEMIC EXPERIENCE

Xi'an Jiaotong University, China

Doctorate research in Strategy 2012 – 2019

University of Hong Kong

Research Assistant 2016

Georgia State University

Visiting Scholar 2014 – 2015

Xi'an Jiaotong University, China

Master's courses in Business Administration 2011

RESEARCH INTERESTS

Corporate sociopolitical activism; stakeholder governance; LGBTQ issue; FDI's social impact; geopolitical risk

WORKING PAPERS

[10] Li, Y. & Astvansh, V. Rising geopolitical risk and firm's customer concentration. [Link](#)

- *AOM Annual Conference* (Boston, 2023)
-Finalist for *IM Division Georgetown Best Paper in International Business and Policy Award*
- *AIB Annual Conference* (Warsaw, 2023)
-Finalist for *Temple/AIB Best Paper Award*
-*Doctoral Travel Stipend Award*
- *IACMR Biennial Conference* (Hong Kong, 2023)

-Finalist for Conference Theme Best Paper Award

- [9] **Li, Y.** & Markus, S. Theorizing corporate sociopolitical activism: A three-market view.
- **AMR Idea Development Workshop** (Knoxville, 2023)

WORK IN PROGRESS

- [8] Pro-LGBTQ MNEs' strategic responses to LGBTQ law changes. (with J. Albino-Pimentel and G. Santangelo)
- [7] The social impact of Pro-LGBTQ MNEs' FDI. (with J. Albino-Pimentel)

SELECTED PUBLICATIONS

- [6] Albino-Pimentel, J., De Bruyn, G., & **Li, Y.** 2024. Global nonmarket strategy. In C. G. Asmussen, N. Hashai, & D. Minbaeva, *Encyclopedia of International Strategic Management*. Cheltenham (UK): Edward Elgar Publishing. (In press) [Link](#)
- [5] **Li, Y.**, Reddy, K. S., Xie, E. 2021. Organizational characteristics of cross-border mergers and acquisitions: A synthesis and classic case examples from around the world. *Journal of Organizational Change Management*, 34(1): 223–251. [Link](#)
- [4] **Li, Y.**, Chen, Y., Li, Y., & Holland, C. P. 2019. Market orientation, alliance governance and innovation. *Journal of Global Information Management*, 27(1): 1–18. [Link](#)
- *Lead article*
- [3] **Li, Y.**, Xie, E., Cheng, L. 2017. The effect of market orientation on new product development: A literature review. *Chinese Management Studies*, 11(4): 582–598. [Link](#)
- [2] Huang, Y., Xie, E., **Li, Y.**, Reddy, K. S. 2017. Does state ownership facilitate outward FDI of Chinese SOEs? Institutional development, market competition, and the logic of interdependence between governments and SOEs. *International Business Review*, 26(1): 176–188. [Link](#)
- [1] Xie, E., Huang, Y., Shen, H., **Li, Y.** 2017. Performance implications of ties to large-scale state-owned enterprises and banks in an emerging economy. *Asia Pacific Journal of Management*, 34(1): 97–121. [Link](#)

ACADEMIC AWARDS & GRANTS

Co-PI, Darla Moore School of Business Research Grant (\$3,600)	2023
University of South Carolina Travel Grant (\$800)	2023
Finalist (1/4) for IM Division Georgetown Best Paper in International Business and Policy Award, AOM Annual Conference	2023
Finalist (1 per track) for Temple/AIB Best Paper Award, AIB Annual Conference	2023

Finalist (1/4) for Best Theme Paper Award, IACMR Biennial Conference	2023
Doctoral Travel Stipend Award, AIB Annual Conference	2023
Nominee for Outstanding Research Award, University of South Carolina	2023
Winner for Promising Researcher Award, Darla Moore School of Business	2023
Nominee for Pierce Liles Award, Darla Moore School of Business	2023
Business Administration Fellowship, Darla Moore School of Business	2020
PhD Scholarship, University of South Carolina	2020 – 2025
PhD Scholarship, Xi'an Jiaotong University	2012 – 2017
Short-term Visiting Student Scholarship, Xi'an Jiaotong University	2014
Shenyang Jichuang Scholarship, Xi'an Jiaotong University	2014
Master Scholarship, Xi'an Jiaotong University	2011
Outstanding Graduate, Sichuan University	2011
National Scholarship by Chinese Government, Education Council of China	2010

PAPER PRESENTATIONS

- [P6] Rising geopolitical risk and a firm's customer concentration. AOM Annual Conference (Boston, 2023)
- [P5] Rising geopolitical risk and a firm's customer concentration. AIB Annual Conference (Warsaw, 2023)
- [P4] Rising geopolitical risk and a firm's customer concentration. IACMR Biennial Conference (Hong Kong, 2023)
- [P3] Theorizing corporate sociopolitical activism: A three-market view. AMR Idea Development Workshop (Knoxville, 2023)
- [P2] CEO duality in internationalization decisions: Agent or steward? AOM Annual Conference (Boston, 2019)
- [P1] Compliance or resistance: Firms' responses to corruption and performance in an emerging economy. AOM Annual Conference (Vancouver, 2015)

WORKSHOPS

STR Managing Your Dissertation Workshop, AOM Annual Conference	2023
Causal inference bootcamp (by Scott Cunningham)	2023
CARMA Workshop on Text Analysis	2022

PROFESSIONAL SERVICE

- Session chair, IACMR Biennial Conference, 2023
- Volunteer, Academy of International Business Annual Conference, 2023
- Volunteer, Frontiers in IB Conference, 2022
- Volunteer, Consortium for International Marketing Research Conference, 2016

Member, Academy of Management
 Member, Academy of International Business
 Member, Strategic Management Society
 Member, Women of the Academy of International Business
 Ad hoc reviewer, Journal of International Marketing
 Ad hoc reviewer, Journal of Business and Industrial Marketing
 Ad hoc reviewer, Journal of Organizational Change Management
 Ad hoc reviewer, Journal of Management & Organization
 Reviewer, Academy of Management Annual Conference
 Reviewer, Academy of International Business Annual Conference
 Reviewer, International Association for Chinese Management Research Conference

TEACHING EXPERIENCE

Teaching Assistant, University of South Carolina

Global Stakeholder Management, Sections 001 & 002 (Undergraduate, Fall 2023, Fall 2022)
 International Business and Sustainable Development (MIB, Fall 2023, Fall 2022)
 International Marketing (MIB & Undergraduate, Fall 2023, Fall 2022, Fall 2021)
 International Business Negotiations (MIB, Fall 2023, Spring 2023, Fall 2022, Spring 2022)

OTHER EXPERIENCE

Organizer, PhD students' lunchtime meeting with Professor Grazia Santangelo, University of South Carolina	2022
Editor-in-Chief, Business School affiliated newspaper <i>Business Trend</i> , Sichuan University	2010 – 2011

EXTRACURRICULAR DOCTORAL COURSES

PhD Seminar on Nonmarket Strategy	Virtual
By Witold Henisz (Wharton), Nan Jia (Marshall), Timothy Werner (UT Austin), Aseem Kaul (Minnesota), Kate Odziemkowska (Toronto), Anita McGahan (Toronto), Sinziana Dorobantu (NYU), Vanessa Burbano (Columbia), Matthew Lee (Harvard), Jiao Luo (Minnesota), Dennis Yao (Harvard)	2022 – 2023
Stakeholder Theory Summer Course	Virtual
By Flore Bridoux (Erasmus)	2022
Henley IB Masterclasses	Virtual
By Peter Buckley (Leeds), Jean-Francois Hennart (Tilburg), Tailan Chi (Wisconsin-Milwaukee), Gabriel Benito (BI Norwegian), Yadong Luo (Miami)	2020

OTHER INFORMATION

Languages: Chinese (Native), English (Fluent), Cantonese (Basic)

Software: STATA, Python, R, SAS, LaTeX

Hobbies: Playing squash, cooking, talk shows, watching movies

REFERENCES

João Albino-Pimentel

Assistant Professor of International Business

Darla Moore School of Business, University of South Carolina

joao.albino-pimentel@moore.sc.edu

Stanislav Markus

Associate Professor of International Business

Darla Moore School of Business, University of South Carolina

stan.markus@moore.sc.edu

Kendall Roth

Distinguished Professor of International Business (Emeritus)

Darla Moore School of Business, University of South Carolina

kroth@moore.sc.edu