

**Mei Li, Ph.D**

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**EDUCATION**

Doctor of Philosophy, Supply Chain Management, Arizona State University, Tempe, Arizona.  
2011

**ACADEMIC EXPERIENCE**

Assistant Professor Department of Supply Chain Management` Eli Broad College of Business, Michigan State University	July 2016 – Present  East Lansing, MI.
Assistant Professor Department of Management Mendoza College of Business, University of Notre Dame	July 2013-June 2016  Notre Dame, IN
Assistant Professor of Supply Chain Management Department of Management College of Business and Economics, Lehigh University	August 2011 – June 2013  Bethlehem, PA

**RESEARCH**

**Research Interests**

My primary research interest is in service outsourcing, service supply network and interdisciplinary service research. My secondary research interest is in research methodology.

**Publications**

Li, M., Lin, Y., Huang, S., & Crossland, C. (2016). The use of sparse inverse covariance estimation for relationship detection and hypothesis generation in strategic management. *Strategic Management Journal*, 37(1), 86-97.

Sivakumar, K., Li, M., & Dong, B. (2014). Service quality: the impact of frequency, timing, proximity, and sequence of failures and delights. *Journal of Marketing* 78(1), 41-58.\*

**\*Winner of the Best Services Article in 2014 Award by SERVSIQ Group of American Marketing Association (AMA), 2015.**

Li, M., Choi, T.Y., Rabinovich, E., and Crawford, A., 2013. Inter-customer interactions in self-service setting: Implications for perceived service quality and repeat purchasing intentions. *Production and Operations Management Journal* 22(4): 888-914.

Barratt, M., Choi, T. Y., and Li, M., 2011. Qualitative case studies in operations management: Trends and future research implications (1992-2007). *Journal of Operations Management* 29(4):329-342.\*\*

**\*\* Finalist for the Chan Hahn Best Paper Award by the Operation Management, Division of the Academy of Management Conference**

Li, M. 2011. Benchmarking Report: Services Outsourcing and Bridge Transfer: A Social Network Perspective. CAPS Research.

Li, M. and Choi, T. Y., 2009. Triads in services outsourcing: Bridge, bridge decay and bridge transfer.

*Journal of Supply Chain Management* 45(3): 27-39.\*

Li, M., Wang, Y., 2010. Inventory: A Double Edged Sword in Supply Chain Management. In S. Lu (Series Ed.), *Western Research in the Humanities and Social Sciences*. Beijing, China: Renmin University Press.

### **Manuscripts under Review**

Various journal articles under review at *Decision Sciences Journal*, *Journal of Operations Management*, *Production and Operations Management*, *Strategic Management Journal*, etc..

### **Working Papers**

Li, M. and Choi, T. Bridge Transfer and Service Outsourcing. Target for Resubmission at *Strategic Management Journal*.

Dong, B., Li, M. To Trust, or not to Trust, that is the Question-A Cross-Cultural Study of the Drivers and Moderators of Trust Worthiness of Online Reviews. Target Journal: *Journal of Operations Management*

### **Manuscripts in Progress**

Li, M., Dong, B. Consumer's Usage of Online Review: A Qualitative Approach

Li, M. Developing and Validating Field Measurement Scale for Bridge Transfer in Services Outsourcing Context.

Li, M., Choi, T.Y., and Li, S. Bridge, Bridge Decay and Bridge Transfer: A Stage Model.

Dong, B., Sivakumar, K., and Li, M. One Major Service Failure vs. Two Minor Service Failures-An Empirical Examination.

Li, M. and Guo, H. First Time's a Charm: An Investigation of Initial In-Game Purchase.

Li, M., Sivakumar, K. The More the Merrier only to a Point: A Conceptualization of Customer Use of Online Reviews.

### **Conference Presentations**

Li, M., Sivakumar, K. The More the Merrier only to a Point: A Conceptualization of Customer Use of

Online Reviews. Winter AMA Conference, 2015.

Li, M. and Guo, H. First Time's a Charm: An Investigation of Initial In-Game Purchase. POMS 27<sup>th</sup> Annual Conference, Seattle, Washington. May 2016

Li, M. Choi, T.Y., Sanders, N. The Intended and Unintended Drivers of Buyer-Supplier Collaboration: Strategic Model vs. Trickle-down Model. POMS 26<sup>th</sup> Annual Conference, Washington DC., May 2015

Li, M., Dong, B. To Trust, or not to Trust, that is the Question-A Cross-Cultural Study of the Drivers and Moderators of Trust Worthiness of Online Reviews. POMS 26<sup>th</sup> Annual Conference, Washington DC., May 2015.

Li, M., Bernardes, E., Skilton, P. Network Compressibility. Center for Supply Networks (CaSN) Conference, Phoenix, Arizona, March, 2015.

Skilton, P., Bernardes, E., Li, M. How Does Position In Cooperation And Competition Networks Influence Alliance Formation And Product Market Entry? Accepted for Presentation at 2015 Annual Meeting of the Academy of Management, Vancouver, Canada, August, 2015.

Li, M. The Outsourcing of Customer Facing Services: A Triadic Perspective, the Sixth Research Workshop on Supply Chain Integration and Service Innovation, South China University of Technology, Guangzhou, China, December, 2012.

Li, M. Bridge Transfer and the Outsourcing of Customer Facing Services: A Social Network Perspective, the Decision Sciences Institute, San Diego, California, November, 2010.

Li, M. Role of Transference in Inter-Firm Collaboration: Psychological Model versus Strategic Model, the Academy of Management Conference, Montreal, Canada, August, 2010.

Li, M. and Choi, T.Y. Impact of Bridge Transfer on Service Outsourcing: A Social Network Perspective, the Annual Meeting of the Decision Sciences Institute, New Orleans, November 2009.

Barratt, M., Choi, T.Y., and Li, M. Evolution of Inductive Case Studies in Operations Management, Best Paper Proceedings, the Annual Meeting of the Academy of Management, Philadelphia, August 2007.

Li, M. and Choi, T.Y. Service Outsourcing: Bridge Decay versus Bridge Transfer, the Annual Meeting of the Decision Sciences Institute, Phoenix, November 2007.

## **SERVICES**

A member of the Review Board for the *Journal of Supply Chain Management*, 2015

Session Chair for "Behavior in Operations Management" at POMS 26th Annual Conference, Washington DC., May 2015

Ad hoc reviewer for the *Journal of Service Research*, 2014, 2015.

Ad hoc reviewer for the *Journal of Supply Chain Management*, 2013, 2014, 2015

Ad hoc reviewer for the *Production and Operations Management Journal*, 2012, 2015

Ad hoc reviewer for the *Journal of Operations Management*, 2009, 2010, 2011, 2012, 2013, 2015

Ad hoc reviewer for the *Decision Sciences Journal*, 2007, 2015

Student referee for selecting the 2008 *Journal of Operations Management* Best Paper Award.

Reviewer for the Academy of Management Conference, 2010

Reviewer for the Decision Sciences Conference, 2010

## **RESEARCH GRANTS, AWARDS AND HONORS**

2015	Winner of the Best Services Article in 2014 Award by American Marketing Association (SERVSIG Group of AMA)
2015	Winner of the Research Grant Awarded by Center for Advanced Purchasing Studies (CAPS)-Principal Investigator
2014	Winner of the FRSP Initiation Grant Awarded by University of Notre Dame-Principal Investigator
2012	Winner of the Faculty Research Grant Awarded by Lehigh University-Principal Investigator
2011	Recognized as an “Outstanding Graduate Student” during University Wide Graduation Ceremony, Arizona State University.
2010	Winner of the Doctoral Grant Awarded by the Institute of Supply Management
2007	Finalist for the Chan Hahn Best Paper Award by the Operation Management, Division of the Academy of Management Conference
2006-2007	Winner of the Supply Chain Management Department Distinguished Doctoral Fellowship Award
2000-2003	Filed two software patents and designated as one of “HP Inventors”