

Mei Li, Ph.D.

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EDUCATION

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

Dissertation Title:

“The Impacts of Bridge Transfer on Service Outsourcing: A Social Network Perspective”

ACADEMIC EXPERIENCE

Assistant Professor July 2016 – Present
Department of Supply Chain Management, Eli Broad College of Business, Michigan State University.

Assistant Professor July 2013 – June 2016
Department of Management, Mendoza College of Business, University of Notre Dame.

Assistant Professor August 2011 – June 2013
Department of Management, College of Business and Economics, Lehigh University.

RESEARCH

Research Interests

My primary research interest is in procurement of services, including service outsourcing triad and service supply network. My secondary research interest is in interdisciplinary service research. My latest research interest is in big data analytics.

Refereed Publications

[1] Skilton, P., Bernardes, E., Li, M., & Creek, S. The Structure of Absorptive Capacity in Three Product Development Strategies. Forthcoming at *Journal of Supply Chain Management*.

[2] Li, M., He, Y., Huang, S., & Nair, A. Sparse inverse covariance estimation: A data mining technique to unravel holistic patterns among business practices in firms. Forthcoming at *Decision Sciences Journal*.

[3] Dong, B., Li, M., & Sivakumar, K. (2019). Online review characteristics and trust: A cross-country examination. *Decision Sciences Journal*, 50(3), 537-566.

[4] 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.

[5] 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 SERVSIG Group of American Marketing Association (AMA), 2015

[6] Li, M., Choi, T. Y., Rabinovich, E., & 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.

[7] Barratt, M., Choi, T. Y., & 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

[8] Li, M., & Choi, T. Y. (2009). Triads in services outsourcing: Bridge, bridge decay and bridge transfer. *Journal of Supply Chain Management*, 45(3), 27–39.

Non-Refereed Publications

[9] Li, M., Fowler, J., & Choi, T. (2017). Managing service outsourcing triad: decision tools and strategies. Research report published by Center for Advanced Purchasing Studies (CAPS Research), 1–53.

[10] Fowler, J. & Li, M. (2017). Strengthening links in service outsourcing. *Inside Supply Management Magazine*, 34–35.

[11] Li, M. (2011). Services outsourcing and bridge transfer: A social network perspective. Benchmarking report published by Center for Advanced Purchasing Studies (CAPS Research), 1–21.

Book Chapter

[12] 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* (pp.1-23). Beijing, China: Renmin University Press.

Manuscripts under Revision and Resubmission

[RR13] Chang, X., Huang, Y., Li, M., Bo, X., & Kumar, S. Descriptive, Predictive and Prescriptive Analytics and Efficient Detection of Environmental Violators in China via Big CEMS Data. Under the first revision and resubmission at *Production and Operations Management Journal*.

[RR14] Li, M., Bernardes, E., Skilton, P., & Giannoccaro, I. Managing Financial Squeeze in the Extended Supply Chain: A Complex Adaptive System Perspective. Under the second review at *Journal of Business Logistics*.

Working Papers

[W15] Wang, Y. & Li, M. Saving outsourced customer service: Evolving quality uncertainty and dynamic monitoring efforts. Target journal: *Manufacturing & Services Operations Management*.

[W16] Li, M., Chang, X., Xi, X., & Susarla, A. Is There a Better Time to Make a Recommendation? - A Product-Centric Approach to the Timing Decision of Online Recommendations. Target journal: *Management Science*.

[W17] Li, M., Guo, H., Lee, C., & Shah, R. The original sins of in-game purchases and how to overcome them. Target journal: *Management Science*.

[W18] Li, M., Choi, T., & Mesquita, L. Bridge transfer and service outsourcing. Target journal: *International Journal of Production Research*.

[W19] Li, M., Choi, T., Sanders, N., & Chang, X. The role of people in buyer-supplier collaboration: Strategic model vs. people-centric model. Target journal: *Transportation Journal*

[W20] Li, M., Arifin, S. M. N., Devaraj, S., Madey, G. R., & Casetti, A. An exploratory study of the growth of accountable care organization and its impact on physician groups' profit: A complex adaptive system approach. Target journal: *Journal of Business Logistics*.

[W21] Li, M., Angst, C., Skilton, P., Ni, Z., & Lee, C. Competition, collaboration and blended networks: The interplay of network structural elements on performance of U.S. hospitals. Target journal: *Decision Sciences Journal*.

[W22] Yan, Z., Li, M., Ni, J. Network dynamics and ACO Entry Decision. Target journal: *Decision Sciences Journal*.

[W23] Li, M., Sivakumar, K., & Alhabash, S. E. The more the merrier only to a point: An examination of the role of online reviews volume on customer experience. Target journal: *Journal of Business Logistics*.

Conference Presentations

Yan, Z. & Li, M. ACO network entry decision: Compensatory vs. complementary perspective. POMS 30th Annual Conference, Production and Operations Management Society (POMS), Washington D.C. 2019.

Wang, Y. & Li, M. Saving outsourced customer service: Evolving quality uncertainty and dynamic monitoring efforts. 2019 INFORMS Annual Conference, Seattle, WA.

Li, M., Guo, H., & Lee, C. the original sins of in-game purchases and how to overcome them. POMS 29th Annual Conference, Production and Operations Management Society (POMS), Houston, TX. May 2018.

Li, M., & Sivakumar, K. The more the merrier only to a point: An examination of the role of online reviews volume on customer experience. Decision Sciences Institute, Washington DC. Nov. 2017.

Li, M., Bernardes, E., Skilton, P., & Giannoccaro, I. A CAS view of financial squeeze on supply network structure, value creation, and value capture. POMS 28th Annual Conference, Production and Operations Management Society (POMS), Seattle, WA. May 2017.

Li, M., & Guo, H. Taking the plunge: An investigation of drivers and inhibitors of initial in-game purchase. POMS 27th Annual Conference, Production and Operations Management Society (POMS), Orlando, FL. May 2016.

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., Choi, T. Y., & Sanders, N. The intended and unintended drivers of buyer-supplier collaboration: Strategic model vs. trickle-down model. POMS 26th Annual Conference, Production and Operations Management Society (POMS), 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 26th 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. Sixth Research Workshop on Supply Chain Integration and Service Innovation, South China University of Technology, Guangzhou, China. Dec. 2012.

Li, M. Bridge transfer and the outsourcing of customer facing services: a social network perspective. Decision Sciences Institute, San Diego, CA. Nov. 2010.

Li, M. Role of transference in inter-firm collaboration: Psychological model versus strategic model. Academy of Management Conference, Montreal, Canada. August 2010.

Li, M., & Choi, T. Y. Impact of bridge transfer on service outsourcing: A social network perspective. Annual Meeting of the Decision Sciences Institute, New Orleans. Nov. 2009.

Barratt, M., Choi, T. Y., & Li, M. Evolution of inductive case studies in operations management, Best Paper Proceedings, the Annual Meeting of the Academy of Management, Philadelphia. Aug. 2007.

Li, M., & Choi, T. Y. Service outsourcing: bridge decay versus bridge transfer. Annual Meeting of the Decision Sciences Institute, Phoenix. Nov. 2007.

SERVICE

Internal Service

- Served as advisors for undergraduate students (Broad Scholars, honor options, Undergraduate Research Scholarship winners, etc.) (2016, 2017, 2018, 2019, 2020)
- Member of the Department Advisory Board (2017 – 2018)
- Represented MSU to attend the OESA (Original Equipment Supplier Association) Conference, Novi, MI, Fall 2017

External Service

Member of Review Board for *Journal of Supply Chain Management*, 2015–2020

Session Co-Chair, Service Quality Track for Inform Conference 2020.

Session chair, Supply Network Track for POM conference 2020.

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

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

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

Ad hoc reviewer for *Production and Operations Management*, 2012, 2015, 2017, 2018

Ad hoc reviewer for *Journal of Operations Management*, 2009–2013, 2015

Ad hoc reviewer *Decision Sciences Journal*, 2007, 2015–2017

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

Reviewer for Academy of Management Conference, 2010

Reviewer for Decision Sciences Conference, 2010

RESEARCH GRANTS, AWARDS, AND HONORS

2019 Broad College Summer Research Grant

2017 Research Grant Awarded by MSU-CIBER

2015 Winner of the Best Services Article 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 “Outstanding Graduate Student” during University Wide Graduation Ceremony, Arizona State University

2010 Winner of 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

2007 Winner of the Supply Chain Management Department Distinguished Doctoral Fellowship Award