

Mei Li, Ph.D.

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EDUCATION

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

ACADEMIC EXPERIENCE

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| August 2020 – Present | Associate Professor, Division of Marketing & Supply Chain Management, Price College of Business, University of Oklahoma. |
| July 2016 – June 2020 | Assistant Professor, Department of Supply Chain Management, Eli Broad College of Business, Michigan State University. |
| July 2013 – June 2016 | Assistant Professor, Department of Management, Mendoza College of Business, University of Notre Dame. |
| August 2011 – June 2013 | Assistant Professor, Department of Management, College of Business and Economics, Lehigh University. |

RESEARCH

Refereed Publications

- [1] Li, M, Choi, T., Sanders, N., Falcone, E., & Chang, X. (2021). The role of people in buyer–supplier collaboration: Strategic model vs. people-centric model. *In Press, Journal of Purchasing and Supply Management*.
- [2] Li, M., Arifin, S. M. N., Devaraj, S., Madey, G. R., & Casetti, A. (2021). An exploratory study of the growth of the accountable care organization and its impact on physician groups’ profit: A complex adaptive system approach. *In Press, Data Science and Management Journal*.
- [3] Li, M., Alam., Z., Bernardes, E., Giannoccaro, I., Skilton, P., & Rahman., M. S. (2021). Out of sight, out of mind? Modeling the impacts of financial squeeze on extended supply chain networks. *Journal of Business Logistics*, 42(2), 233–263.
- [4] Chang, X., Huang, Y., Li, M., Bo, X., & Kumar, S. (2021). Efficient detection of environmental violators: A big data approach. *Production and Operations Management Journal*, 30(5), 1246–1270.
- [5] Skilton, P. F., Bernardes, E., Li, M., & Creek, S. A. (2020). The structure of absorptive capacity in three product development strategies. *Journal of Supply Chain Management*, 56(3), 47–65.
- [6] Li, M., Wu, Y., He, Y., Huang, S., & Nair, A. (2020). Sparse inverse covariance estimation: A data mining technique to unravel holistic patterns among business practices in firms. *Decision Sciences Journal*, 51(4), 1046–1073.
- [7] Dong, B., Li, M., & Sivakumar, K. (2019). Online review characteristics and trust: A cross-country examination. *Decision Sciences Journal*, 50(3), 537–566.
- [8] 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.

[9] 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 Award by SERVSIG Group of American Marketing Association (AMA), 2015

[10] 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.

[11] 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

[12] 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

[13] 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.

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

[15] 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

[16] 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

[RR17] Li, M., Chang, X., Xi, X., Kumar, S., & Susarla, A. people don't know what they want until you show it to them, but when? Under revision and resubmission at *Management Science*.

[RR18] Yan, Z., Li, M., Ni, J. Network dynamics and ACO entry decision. Under revision and resubmission at *Decision Sciences Journal*.

Working Papers

[W19] Li, M., Choi, T., & Mesquita, L. Bridge transfer and service outsourcing. Target journal: *International Journal of Production Research*.

[W20] Chen, J., Wang, Y., & Li, M. Service outsourcing: A long-term perspective. Target journal: *Manufacturing & Service Operations Management Journal*.

[W21] Wang, Y., & Li, M. Service outsourcing and dispersion of customer needs. Target journal: *Manufacturing & Service Operations Management Journal*.

[W22] Li, M., Guo, H., Lee, C., & Shah, Rachna. The original sins of in-game purchases and how to overcome them. Target journal: *Management Science*.

[W23] Li, M., Ni, Z., Dennhardt, A., & Skilton, P. Competition, collaboration and blended networks: The interplay of network structural elements on performance of U.S. hospitals. Target journal: *Decision Sciences Journal*.

Work-in-Progress

[WIP24] Li, M., Sivakumar, K., & Bower, J. The more the merrier only to a point: An examination of the role of online reviews volume on customer experience.

[WIP25] Ni, J., Li, M., Jacobs, B., & Lee, C. Product recall and abnormal returns: A network perspective.

[WIP26] Li, M., Hartley, J., & Ni, J. Supply network and innovation: A new direction.

[WIP27] Li, M., Chang, X., Tang, C., & Gao, H. The decoupling in sustainability: A theoretical model.

Conference Presentations

Li, M., Xiong, X., Chang, X., Kumar, S., & Susarla, A. People don't know what they want until you show it to them, but when? POMS 31st Annual Conference, Production and Operations Management Society (POMS), Virtual. May 2021.

Li, M., & Wang, Y. Service outsourcing and dispersion of customer needs. 2019 INFORMS Annual Meeting, 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? 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

- Serve as chair of Supply Chain Management Undergraduate Curriculum Committee (2020–Present), University of Oklahoma.
- Serve as member of the Doctoral Committee (2020–Present), University of Oklahoma.
- Serve as member of the Search Committee for Supply Chain Management candidates (2020–Present), University of Oklahoma.

- Serve as advisor for, and collaborate with doctoral student Josh Bower (2020–Present), University of Oklahoma.

External Service

- Associate Editor for the Special Issue of *Journal of Operations Management on Operations Management in the Age of Digital Transformation*, 2021
- Associate Editor for *Data Science and Management Journal*, 2020–Present
- Member of Review Board for *Journal of Supply Chain Management*, 2015–2021
- 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, 2019, 2020
- Ad hoc reviewer *Decision Sciences Journal*, 2007, 2015–2017

RESEARCH GRANTS, AWARDS, AND HONORS

2019	Broad College Summer Research Grant, Michigan State University
2017	Research Grant Awarded by MSU-CIBER, Michigan State University
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
2006–2007	Winner of the Supply Chain Management Department Distinguished Doctoral Fellowship Award