

**Mei Li, Ph.D.**  
Email: Mei.Li@ou.edu

## **EDUCATION**

Ph.D. in Supply Chain Management, Arizona State University, Tempe, AZ, 2011.  
M.S. in Information Management, Arizona State University, Tempe, AZ, 2000.

## **ACADEMIC EXPERIENCE**

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.**, Guo, H., Lee, C., & Shah, Rachna. (2024) Is In-Game Purchase a Guilty Pleasure? Negative Perceptions and Their Key Sources. Forthcoming at *Production and Operations Management*.
- [2] Huang, Y., **Li, M.**, Tsung, F. (2024) Mining Social Media Data via Supervised Topic Model: Can Social Media Posts Inform Customer Satisfaction? Forthcoming at *Decision Sciences*.
- [3] Yang, Y., Wu, Y., Chang, X., **Li, M.**, Tan, Y. (2024) Toward a Fairness-Aware Scoring System for Algorithmic Decision-Making. Forthcoming at *Production and Operations Management*.
- [4] Wang, Y., **Li, M.**, Ma, N., Zhang, H. (2024). Product Service Outsourcing: Impact of Environmental Uncertainty and Partial Observability. Forthcoming at *Manufacturing & Service Operations Management*.
- [5] Yan, Z., **Li, M.**, Ni, J., McFadden, K. (2024). Examining Network Entry Decisions in Healthcare: Network and Organizational Characteristics. *Decision Sciences* 55(1): 68-87.
- [6] **Li, M.**, Falcone, E., Sanders, N., Choi, T., & Chang, X. (2022). Buyer-supplier collaboration: A macro, micro, and congruence perspective. *Journal of Purchasing and Supply Management*, 28(1), 100723.
- [7] Chang, X., Huang, Y., **Li, M.**, Bo, X., & Kumar, S. (2021). Efficient Detection of Environmental Violators: A Big Data Approach. *Production and Operations Management*, 30(5), 1246-1270.

- [8] **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. *Data Science and Management Journal*, 2, 28-40.
- [9] **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.
- [10] 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.
- [11] **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*, 51(4), 1046-1073.
- [12] Dong, B., **Li, M.**, & Sivakumar, K. (2019). Online Review Characteristics and Trust: A Cross-Country Examination. *Decision Sciences*, 50(3), 537-566.
- [13] **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.
- [14] 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**

- [15] **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*, 22(4), 888-914.
- [16] 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**

- [17] **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**

- [18] **Li, M.**, Fowler, J., & Choi, T. (2017). Managing Service Outsourcing Triad: Decision Tools and Strategies. A research report published by the Center for Advanced Purchasing Studies (CAPS)

Research), 1–53.

[19] Fowler, J. & **Li, M.** (2017). Strengthening Links in Service Outsourcing. *Inside Supply Management Magazine*, 34–35.

[20] **Li, M.** (2011). Services Outsourcing and Bridge Transfer: A Social Network Perspective. A Benchmarking Report Published by the Center For Advanced Purchasing Studies (CAPS Research), 1–21.

### **Book Chapter**

[21] **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/Rejection and Resubmission (R&R)**

[RR22] **Li, M.**, Chang, X., Xi, X., Kumar, S., & Susarla, A. There is A Time for Everything: Repurchase Timing and Demand Driven Recommendation System Design. Rejection and Invitation for a new submission at *Management Science*.

### **Working Papers (W)**

[W23] **Li, M.**, Ni, J., Litov, Lubomir, Hayashizaki, R., Greco, S., Davidson, R. Can Hospitals Get Richer by Offering Free Medical Services? The Peculiar Case of Indigent Care Clinics. Target Journal: *Manufacturing & Service Operations Management*.

[W24] **Li, M.**, Gao, H., Chang, X., Tang, C., Li, J., Kumar, S. Dare to Cheat: The Liabilities of Newness and Foreignness in Containing Sustainability Fraud in China. Target Journal: *Journal of Operations Management*.

[W25] **Li, M.**, Kumar, N., Malhotra, P. Demand Sensing for Innovative Product. Target Journal: *Journal of Operations Management*.

[W26] **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*.

[W27] **Li, M.**, Choi, T., & Mesquita, L. Bridge transfer and service outsourcing. Target journal: *International Journal of Production Research*.

### **Work-in-Progress**

[WIP 28] Chen, J., Wang, Y. & Li, M. Service Outsourcing: A long-term perspective. Target Journal: *Manufacturing & Service Operations Management*.

[WIP29] 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.

[WIP30] Ni, J., Li, M., Jacobs, B., Lee, C. Product Recall and Abnormal Returns: A Network Perspective.

[WIP31] Li, M., Hartley, J., Ni, J. Supply Network and Innovation: A New Direction.

[WIP32] Li, M., Zhang, C., Huang S., Jayaram, J., Flynn, B. Decipher Essential Business Practices for Innovation: The Sparse Inverse Covariance Estimation Model. Target Journal: *Journal of Operations Management*.

[WIP 33] Li, M., Lin, F., Huang, S.. Artificial Intelligence and Personalized Medicine: The Cases of Wounds Care and Alzheimer's Disease. Target Journal: *Production and Operations Management*.

### **Conference Presentations**

Li, M., Ni, J., Litov, Lubo. Doing Well by Doing Good or Doing Good Because of Doing Well? – The Case of Indigent Care Clinics. The 33<sup>rd</sup> Annual POMS Conference (2023), Orlando, FL.

Li, M., Kumar, N., Malhotra, P. Demand Sensing for Innovative Product. Decision Science Institute Conference 2022, Houston, TX.

Li, M., Chang, X., Xi, X., Kumar, S., & Susarla, A. There is A Time for Everything: Repurchase Timing and Demand Driven Recommendation System Design. Conference on Information Systems and Technology 2022, Indianapolis, IN.

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? 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.

## **ACADEMIC SERVICES**

### **Internal Services**

- Serving as a member of the University-level Academic Program Review (APR) Committee (2023-2024), University of Oklahoma.
  - lead for the Industrial and System Engineering Program

- co-lead for the Aerospace & Mechanical Engineering Program
- co-lead for the Biomedical Engineering Program
- co-lead for the Electrical & Computer Engineering Program
- Serving as a member of the College Research Committee (2022-Current), Price College of Business, University of Oklahoma.
- Serving as the co-Chair for the Distinguished Lecturer Series (2024-Current).
- Serving as a member of the Committee A, responsible for performance evaluation and tenure and promotion decisions (2024-Current).
- Serving as the chair for Tenure-Track SCM Faculty Recruiting Committee (2024), Division of Marketing & Supply Chain Management, University of Oklahoma.
- Served as the chair for Tenure-Track SCM Faculty Recruiting Committee (2023), Division of Marketing & Supply Chain Management, University of Oklahoma.
- Served as the chair of Brown Bag Research Seminar (2022-2023), Division of Marketing & Supply Chain Management, University of Oklahoma.
- Served as chair of Supply Chain Management Curriculum Committee (2020-2022), Division of Marketing & Supply Chain Management, University of Oklahoma.
- Served as a member of the Doctoral Committee (2020-2022), Division of Marketing & Supply Chain Management, University of Oklahoma.
- Served as a member of the Search Committee for Supply Chain Management candidates (2020-2022), Division of Marketing & Supply Chain Management, University of Oklahoma.

### **External Services**

- Member of the Academic Advisory Board for CARISCA (Center for Applied Research and Innovation in Supply Chain-Africa)
- Associate Editor for Data Science and Management Journal, 2020 – Present
- Special Issue (Digital Transformation) Associate Editor for Journal of Operations Management, 2021.
- Member of the Review Board for the *Journal of Supply Chain Management*, 2015–Present

- Ad hoc reviewer for *Production and Operations Management*, 2012, 2015, 2017, 2018, 2022.
- Ad hoc reviewer for *Journal of Operations Management*, 2009–2013, 2015, 2019, 2020, 2022, 2023.
- Ad hoc reviewer *Decision Sciences Journal*, 2007, 2015–2017

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

- 2024 Winner of the Presidential International Travel Fellowships, University of Oklahoma.
- 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

## **EXPERIENCE IN BUSINESS AND INDUSTRY**

- 2003 – 2005 Global Program Manager, Supply Chain Operation IT, Global Operation IT Division (GOIT-SCIT), Hewlett-Packard Company, Houston, Texas.

Led a global supply chain operation team for multiple key international compliance, integration and outsourcing initiatives. Roles and responsibilities included:

- Setting up the program structure, recruiting, training and aligning resources
- Designing, managing and communicating project plans at the program level
- Managing the operation and maintenance of a company-wide ERP system (SAP GTS Module), a critical piece in HP's Global Supply Chain Operation
- Acting as a central point of issue escalation and resolution
- Managing and communicating with key external software vendors in the ERP and supply chain areas
- Defining and monitoring program budgets
- Leading regular program status meetings to communicate program health to program sponsors and other stakeholders.

2000 – 2003 Project Manager, Supply Chain Operations IT, Global Operation IT Division (GOIT-SCIT), Hewlett-Packard Company, Tempe, Arizona

Led large-scale complex information technology projects for strategic planning and infrastructure development organization, a part of the Global Supply Chain Operation Division. Roles and responsibilities included:

- Led a Hewlett-Packard/Compaq merger integration team composed of IT and business experts to evaluate existing business processes and IT solutions of pre-merger environments and make recommendations to HP senior executives on business processes and IT solutions to be used in the merged environment.
- Initiating projects, performing needs analyses and project justifications
- Obtaining project funding
- Creating project plan, assigning tasks to project members, setting task priorities, monitoring project progress, communicating project status to project sponsors
- Designing and approving process flows and technical specifications
- Motivating a team of employees across different functional groups
- Managing external software vendors and outsourced IT support
- Monitoring project budgets
- Leading project status update meetings
- Providing software testing training and end-user training to project team members.

2000 Project Lead, Tax License Customs and Logistics (TLCL), Hewlett-Packard Company, Palo Alto, California

Led multiple worldwide software/vendor selection, evaluation and development projects. Roles and responsibilities included:

- Writing several requests for proposals (RFP)
- Interviewing, evaluating and selecting vendors
- Participating in all phases of software development
- Gathering and documenting user requirements
- Writing functional specifications
- Defining technical infrastructures
- Defining web technologies
- Leading and coordinating IT implementation teams
- Leading software testing training to project team members



- Leading multiple software end-user training sessions.

1999 Information Technology Process Engineer, Tax License Customs and Logistics (TLCL), Hewlett-Packard Company, Palo Alto, California.

Led multiple business process improvement projects. Roles and responsibilities included:

- Interviewed customers for business process improvement needs
- Documented existing processes and desired processes
- Performed gap-analysis for HP customs' operations
- Implemented new process flows for importation operation
- Developed and implemented new IT relational database tools to streamline business operations

### **INDUSTRY AWARDS AND HONORS**

2003-2005 Recipient of multiple awards from the Hewlett-Packard Company for the Successful Execution of Projects

2000-2003 Filed two software patents and designated as one of "HP Inventors"