

Li Chen

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EDUCATION BACKGROUND

PhD	Doctor of Philosophy in Marketing Adviser: Shaoming Zou	University of Missouri 2020 (Expected)
MBA	Master of Business Administration Emphasis: Finance	Tulane University 2014
BSBA	Bachelor of Medicine Major: Clinical medicine	Jiangxi University of Traditional Chinese Medicine 2010

RESEARCH INTERESTS

Marketing strategy, global marketing, digital marketing.

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Li Chen, Fengxia Zhu, Shaoming Zou, Yiwen Chen “Factors Affecting Family Firms’ Communication Behavior: A Cross-cultural Study,” Under 2nd round review. International Journal of Advertising.

Li Chen, Shaoming Zou, Hui Xu, Yiwen Chen “Entrepreneurial Orientation in Multinational Corporations: A Systematic Analysis,” Under 1st round review. Journal of International Business Studies.

Li Chen, Fengxia Zhu, Shaoming Zou, Murali Mantrala “Seller Knowledge Sharing in online marketplaces” working paper. Target: Journal of the Academy of Marketing Science, (Expected submission March 2018).

Li Chen, Fengxia Zhu, Murali Mantrala “Cultivating Creative Selling Skills in Social Commerce” working paper. Target: International Journal of Advertising, (Expected submission April 2018).

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Li Chen, Shaoming Zou, Hui Xu, Yiwen Chen “Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes” 2017 AMA summer Marketing Educators’ Conference San Francisco, CA

Li Chen, Fengxia Zhu, Murali Mantrala “Cultivating Creative Selling Skills in Social Commerce: A Seller Perspective” 2018 AMA winter Marketing Educators’ Conference New Orleans, LA

26th Annual Robert Mittelstaedt Doctoral Symposium: (discussant) 2017 Lincoln, NE

27th Annual Robert Mittelstaedt Doctoral Symposium: (presenter) 2018 Lincoln, NE

PROFESSIONAL EXPERIENCE

Business Manager, Lagniappe Academies 06/2013-04/2015

New Orleans, LA

Analyst, Burkenroad Report, 01/2013-05/2013

New Orleans, LA

Director, New Oriental Education, 04/2009-05/2012

Taiyuan, China

SELECT DOCTORAL COURSEWORK

Seminars in Marketing

Research Methods in Marketing
Marketing Strategy
Marketing Models
Consumer Behavior
Multivariate Analysis
Applied Modeling Techniques

Professor

Lisa Scheer
Detelina Marinova
Murali Mantrala & Srinath Gopalakrishna
Peter Bloch & Ratti Ratneshwar
Shaoming Zou
Detelina Marinova

Methodology

Applied Statistic Models 1
Applied Statistical Model 2
Introduction to Math Statistics
Time Series Analyses
Qualitative Methods 1
Hierarchical Linear Modeling

DISSERTATION COMMITTEE

Dr. Shaoming Zou (Chair)
Robert J. Trulaske, Sr. Professor & Professor of Marketing
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