

# Li Chen

338 Cornell Hall, Columbia MO 65211 Email: [lcqpb@mail.missouri.edu](mailto:lcqpb@mail.missouri.edu) Phone: (504) 451-5192

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## EDUCATION BACKGROUND

PhD	Doctor of Philosophy in Business Administration Marketing concentration	University of Missouri May 2020 (expected)
MBA	Master of Business Administration Major: Finance Minor: International business	Tulane University 2014
BMED	Bachelor of Medicine Major: Clinical medicine	Jiangxi University of Traditional Chinese Medicine 2010

## RESEARCH INTERESTS

Marketing strategy, digital marketing, innovation, global marketing

## DISSERTATION

“Catch-up Innovation in Emerging Market Multinational Enterprises”  
(Proposal defended on May 21<sup>st</sup>, 2019; Final defense expected in spring 2020)

Dissertation chair: Professor Shaoming Zou

Committee members: Professor Murali Mantrala (Marketing), Professor Detelina Marinova (Marketing)  
Professor Ashutosh Patil (Marketing), Professor Yong Volz (Journalism)

## PUBLICATIONS

**Li Chen**, Fengxia Zhu, Shaoming Zou, and Yiwen Chen (2019) "Factors Affecting Family Firms' Communication Behaviour: A Cross-Cultural Study." *International Journal of Advertising* 38:2, 276-295

**Li Chen**, Shaoming Zou, Hui Xu, and Yiwen Chen (2019) “Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes” *Management International Review* 1-26

**Li Chen**, Fengxia Zhu, Murali Mantrala, and Na Wang (2019) “Seller Creative Selling in Social Commerce” Forthcoming, *International Journal of Advertising*.

## MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

**Li Chen** and Fengxia Zhu “The Path of Support-to-Performance: Mediating Role of Seller Collaborative Information Exchange in Social Commerce” Under review at *European Journal of Marketing*.

**Li Chen**, Fengxia Zhu, Shaoming Zou “Seller Information Sharing in Online Marketplaces” Under review at *Quantitative Marketing and Economics*.

Yiwen Chen, **Li Chen**, and Shaoming Zou “Entrepreneurial Persistence in Online Marketplaces” Working paper.

**Li Chen**, Shaoming Zou, and Hui Xu “The Catch-up Innovation in Emerging Market Multinational Enterprises: Conceptualization, a Theoretical Model, and an Empirical Test” Working paper.

*Li Chen* and Shaoming Zou “Aggressive Commercialization in Emerging Market Multinational Enterprises”  
Working paper.

### **CONFERENCE PROCEEDINGS AND PRESENTATIONS**

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

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

*Li Chen* and Shaoming Zou “Making Dynamic Capability Actionable: Entrepreneurial Orientation in Multinational Corporations” 27<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium Lincoln, NE

### **TEACHING EXPERIENCE**

Teaching interests

Marketing Management, Global Marketing, Digital Marketing, Marketing Strategy, Marketing Research

Instructor, University of Missouri

MRKTNG 4000: Marketing Management (Fall 2018, Overall evaluation 4.5/5)

MRKTNG 4720: Global Marketing (Spring 2018, Overall evaluation 4.5/5)

MRKTNG 4720: Global Marketing (Spring 2017, Overall evaluation 4.2/5)

### **HONORS AND AWARDS**

Outstanding Graduate Teaching Assistant Award (as primary instructor), University of Missouri 2019

AMS Doctoral Consortium Fellow 2019

Marketing Strategy Consortium Fellow 2019

Robert Mittelstaedt Doctoral Symposium presenter 2018

Robert Mittelstaedt Doctoral Symposium discussant 2017

Raymond and Susan Chen International PhD Scholarship, University of Missouri 2017

ISBM PhD Student Camp Fellow 2016

Ponder Scholarship, University of Missouri 2015-2019

Trulaske College of Business Ph.D. Scholarship, University of Missouri 2015-2019

Strategic Priority Scholarship, University of Missouri 2015-2019

Burkenroad Report Fellow, Tulane University 2014

International Fellowship, Tulane University 2012-2014

Freeman Consulting Group Fellow, Tulane University 2012-2014

### **PROFESSIONAL SERVICES**

Ad-Hoc Reviewer

International Journal of Advertising 2019

Journal of Business Research 2016

### **PROFESSIONAL EXPERIENCE**

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

New Orleans, LA

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

New Orleans, LA

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

Taiwan, China

## **SELECT DOCTORAL COURSEWORK**

### *Seminars in Marketing*

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

### *Methodology*

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

## **REFERENCES**

Dr. Shaoming Zou (Chair)  
Robert J. Trulaske, Sr. Professor & Professor of Marketing  
Robert J. Trulaske College of Business – University of Missouri  
[zou@missouri.edu](mailto:zou@missouri.edu) (573) 884-0920  
335 Cornell Hall

Dr. Murali Mantrala  
Sam M. Walton Distinguished Professor of Marketing & Marketing Department Chair  
Robert J. Trulaske College of Business – University of Missouri  
[mantralam@missouri.edu](mailto:mantralam@missouri.edu) (573)884-2734  
402B Cornell Hall

Dr. Detelina Marinova  
Frances Ridge Gay MBA Professor & Professor in Marketing  
Robert J. Trulaske College of Business – University of Missouri  
[marinovad@missouri.edu](mailto:marinovad@missouri.edu) (573)884-8052  
424 Cornell Hall

Dr. Ashutosh Patil  
Assistant Professor in Marketing  
Robert J. Trulaske College of Business – University of Missouri  
[patilas@missouri.edu](mailto:patilas@missouri.edu) (573) 882-0875  
432 Cornell Hall

Dr. Yong Volz  
Associate Professor and Roger Gafke Faculty Fellow  
Missouri School of Journalism  
[volzy@missouri.edu](mailto:volzy@missouri.edu) (573) 882-2159  
107 Neff Hall