**JIN LI**

Professor of Marketing

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Department of Management and Marketing

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**EDUCATION**

Ph.D. in Marketing, 2007

University of Alberta, Edmonton, Alberta, Canada

M. Engineering in Logistics, 1995

China University of Mining and Technology, Xuzhou, Jiangsu, China

B. Engineering in Logistics, 1992

Northeastern University, Shenyang, Liaoning, China

**ACADEMIC EXPERIENCE**

2019-Present Professor of marketing, North Dakota State University, U.S.A.

2013-2019 Associate professor of marketing, North Dakota State University, U.S.A.

2007-2013 Assistant professor of marketing, North Dakota State University, U.S.A.

2004-2005 Instructor of marketing (part-time), University of Alberta, Canada

1995-2001 Lecturer and senior lecturer of marketing, Renmin University, China

**Refereed JOURNAL publications**

Jin Li, Linlin Chai, Chanchai Tangpong, Rodney Traub, and Michelle Hong (2021), accepted, “An Empirical Investigation of Buyer-Supplier Relationship Typologies,” *Journal of Business and Industrial Marketing*.

Jin Li, Linlin Chai, Onnolee Nordstrom, Chanchai Tangpong, and Kuo-Ting Hung (2021), “Development of a Loss Aversion Scale”, *Journal of Managerial Issues*, 33(1), 69-89.

Linlin Chai, Jin Li, Thomas Clauss, and Chanchai Tangpong (2020). “The interplays of coopetition, conflicts, trust, and efficiency process innovation in vertical B2B relationships”, *Industrial Marketing Management*, 85, 269-280.

Linlin Chai, Jin Li, Thomas Clauss, and Chanchai Tangpong (2019), “The influences of interdependence, opportunism and technology uncertainty on interfirm coopetition”, *Journal of Business and Industrial Marketing,* 34(5), 948-964.

Yingtao Shen, Pilsik Choi, Jin Li, Xin Zhang, and Jidong Han (2019), “How Online Descriptions of Used Goods Affect Quality Assessment and Product Preferences: A Conjoint Study,” *Journal of Applied Business and Economics*, 21(2), 101-110.

Chanchai Tangpong, Kuo-Ting Hung, and Jin Li (2019), “Toward an Agent-System Contingency Theory for Behavioral Supply Chain and Industrial Marketing Research,” *Industrial Marketing Management*, 83, 134-147. Equal authorship.

Cuihua Zhang, Peng Xing, and Jin Li (2018), “Optimal Strategy of Social Responsibility and Quality Effort in Service Supply Chain with Quality Preference”, *Asia-Pacific Journal of Operational Research*, 35(3).

Chanchai Tangpong, Jin Li, and Kuo-Ting Hung (2016), “Dark Side of Reciprocity Norm: Ethical Compromise in Business Exchanges”, *Industrial Marketing Management*, 55 (May), 83-96. Equal authorship.

Chanchai Tangpong, Kuo-Ting Hung, and Jin Li (2014), “Agent-system co-development in supply chain research: Propositions and demonstrative findings”, *Journal of Operations Management*, 32 (4), 154–174. Equal authorship.

Jin Li, Chanchai Tangpong, Kuo-Ting Hung, and Tony R. Johns (2013), “The Role of Interfirm Reciprocity Norm and Agent’s Conscientiousness in Supply Contract Adjustment Decision,” *Journal of Business and Industrial Marketing*, 28(8), 660-671.

Kuo-Ting Hung, Chanchai Tangpong, Jin Li, and Yue Li (2012), “Robustness of General Risk Propensity Scale in Cross-Cultural Settings,” *Journal of Managerial Issues*, 24(1), 78-96.

Yingtao Shen, Jin Li, and Carolyn Nicholson (2012), “The Effect of Online Seller Reputation on Consumer Willingness to Pay: An Empirical Study.” *Journal of American Academy of Business, Cambridge*, 18(1), 124-129.

Jin Li, Kuo-Ting Hung, and Chanchai Tangpong (2012), “The Role of Agent Conscientiousness and Reciprocity Norm in Employee Layoff Decisions”, *Management Research Review*, 35(5), 419-440.

Chanchai Tangpong, Michael D. Michalisin, and Jin Li (2012), “Ethical Receptive Capacity and Teaching Business Ethics”, *International Journal of Society Systems Science*, 4(3), 278-296.

Jin Li and Lingjing Zhan (2011), “Online Persuasion: How the Written Word Drives WOM”, *Journal of Advertising Research*, 51(1), 239-257. Equal authorship.

Chanchai Tangpong, Jin Li, and Tony R. Johns (2010), “An Empirical Investigation of the Universality of Stakeholder Prescription”, *Journal of Managerial Issues*, 22(3), 345-367.

Paul R. Messinger, Jin Li, Eleni Stroulia, Dennis Galletta, Xin Ge, and Sungchul Choi (2009), “Seven Challenges to Combining Human and Automated Service,” *Canadian Journal of Administrative Sciences*, lead article, 26(4), 267-285.

Xin Ge, Paul R. Messinger, and Jin Li (2009), “Influence of Soldout Products on Consumers’ Choice,” *Journal of Retailing*, 85(3), 274-287.

**Working Papers Under Review**

Zhimin Guan, Ying Zhao, Jin Li, “Contract and Competition in a Closed-loop Supply Chain with E-commerce Platform under Government Policies,” under review at the *Computers & Industrial Engineering*, submitted on Feb 16, 2021.

Zhimin Guan, Ying Zhao, and Jin Li, “How does the manufacturer recycle used products under government policies?” under review at the *Waste Management*, submitted on April 30, 2021.

Guan, Zhimin, Qu, You; Li, Jin, “Green Innovation, Pricing Decisions, and Collaborative Mechanisms in a Supply Chain with Manufacturer's Disappointment Aversion”, under review at *International Transactions in Operational Research*, submitted on June 28, 2021.

**REFEREED BOOK CHAPTERS**

Kuo-Ting Hung, Chanchai Tangpong, and Jin Li, “Corporate Ethical Values and Firm Performance”, *Models and Applications in the Decision Sciences: Best Papers from the 2015 Annual Conference*, edited by Merrill Warkentin, 2016. Pearson Education. Upper Saddle River, New Jersey.

Kuo-Ting Hung, Chanchai Tangpong, and Jin Li, “Financial Implications of JIT Logistics and Defect Bullwhip Effect”, *Trends and Research in the Decision Sciences: Best Papers from the 2014 Annual Conference*, edited by Merrill Warkentin, 2015. Pearson Education. Upper Saddle River, New Jersey.

**Refereed CONFERENCE proceedings**

Jin Li, Chanchai Tangpong, and Kuo-Ting Hung, “An Agent-System Contingency Theory for Behavioral Research in Supply Chains”, *the 48th* *Annual Meeting of the Decision Sciences Institute*, 2017.

Jin Li, Kuo-Ting Hung, and Chanchai Tangpong, “The Influence of Ethical Relativism on Ethical Compromise in Business Exchanges”, *the 47th* *Annual Meeting of the Decision Sciences Institute*, 2016.

Kuo-Ting Hung, Chanchai Tangpong, Jin Li, and Yue Li, “The Influence of Top Management Characteristics on Senior Managers’ Innovation Adoption Tendency,” *the 44th* *Annual Meeting of the Decision Sciences Institute Proceedings*, 2013.

Chanchai Tangpong, Jin Li, Kuo-Ting Hung, and Thomas Senaji, “The Effect of Reciprocity Norm on Ethical Compromise: A Cross-Cultural Investigation,” *the 43rd Annual Meeting of the Decision Sciences Institute Proceedings*, 2012.

Jin Li, Chanchai Tangpong, Kuo-Ting Hung, and Yue Li, “Employee Layoff Decision: A Cross-Cultural Study of the U.S. and China,” *the 43rd Annual Meeting of the Decision Sciences Institute Proceedings*, 2012.

Jin Li, Ken Kuo-Ting Hung, and Yue Li, “Contract Adjustment Decision in Buyer-Supplier Relationships: A Cross-Cultural Study of the U.S. and China”, *Midwest Academy of Management 54th Annual Meeting Proceedings*, 2011.

Jin Li, Ken Kuo-Ting Hung, and Chanchai Tangpong, “Reciprocity, Conscientiousness, and Employee Layoff Decision in Firm-Employee Relationships”, *Midwest Academy of Management 53rd Annual Meeting Proceedings*, 2010.

Chanchai Tangpong, Jin Li, and Ken Kuo-Ting Hung, “Reciprocity, Environmental Uncertainty, and Ethical Compromise in Managerial Decision Making”, *the 41st Annual Meeting of the Decision Sciences Institute Proceedings*, 2010.

Ken Kuo-Ting Hung, Chanchai Tangpong, Yue Li, and Jin Li, “General Risk Propensity: A Cross-Cultural Scale Validation and Modification”, *the 41st Annual Meeting of the Decision Sciences Institute Proceedings*, 2010.

Jin Li and Yue Li, “Corporate Philanthropy in China,” *the 35th Annual Macromarketing Conference*, 2010.

Jin Li, Chanchai Tangpong, and Tony R. Johns, “Reciprocity, Conscientiousness, and Contract Adjustment Decision in Buyer-Supplier Relationships”, *the 40th Annual Meeting of the Decision Sciences Institute Proceedings*, 2009.

Chanchai Tangpong, Tony R. Johns, and Jin Li, “An Empirical Investigation of the Universality of Stakeholder Prescription”, *the 39th Annual Meeting of the Decision Sciences Institute Proceedings*, 2008.

**Refereed CONFERENCE PRESENTATIONS**

Derek Lehmberg, Jin Li, and Rajani Ganesh Pillai, “Teaching Internationally Focused Courses to Midwest Students: Challenges and Opportunities”, *2020 Virtual Midwest Academy of Management (MAM) Conference*. October 26-29, 2020.

Michelle Hong, Jin Li, Linlin Chai, and Chanchai Tangpong, “Moral Disengagement and Corporate Ethics: An Interactionist Perspective in Predicting Purchasing Managers’ Unethical Practices,” *the Society for Business Ethics Conference (virtual)*, August 3-7, 2020.

Jin Li, Linlin Chai, Onnolee Nordstrom, Chanchai Tangpong, and Kuo-Ting Hung, “Scale Development of Loss Aversion”, *the 50th Annual Conference of the Decision Sciences Institute,* Nov. 23-25, 2019, New Orleans, LA.

Linlin Chai, Jin Li, Thomas Clauß, and Chanchai Tangpong, “A Double-edged Sword Role of Coopetition on Firm Performance”, *2019 Academy of Management Annul Conference*, August 9-13, 2019, Boston, MA.

Linlin Chai, Jin Li, Thomas Clauß, and Chanchai Tangpong, “Drivers of Coopetition: Interdependence, Opportunism, and Technology Uncertainty”, *the 49th* *Annual Meeting of the Decision Sciences Institute*, Nov. 17-19, 2018, Chicago, IL.

Jin Li, Chanchai Tangpong, and Kuo-Ting Hung, “An Agent-System Contingency Theory for Behavioral Research in Supply Chains”, *the 48th* *Annual Meeting of the Decision Sciences Institute*, Nov. 18-20, 2017, Washington D.C.

Jin Li, Kuo-Ting Hung, and Chanchai Tangpong, “The Influence of Ethical Relativism on Ethical Compromise in Business Exchanges”, *the 47th* *Annual Meeting of the Decision Sciences Institute*, Nov. 19-22, 2016, Austin, TX.

Kuo-Ting Hung, Chanchai Tangpong, and Jin Li, “Corporate Ethical Values and Firm Performance”, *the 46th* *Annual Meeting of the Decision Sciences Institute*, Nov. 21-24, 2015, Seattle, WA.

Chanchai Tangpong, Kuo-Ting Hung, Jin Li, Michael D. Michalisin, & Arlyn J. Melcher, “Relationalism with Dominant Suppliers: Relational Advantage and Constraint”, 2015 Academy of Management Annual Meeting, August 7-11, 2015, Vancouver, BC, Canada.

Tangpong, C., Hung, K., & Li, J. “Firm-agent cross-level theorization in decision making research: Overview and critical assumptions.” as part of the symposium: “Symposium on cross-level theorization in managerial decision making research.” *the 57th Annual Meeting of the Midwest Academy of Management*, October 2-4, 2014, Minneapolis, MN.

Kuo-Ting Hung, Chanchai Tangpong, and Jin Li, “Financial Implications of JIT Logistics and Defect Bullwhip Effect”, *the 45th* *Annual Meeting of the Decision Sciences Institute*, November 22-25, 2014, Tampa, FL.

Chanchai Tangpong, Jin Li, and Kuo-Ting Hung, “Dark Side of Reciprocity Norm: Ethical Compromise in Business Exchanges,” Workshop on the Dark Side of Business Relationships, September 10, 2014, London, UK.

Kuo-Ting Hung, Chanchai Tangpong, Jin Li, and Yue Li, “The Influence of Top Management Characteristics on Senior Managers’ Innovation Adoption Tendency,” *the 44th Annual Meeting of the Decision Sciences Institute*, November 16-19, 2013, Baltimore, MD.

Chanchai Tangpong, Kuo-Ting Hung, and Jin Li, “Toward a Theory of Behavioral Supply Chain Management", *the 2013 Academy of Management Meeting*, August 9-13, 2013. Lake Buena Vista, Fl.

Jin Li, Chanchai Tangpong, and Tony R. Johns, “The Effect of Business Education on Students’ Layoff Tendency,” *Midwest Academy of Management 55th Annual Meeting,* Oct 4-6, 2012, Itasca, IL.

Chanchai Tangpong, Jin Li, Kuo-Ting Hung, and Thomas Senaji, “The Effect of Reciprocity Norm on Ethical Compromise: A Cross-Cultural Investigation,” *the 43rd Annual Meeting of the Decision Sciences Institute*, Nov 17-20, 2012, San Francisco, CA.

Jin Li, Chanchai Tangpong, Kuo-Ting Hung, and Yue Li, “Employee Layoff Decision: A Cross-Cultural Study of the U.S. and China,” *the 43rd Annual Meeting of the Decision Sciences Institute*, Nov 17-20, 2012, San Francisco, CA.

Jin Li, Ken Kuo-Ting Hung, and Yue Li, “Contract Adjustment Decision in Buyer-Supplier Relationships: A Cross-Cultural Study of the U.S. and China,” *Midwest Academy of Management 54th Annual Meeting Proceedings*, October 20-22, 2011, Omaha, NE.

Chanchai Tangpong, Jin Li, and Ken Kuo-Ting Hung, “The Norm of Reciprocity and Ethical Compromise in Business Exchanges: An Empirical Investigation”, *the 2011 Academy of Management Annual Meeting*, August 12-16, 2011, San Antonio, TX.

Jin Li, Ken Kuo-Ting Hung, and Chanchai Tangpong, “Reciprocity, Conscientiousness, and Employee Layoff Decision in Firm-Employee Relationships”, *Midwest Academy of Management 53rd Annual Meeting,* Oct 14-16, 2010, Grand Forks, ND.

Chanchai Tangpong, Jin Li, and Ken Kuo-Ting Hung, “Reciprocity, Environmental Uncertainty, and Ethical Compromise in Managerial Decision Making”, *the 41st Annual Meeting of the Decision Sciences Institute*, Nov 20-23, 2010, San Diego, CA.

Ken Kuo-Ting Hung, Chanchai Tangpong, Yue Li, and Jin Li, “General Risk Propensity: A Cross-Cultural Scale Validation and Modification”, *the 41st Annual Meeting of the Decision Sciences Institute*, Nov 20-23, 2010, San Diego, CA.

Chanchai Tangpong, Ken Kuo-Ting Hung, and Jin Li, “A Firm-Agent Contingency Theory of Firm Behaviors in Vertical Inter-firm Relationships,” *2010 Academy of Management Annual Meeting*, August 6-10, Montréal, Canada.

Jin Li and Yue Li, “Corporate Philanthropy in China,” *the 35th Annual Macromarketing Conference*, June 9-12, 2010, Laramie, WY.

Jin Li, Chanchai Tangpong, and Tony R. Johns, “Reciprocity, Conscientiousness, and Contract Adjustment Decision in Buyer-Supplier Relationships”, *the 40th Annual Meeting of the Decision Sciences Institute*, Nov 14-17, 2009, New Orleans, LA.

Chanchai Tangpong and Jin Li, “Dark Side of the Norm of Reciprocity: Ethical Compromise in Managerial Decision Making”, *2009 Academy of Management Annual Meeting*, August 7-11, 2009, Chicago, IL.

Chanchai Tangpong, Tony R. Johns, and Jin Li, “An Empirical Investigation of the Universality of Stakeholder Prescription”, *the 39th Annual Meeting of the Decision Sciences Institute*, Nov 22-25, 2008, Baltimore, MD.

**Non-refereed proceedings/presentations**

Kuo-Ting Hung, Jin Li, and Chanchai Tangpong, “Cross-Level Behavioral Research in Operations and Supply Chain Management”, *the 47th* *Annual Meeting of the Decision Sciences Institute*, November 2016, Austin, TX. (Invited presentation)

**Non-Refereed JOURNAL publications**

Paul R. Messinger, Jin Li, Eleni Stroulia, Dennis Galletta, Xin Ge, and Sungchul Choi (2010), “A Systems Approach to Hybrid Service: Authors’ Response to Commentary,” Canadian Journal of Administrative Sciences, 27(1), 85-89.

**Research funding**

Lingjing Zhan (PI) and Jin Li (Co-I), Hong Kong SAR Government Research Grants Council (RGC) General Research Fund (GRF), PolyU 5522/10H, “Online Persuasion: What Makes a Product Review Helpful?” 7/1/2010-6/30/2013, HK$ 459,600 (US$59,000).

**Doctoral and MASTER’S Thesis committee SERVICES**

Member, M.S. thesis committee for Sydney Hylland, Department of Apparel, Design, and Hospitality Management, NDSU, April 17, 2020, Committee chair: Dr. Linda Manikowske.

Member, PhD dissertation committee for Zheng Huang, Department of Computer Science, NDSU, Aug 23, 2019. Committee chair: Dr. Jun Kong.

Member, M.S. thesis committee for Jacki Pleggenkuhle, Department of Communication, NDSU, October 12, 2017. Committee chair: Dr. Charles Okigbo.

Member, M.S. thesis committee for Yan Wang, Department of Agribusiness and Applied Economics, NDSU, April 21, 2017. Committee chair: Dr. Thomas I. Wahl.

Member, M.S. thesis committee for Victoria Frank, Department of Apparel, Design, and Hospitality Management, NDSU, July 1, 2016, Committee chair: Dr. Ann W. Braaten.

Member, M.S. thesis committee for Holly Holt, Department of Apparel, Design, and Hospitality Management, NDSU, May 2, 2016, Committee chair: Dr. Linda Manikowske.

Member, M.S. thesis committee for Jed Limke, Department of Computer Science, NDSU, Dec. 14, 2015. Committee chair: Dr. Jun Kong.

Member, M.S. thesis committee for Xiaotian Wu, Department of Agribusiness and Applied Economics, NDSU, Nov 20, 2014. Committee chair: Dr. Thomas I. Wahl.

Member, M.S. thesis committee for Laura McKee, Department of Apparel, Design, and Hospitality Management, NDSU, Nov. 10, 2014, Committee chair: Dr. Linda Manikowske.

Member, M.S. thesis committee for Serena Flagg, Department of Apparel, Design, and Hospitality Management, NDSU, Oct. 29, 2014, Committee chair: Dr. Linda Manikowske.

Member, M.S. thesis committee for Karen Henry, Department of Apparel, Design, and Hospitality Management, NDSU, Oct. 29, 2014, Committee chair: Dr. Jaeha Lee.

Member, M.S. thesis committee for Haiyan Liu, Department of Agribusiness and Applied Economics, NDSU, June 26, 2013. Committee chair: Dr. Thomas I. Wahl.

Member, M.S. thesis committee for Changmin Kim, Department of Agribusiness and Applied Economics, NDSU, April 12, 2013. Committee chair: Dr. Thomas I. Wahl.

Member, M.S. thesis committee for Carl Anfinson, Department of Agribusiness and Applied Economics, NDSU, April4, 2013. Committee chair: Dr. Thomas I. Wahl.

Member, M.S. thesis committee for Brittain Cliff Ladd, Department of Apparel, Design, and Hospitality Management, NDSU, Nov 18, 2012, Committee chair: Dr. Jaeha Lee.

Member, M.S. thesis committee for Krishna Chinthakayala, Department of Computer Science, NDSU, May 2011.

Member, M.S. thesis committee for Xia Shang, Department of Agribusiness and Applied Economics, NDSU, March 2011.

Member, M.S. thesis committee for Srikanth Aakula, Department of Computer Science, NDSU, November 2010.

Member, M.S. thesis committee for Siva Vanteru, Department of Computer Science, NDSU, May 2010.

Member, M.S. thesis committee for Sandeep Raavi, Department of Computer Science, NDSU, April 2010.

Member, M.S. thesis committee for Yaswanth Potla, Department of Computer Science, NDSU, September2009.

Member, M.S. thesis committee for Thilak Kumar Rajaraman, Department of Computer Science, NDSU, May 2009.

**Journal/conference review SERVICES**

Reviewer, Journal of Business and Industrial Marketing, 2018-2021

Reviewer, Management Research Review, 2020

Reviewer, Academy of Management Annual Meeting, 2018, three papers

Reviewer, Eurasian Business Review, 2018

Reviewer, IEEE Transactions on Engineering Management, 2016

Reviewer, International Entrepreneurship and Management Journal, 2012-13

Reviewer, Midwest Academy of Management Annual Meeting, 2010-2012

Reviewer, Journal of Leadership & Organizational Studies, 2010

Reviewer, Decision Sciences Institute Annual Meeting, 2008-2012

Reviewer, Corporate Governance: An International Review, 2008

**university SERVICEs**

2021-Present Member, University Academic Integrity Committee

2018-2021 Member, University Campus and Facilities Committee

2018-Present Member, Department Curriculum Committee

2020-Present Member, College PTE Committee

2018-2021 College Learning Assurance Leadership Committee

2018-2019 Chair, College Faculty Council

2018 Member, Assistant Professor of Management Search Committee

2018 Member, Entrepreneurship Director Search Committee

2017- 2018 Chair, Entrepreneurship Endowed Chair Search Committee

2016-2018 Member, College MBA Committee

2017-2018 Member, College Strategic Planning Committee (Ad Hoc)

2017 (spring) Chair, Transportation & Logistics Task Force (Ad Hoc)

2016-2019 Member, College Scholarship Committee

2016-2018 Member, Department PTE Committee

2016-Present Member, University Campus and Facilities Committee

2015-2016 Member, Memorial Union’s Service-Learning Advisory Board (SLAB)

2014-Present Academic advisor, NDSU DECA

2014-2017 Academic advisor, NDSU Freestyle Ski and Snowboard Club

2015-2016 Chair, College PTE Committee

2013-2015 Member, College PTE Committee

2012-2016 Member, NDSU University Athletics Committee

2012-2016 Member, NDSU Residence Life Advisory Board

2014-2015 Chair, College Learning Assurance Leadership Committee

2012-2014 Member, College Learning Assurance Leadership Committee

2011-2013 Member, Management and Marketing Department Curriculum Committee

2010-2011 Chair, College Student Progress Committee

2008-2011 Member, College Student Progress Committee

2011 Reviewer, College Legacy program application

2011 Member, NDSU 2011 Homecoming Selection Committee

2009,10,13,14,16 Program lead, NDSU Business and Culture in China Program

**Awards**

2020 Nominated, Department Best Paper of the Year Award

2020 Nominated, Department Research Excellence Award

2019 College Research Award

2018-2020 Eisele Teaching Fellow

2018, 2011 Bison Ambassadors Apple Polisher Award

2017 Nominated, Department Best Paper of the Year Award

2017 Nominated, Department Research Excellence Award

2016 Department Best Paper of the Year Award

2015 Nominated, Department Best Paper of the Year Award

(updated: August 2021)