

Associate Professor Zheifei LI

Academic Department: Strategy, Entrepreneurship
and International Business

RESEARCH INTERESTS

- Competitive Strategy
- Cooperative Strategy
- Strategic Human Capital Theory
- Strategic Leadership

TEACHING DOMAINS

- Strategic Management
- International Business
- Entrepreneurship and Innovation Strategy

EDUCATION

Highest degree :

- | | |
|------|---|
| 2019 | Ph D in Strategic Management & Organization, Singapore Management University, Singapore |
| 2013 | Master of Science in Sport Management, Texas A&M University, United States of America |
| 2010 | B.A. in English Literature, Shanghai Normal University, China (PRC) |

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

- | | |
|-------------|--|
| Since 2026 | Associate Professor, ESSCA School of Management, China (PRC) |
| Since 2021 | Post-doctoral Researcher, Fudan University, China (PRC) |
| 2019 - 2021 | Lecturer in Management, Curtin University, Australia |

Company career path

- | | |
|-------------|---|
| 2010 - 2011 | Country Analyst, Euromonitor International, China (PRC) |
| 2010 - 2010 | Account Executive Intern, Weber Shandwick PR Agency, IPG Group, China (PRC) |
| 2009 - 2010 | Intern, Frost & Sullivan Consultancy, China (PRC) |
| 2009 - 2009 | PTA, The Boston Consulting Group, China (PRC) |

GRANTS AND HONORS

GRANTS AND HONORS

2025	Finalist for the IACMR 2025 Best Conference Macro Paper Award, -
2025	Second prize, Organizational Management & Marketing Innovation track of the Thesis Competition, Fudan University, China (PRC)
2025	ASEAN Business Research Initiative (ABRI) Grant, Singapore Management University, Singapore
2025	Outstanding Postdoctoral Fellow, Fudan University, China (PRC)
2021	Best Dissertation Award Nomination, SMS Annual Meeting, Strategic Management Society (SMS)
2021	Chinese National Foreign Returnee Postdoc Fellowship, Fudan University, China (PRC)
2020	Outstanding Reviewer Award, AOM STR (Strategic Management) Division, Academy of Management (AOM), United States of America
2019	Outstanding Reviewer Award, AOM STR (Strategic Management) Division, Academy of Management (AOM), United States of America
2014	Doctoral Scholarship, Singapore Management University, Singapore

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

LI, Z., GOMULYA, D. and WANG, H. (2026). Trading with the enemy: A cooperative perspective of resource exchange at arm's length. *Strategic Management Journal*, 47(1), pp. 293-325.

ZHANG, N., LI, Z., WU, J. and LI, Y. (2025). Locked in tradition? Clan culture and network closure: Evidence from China. *Journal of Business Research*, 200, pp. 115617.

Conference proceedings

ZHANG, N. and LI, Z. (2024). Locked in Tradition? Clan Culture and Interorganizational Network Forms: Evidence from China. In: *AOM Annual Meeting*. Chicago: Proceedings - Academy of Management (AOM).

LI, Z. (2018). Target Knowledge Structure and Post-Acquisition Target CEO Retention. In: *AOM Annual Meeting*. Chicago: Proceedings - Academy of Management (AOM), pp. 18676.

LI, Z. (2016). The Strategic Role of Fungible Resources in Organizational Adaptation. In: *AOM Annual Meeting*. Anaheim: Proceedings - Academy of Management (AOM), pp. 17724.

Conference papers (with selection committee)

LI, Z. (2025). Institutional Tug of War: How Does GVC Holding Affect Firm's Strategic Orientation? In: Organization Science PDW 2025. Beijing.

LI, Z. (2025). When You Discriminate, I See Opportunity: Appearance of Racial Bias as Corroboration for Racial Cues. In: Academy of Management Annual Meeting PDW: Using Sport Data to Advance Management Theory. Copenhagen.

LI, Z., ZHANG, N. and GOMULYA, D. (2025). Institutional Tug of War: How Does GVC Holding Affect Firm's Strategic Orientation? In: IACMR 2025 Conference. Xi'an.

LI, Z., ZHANG, N. and GOMULYA, D. (2024). Institutional Tug of War: How Does GVC Holding Affect Firm's Strategic Orientation? In: Academy of Management Annual Meeting, Emerging Markets PDW, Chicago.

LI, Z., ZHANG, N. and GOMULYA, D. (2024). Institutional Tug of War: How Does GVC Holding

Affect Firm's Strategic Orientation? In: Strategic Management Society Annual Meeting. Istanbul.

LI, Z. (2023). Manage for Stakeholders, Stakeholder Utility Functions, and Competitive Advantage: A Re- examination 13 Years Later. In: Strategic Management Society Annual Meeting. Toronto.

LI, Z., WANG, H. and GOMULYA, D. (2022). Dances with Wolves: How Does Competitive Rivalry Shape Strategic Factor Market Rivalry”. In: Academy of Management Annual Meeting. Seattle.

LI, Z. (2022). When You Discriminate, I See Opportunity: Appearance of Racial Bias as Corroboration for Racial Cues. In: Strategic Management Society Annual Meeting. London.

LI, Z. (2022). Performance Feedback Learning on Leadership Succession as a Race Based Bandit Model. In: Strategic Management Society Annual Meeting. London.

LI, Z., WANG, H. and GOMULYA, D. (2021). Dances with Wolves: How Does Competitive Rivalry Shape Strategic Factor Market Rivalry. In: Strategic Management Society Annual Meeting. Toronto.

LI, Z., WANG, H. and GOMULYA, D. (2021). Dances with Wolves: How Does Competitive Rivalry Shape Strategic Factor Market Rivalry. In: Academy of Management OMT Sports Data Special Conference. Helsinki.

LI, Z. (2019). ‘Pick and Choose’ or ‘One Size Fits All’: Revisit the Instrumental Stakeholder Theory Orthodox. In: Strategic Management Society Annual Meeting. Minneapolis.

LI, Z., CUYPERS, I. and WANG, H. (2018). Target Knowledge Structure and Post-Acquisition Target CEO Retention. In: Strategic Management Society Annual Meeting. Paris.

LI, Z. (2017). The Wisdom of the Crowds: How Smart Are They? In: Strategic Management Society Annual Meeting. Houston.

LI, Z. (2017). How Do Firms Reconfigure Their Core Competences? The Behavioral Antecedents of Resource Reconfigurations. In: Strategic Management Society Annual Meeting. Houston.

LI, Z. (2017). How Do Firms Reconfigure Their Core Competences? The Behavioral Antecedents of Resource Reconfigurations. In: Asian Management Research Consortia. Singapore.

RESEARCH ACTIVITIES

Editorial activities

Reviewing activities for scientific journals

- Since 2020 Ad-hoc reviewer, Journal of Business Research
- Since 2020 Ad-hoc reviewer, Strategic Organization

Service to the academic discipline

Reviewing activities for an academic conference

- Since 2020 Ad-hoc reviewer, Strategic Management Society Annual Meeting, Strategic Management Society (SMS)
- Since 2020 Ad-hoc reviewer, Academy of Management Annual Conference (STR, OMT), Academy of Management (AOM), United States of America