

YUPING LI

Ph.D. Candidate in Strategy & Entrepreneurship
Leeds School of Business
University of Colorado Boulder

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EDUCATION

Leeds School of Business, University of Colorado Boulder

Expected 2025

Ph.D. candidate, Strategy & Entrepreneurship

Dissertation committee:

Tony Tong (Chair), Janet Bercovitz, Mukund Chari, Sina Khoshokhan, Rob Seamans (NYU)

Research interests: open source innovation, digital platforms, innovation and technology strategy, corporate strategy, entrepreneurship.

Belk College of Business, University of North Carolina at Charlotte

2019

Visiting research scholar

Central University of Finance and Economics, Beijing, China

2018

Completed coursework of Ph.D. in Management

Sichuan University, Chengdu, China

2016

Bachelor of Accounting

REFEREED JOURNAL PUBLICATION

1. Xiaodong Yu, Laura Stanley, **Yuping Li***, Kimberly Eddleston, & Franz Kellermanns, 2020. The invisible hand of evolution: evolutionary psychology: The importance of kinship in first generation family firms. *Entrepreneurship Theory and Practice*, 44(1), 134-157. (*Corresponding author)

WORKING PAPERS

2. **Yuping Li** & Tony W. Tong, "Strategic timing of information disclosure: Evidence from startups' open source activities pre-acquisition"
 - Revise and resubmit at *Organization Science*
3. **Yuping Li**, Tony W. Tong, & Huiyi Litan, "Going public and employees' innovation activity: Evidence from open source"
 - Revise and resubmit at *Strategic Management Journal*
 - 2024 Academy of Management Annual Meeting Best Paper Proceedings
 - Shortlisted for 2024 AOM Annual Meeting TIM division best student paper award
4. **Yuping Li**, "How platform owner entry affects open source contribution? Evidence from GitHub developers"
 - Job market paper
 - 2024 Academy of Management Annual Meeting Best Paper Proceedings
 - 2024 SMS Annual Conference Corporate Strategy IG's Best Proposal Award, Finalist
 - 2024 SMS Annual Conference best PhD paper prize, Nominee
5. **Yuping Li**, Liang Chen, & Tony W. Tong, "When suppliers invest in customer-specific innovation: Roles of relationship uncertainty and exchange condition"
 - In preparation for submission to *Strategic Management Journal*
 - 2020 SMS Annual Conference best PhD paper prize, Nominee

WORK IN PROGRESS

6. “Contributing to change: The impact of open source contributions on industry knowledge spaces”, data analysis.
7. “When local search is advantageous: Family ownership and local knowledge acquisition”, with Valerio Pelucco & Franz Kellermanns, manuscript writing.
8. “Personalized recommendation and complementor diversification: Evidence from a social media platform”, with Xiaowei Zhang, data collection.

HORNORS, AWARDS, & FELLOWSHIPS

Strategic Management Society Corporate Strategy IG Best Proposal Award, Finalist, Strategic Management Society Annual Conference, 2024.

Strategic Management Society PhD paper prize, Nominee, Strategic Management Society Annual Conference, 2024.

Academy of Management TIM division best student paper prize, Shortlist, Academy of Management 85th Annual Meeting, 2024.

Academy of Management Best Paper Proceedings (two papers), Academy of Management 84th Annual Meeting, 2024.

Graduate School Summer Fellowship, University of Colorado Boulder, 2023.

PhD Student Teaching Award, Leeds School of Business, University of Colorado Boulder, Spring 2022.

MacMillan Best Published Paper Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2021.

MacMillan Entrepreneurship Research Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2021.

MacMillan Entrepreneurship Research Award, Deming Center of Entrepreneurship, Leeds School of Business, University of Colorado Boulder, 2020.

Strategic Management Society PhD paper prize, Nominee, Strategic Management Society Virtual London Conference, 2020.

CONFERENCES & WORKSHOPS

Presenter

“How platform owner entry affects open source contribution? Evidence from GitHub developers”

- Strategic Management Society Annual Conference, Istanbul, October 2024
- Academy of Management Annual Meeting, Chicago, August 2024
- Platform Strategy Research Symposium 2024, Boston, July 2024
- 30th CCC Doctoral Student Colloquium at the University of St Gallen, June 2023

“Going public and employee innovation: Evidence from open source”

- Academy of Management Annual Meeting, Chicago, August 2024
- 2024 Global Entrepreneurship and Innovation Research Conference, Boulder, June 2024
- Strategic Management Society Annual Conference, Toronto, September 2023

“Strategic timing of information disclosure: Evidence from startups’ open source activity pre-acquisition”

- Strategic Management Society Annual Conference, Toronto, September 2023
- Wharton Corporate Strategy & Innovation Conference, Philadelphia, December 2022
- Academy of Management Annual Meeting, Seattle, August 2022
- Strategy Science Annual Conference, New York, June 2022

CONFERENCES & WORKSHOPS (Conti.)

“Localization of family firms’ knowledge sourcing”

- IFERA 2024 Annual Conference, Carcavelos, Portugal, June 2024

“How major customers affect firm CSR adoption? Legitimacy versus efficiency considerations”

- Strategic Management Society Annual Conference, Virtual, September 2021

“When suppliers invest in customer-specific innovation: Roles of relationship uncertainty and exchange condition”

- Strategic Management Society Annual Conference, Virtual, October 2020

“What kind of family firms fire family CEOs? A QCA analysis based on kinship and governance role”

- Academy of Management Annual Meeting, Chicago, August 2018

“Are all family firms willing to pay higher salaries for nonfamily executives? A socioemotional wealth perspective”

- Strategic Management Society Annual Conference, Huston, October 2017

Participant

- Platform Strategy Research Symposium Doctoral Consortium, Boston, July 2024
- 12th Annual Strategy Symposium on Emerging Markets and the Doctoral Consortium, May 2024
- 2nd Annual USC Marshall and Gould Platform Dynamics Conference, February 2024
- SMS Annual Conference Junior Scholar Paper Development Workshop, Toronto, September 2023
- AOM STR division Dissertation Consortium, Virtual, August 2023
- AOM TIM division Doctoral Consortium, Boston, August 2023
- AOM STR division Doctoral Consortium, Virtual, August 2022
- Strategy Science Conference and the Doctoral Workshop, NYU, New York, June 2022

TEACHING EXPERIENCE

Instructor, BCOR 2304 Strategic & Entrepreneurial Thinking, University of Colorado Boulder Spring 2022

- Rating: 4.5/5.0 (79 students), **Winner of PhD Student Teaching Award**

Instructor, BCOR 2304 Strategic & Entrepreneurial Thinking, University of Colorado Boulder Fall 2021

- Rating: 4.4/5.0 (80 students), remote delivery

Teaching assistant, MBAC 6050 Core Strategy (Prof. Tony W. Tong)

University of Colorado Boulder

Spring 2022

Teaching assistant, BCOR 2304 Strategic and Entrepreneurial Thinking (Prof. Mukund Chari)

University of Colorado Boulder

Spring 2021

PROFESSIONAL SERVICE

Ad-Hoc Reviewer for Journal: **Entrepreneurship Theory and Practice, Long Range Planning**

Reviewer for Academy of Management Annual Conference (years: 2019, 2022-2024; Divisions: STR, TIM)

Reviewer for Strategic Management Society Annual Conference (years: 2021-2024, IG: Corporate Strategy)

Student volunteer for the 2020 and 2021 Strategic Management Society Annual Conference

SKILL & LANGUAGE

Software: STATA, PYTHON, MySQL, MATLAB, SAS, R

Language: English, Chinese (native)

REFERENCES

Prof. Tony W. Tong
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Chair of the Strategy, Entrepreneurship, &
Operations Division
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University of Colorado
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Deming Professor of Entrepreneurship
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