Yu LI

Assistant Professor

Academy: Transformation

Research center: Knowledge, Technology and Organization

Campus: Paris

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Research interests

corport sociopolitical activism, CSR decoupling, geopolitics, foreign direct investment, stakeholder management, societal impact

Education

2025	Ph.D. in Business Administration, University of South Carolina, United States of America
2011	B.B.A. in Marketing, Sichuan University, China

Experience

Full-time academic positions

Since 2025	Assistant Professor, SKEMA Business School, France

Research grants, Awards and Honors

Awards and Honors

2026	Finalist for the 2026 IM Division Best Dissertation Award, Academy of Management, United States of America
2025	Finalist for the 2025 Temple/AIB Best Paper Award, Academy of International Business Annual Conference, United States of America
2025	Nominated for PhD Paper Prize at SMS Annual Conference, Strategic Management Society, United States of America
2024	Best reviewer award for IM Division, Academy of Management (AOM), United States of America
2024	Finalist for Best Paper Award of the STR Division, Academy of Management (AOM), United States of America
2023	Finalist for IM Division Georgetown Best Paper in International Business and Policy Award, Academy of Management (AOM), United States of America
2023	Finalist for the Best Theme Paper Award, IACMR Biennial Conference, China
2023	Finalist for the 2023 Temple/AIB Best Paper Award, Academy of International Business Annual Conference, Poland

Research Grants

2024 Humane Studies Fellowship, Institute for Humane Studies, United States of America

Publications

Peer-reviewed journal articles

XIE, E., HUANG, Y., SHEN, H. and LI, Y. (2017). Performance implications of ties to large-scale state-owned enterprises and banks in an emerging economy. *Asia Pacific Journal of Management*, 34(1), pp. 97-121.

HUANG, Y., XIE, E., LI, Y. and REDDY, K.S. (2017). Does state ownership facilitate outward FDI of Chinese SOEs? Institutional development, market competition, and the logic of interdependence between governments and SOEs. *International Business Review*, 26(1), pp. 176-188.

Book chapters

ALBINO-PIMENTEL, J., DE BRUYN, G. and LI, Y. (2024). Global nonmarket strategy. In: C. G. Asmussen, N. Hashai, & D. Minbaeva eds. *Encyclopedia of International Strategic Management*. 1st ed. Edward Elgar Publishing, pp. 133-137.

Conference presentations

LI, Y. (2026). Rainbow- hushing or washing? Institutional dispersion and corporate rhetoric. In: 42nd EGOS Colloquium. Bergamo.

LI, Y. (2026). Rainbow- hushing or washing? Institutional dispersion and corporate rhetoric. In: Diversity in Management and Organizations (DMO) Conference. Singapore.

LI, Y. (2026). Rainbow- hushing or washing? Institutional dispersion and corporate rhetoric. In: AOM Annual Conference. Philadelphia.

LI, Y. (2026). Rainbow- Hushing or Washing? Institutional Complexity and Corporate Rhetoric. In: Strategic Management Society. Berlin.

LI, Y. (2026). Political Geography and Market Entry. In: Industry Studies Association International Conference. Oxford.

LI, Y., ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2026). Unexpected Dilemmas: MNE Divestitures as Strategic Responses to Host-Country Anti-LGBTQ Legislation. In: SKEMA KTO Paper Development Workshop. Sophia Antipolis.

LI, Y. (2026). Rainbow- Hushing or Washing? Institutional Complexity and Corporate Rhetoric. In: Society for Business Ethics Annual Meeting. Philadelphia.

LI, Y., JOAO ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2025). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: AOM Annual Conference. Copenhagen.

LI, Y., JOAO ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2025). Unexpected dilemmas: MNEs' divestitures as strategic responses to controversial host-country legislation. In: AIB Annual Conference. Louisville.

LI, Y., JOAO ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2025). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: Chamonix PhD Workshop. Chamonix.

LI, Y., ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2025). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: Strategic Management Society. San Francisco.

LI, Y. (2025). Rainbow- Hushing or Washing? Institutional Complexity and Corporate Rhetoric. In: Organization Schience Paper Development Workshop. Beijing.

LI, Y. (2024). Flipped faces: Contradictory corporate sociopolitical activism and stakeholders' evaluations of legitimacy. In: SMS Annual Conference. Istanbul.

LI, Y. and ASTVANSH, V. (2024). Rising geopolitical risk and a supplier firm's customer concentration. In: SMS Annual Conference. Istanbul.

LI, Y., JOAO ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2024). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: AIB Northeast Conference. Boston.

LI, Y. and JOAO ALBINO-PIMENTEL, J. (2024). Firm LGBTQ inclinations and strategic responses to anti-LGBTQ laws. In: AOM Annual Conference. Chicago.

LI, Y. (2024). Contradictory corporate sociopolitical activism and stakeholders' evaluations of legitimacy. In: AOM Annual Conference. Chicago.

LI, Y. (2024). Contradictory corporate sociopolitical activism and stakeholders' evaluations of legitimacy. In: AIB Annual Conference. Seoul.

LI, Y. and ASTVANSH, V. (2024). Rising geopolitical uncertainty and a supplier firm's customer concentration. In: AMA Winter Academic Conference. St. Pete's Beach.

LI, Y. and ASTVANSH, V. (2023). Rising geopolitical risk and a firm's customer concentration. In: AOM Annual Conference. Boston.

LI, Y. and ASTVANSH, V. (2023). Rising geopolitical risk and a firm's customer concentration. In: AIB Annual Conference. Warsaw.

LI, Y. and ASTVANSH, V. (2023). Rising geopolitical risk and a firm's customer concentration. In: IACMR Biennial Conference. Hong Kong.

LI, Y. (2023). Theorizing corporate sociopolitical activism: A three-market view. In: AMR Idea Development Workshop. Knoxville.

LI, Y. (2019). CEO duality in internationalization decisions: Agent or steward? In: AOM Annual Conference. Boston.

XIE, E., LI, Y., GAO, G.Y. and ZHOU, K.Z. (2015). Compliance or resistance: Firms' responses to corruption and performance in an emerging economy. In: AOM Annual Conference. Vancouver.

Faculty research seminar presentations

LI, Y., ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2026). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: ARCS Virtual Seminar Series.

LI, Y., ALBINO-PIMENTEL, J. and SANTANGELO, G.D. (2026). Unexpected dilemmas: MNEs' divestitures as strategic responses to host-country anti-LGBTQ legislation. In: University of Groningen Global Economics & Management Department Seminar Series. Groningen.

Other research activities

Reviewer for:

Strategic Management Journal, Organization Science, International Business Review, Journal of International Marketing, Strategic Management Society Annual Conference, Alliance for Research on Corporate Sustainability Annual Conference, Academy of International Business Annual Conference, Academy of Management Annual Conference

Organization of a conference or a seminar

2026	Co-organizer for 2026 Global Strategy Journal Idea and Paper Development Workshop at SKEMA Business School, Strategic Management Society, United States of America
2026	Co-organizer (with Beatrisa Pucalev) for AOM panel symposium "Rethinking Corporate Sociopolitical Activism: Trajectories and New Theoretical Directions", Academy of Management, United States of America
2026	Organizer for AOM panel symposium "Firm Responses to Geopolitics: Ex Ante and Ex Post Strategies, Trade-Offs, and Consequences", Academy of Management, United States of America
2025	Co-organizer (with Beatrisa Pucalev) for panel symposium "Stance or strategy? The challenging terrain of corporate sociopolitical activism", Academy of Management (AOM)
2024	Co-organizer (with Zhao Li) for presenter symposium "Firm strategic responses to political polarization around the world", Academy of Management (AOM)

Affiliations

Since 2022	Academy of Management
Since 2022	Academy of International Business
Since 2022	Alliance for Research on Corporate Sustainability (ARCS)
Since 2022	Women of the Academy of International Business
Since 2022	Strategic Management Society