

Ms. Jun Li

Technology and Operations

Stephen M. Ross School of Business, University of Michigan

Email: junwli@umich.edu

Address: 701 Tappan Street, R6372, Ann Arbor, Michigan, 48109.

Employment

Stephen M. Ross School of Business, University of Michigan

Associate Professor of Technology and Operations (with Tenure), 2019 - present

Michael R. and Mary Kay Hallman Fellow, 2018 - present

Assistant Professor of Technology and Operations, 2012 - 2019

NBD Bancorp Assistant Professor of Business Administration, 2018 - 2019

Education

The Wharton School, University of Pennsylvania

Ph.D., Operations and Information Management, 2007-2012

Tsinghua University, China

B.E.(with honors), Industrial Engineering and Operations Research, 2003-2007

Research Interests

Empirical Operations Management, Revenue Management and Pricing, Patient-Centric Health Care Management, Sharing Economy, Supply Chain Risk Management, Corporate Social Responsibility

Publications

1. J. Li, N. Granados, S. Netessine. 2014. Are Consumers Strategic? Structural Estimation from the Air Travel Industry. **Management Science** 60(9) 2114-2137.
 - Lead Article
 - Finalist, 2012-2014, 2013-2015 & 2014-2016 Management Science Best Paper in Operations Management
 - Winner, M&SOM Student Paper Competition, 2011
 - Runner-Up, M&SOM Service Management SIG Best Paper Award, 2017
 - Third Place, INFORMS Service Section Best Student Paper Competition, 2011
 - Third Place, Columbia Business Initiative Best Paper Award, 2011
2. M. Fisher, S. Gallino, J. Li. 2017. Competition-Based Dynamic Pricing in Online Retailing: A Methodology Validated with Field Experiments. **Management Science** 64(6) 2473-2972.
 - Winner, INFORMS Revenue Management and Pricing Practice Award, 2015
3. J. Li, S. Netessine, S. Koulayev. 2017. Price to Compete With Many: How To Identify Price Competition in High Dimensional Space. **Management Science** 64(9) 3971-4470.
4. G. Wang, J. Li, W. Hopp, F. Fazzalari and S. Bolling. 2017. Using Patient-Centric Quality Information to Unlock Hidden Health Care Capabilities. **Manufacturing & Service Operations Management** Articles In Advance Published Online.
 - Finalist, MSOM Student Paper Competition, 2016
 - Finalist, INFORMS Service Section Student Paper Competition, 2016

5. D. Lee; J. Li; G. Wang; K. Croome; J. Burns; D. Perry; J. Nguyen; W. Hopp; C. Taner. 2017. Looking Inward: The Impact of Operative Time on Graft Survival after Liver Transplantation. **Surgery** 162(4) 937-949.
6. J. Li, D. Zhang, C. Ruomeng. 2017. A Better Way to Fight Discrimination in the Sharing Economy. **Harvard Business Review**.
7. W. Hopp, J. Li, G. Wang. 2018. Big Data and the Precision Medicine Revolution. **Production and Operations Management** 27 1647-1664 .
8. J. Li, S. Netessine. 2018. Higher Market Thickness Reduces Matching Rate in Online Platforms: Evidence from a Quasi-Experiment. **Management Science** 66(1):271-289.
9. J. Li, A. Moreno, D. Zhang. 2018. Agent Pricing in the Sharing Economy: Evidence from Airbnb. *Sharing Economy: Making Supply Meet Demand*, M. Hu (Ed.), in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.)
10. R. Cui, J. Li, D. Zhang. 2018. Reducing Discrimination with Reviews in the Sharing Economy: Evidence from Field Experiments on Airbnb. **Management Science** 66(3): 1071-1094.
 - Winner, INFORMS Behavioral Operations Best Paper Award, 2017
11. J. Li, D. Wu. 2018. Do Corporate Social Responsibility Engagements Lead to Real Environmental, Social and Governance Impact? **Management Science** 66(6): 2564-2588.
12. Y. Wang, J. Li, D. Wu, R. Anupindi. 2021. When Ignorance Is Not Bliss: An Empirical Analysis of Subtier Supply Network Structure on Firm Risk. **Management Science** 67(4):2029-2048.
 - Finalist, POM Supply Chain College Student Paper Competition, 2016
 - Finalist, MSOM Student Paper Competition, 2017
13. P. Feldman, J. Li, H. Tsai. 2021. Welfare Implications of Congestion Pricing: Evidence from SFpark **Manufacturing & Service Operations Management** 24:2 1091-1109.
 - Second Place, INFORMS Public Sector Operations Research Best Paper Award, 2016
 - Finalist, INFORMS Service Section Best Paper Competition, 2016
14. G. Wang, J. Li, W. Hopp. 2021. An Instrumental Variable Tree Approach for Detecting Heterogeneous Treatment Effects in Health Care and Other Observational Studies. **Management Science** Forthcoming.
15. J. Li, D. Wu. 2021. Intended and Unintended Consequences of Drug Price Regulations. **Management Science** Forthcoming.
16. S. Keppler, J. Li, D. Wu. 2021. Crowdfunding the Front Lines: An Empirical Study of Teacher-Driven School Improvement. **Management Science** Forthcoming.
 - Shortlisted, 2022 Financial Times Research Impact Award
17. Wallace Hopp, Jun Li, Soroush Saghafian, Guihua Wang. 2022. Analytics-Powered Employee Health Plans. **Management Business Review**.
18. Minmin Zhang, Guihua Wang, Jun Li, Wallace Hopp, David Lee. 2022. Pausing Transplantation in the Face of a Global Pandemic? Patient Survival Implications **Production and Operations Management** Forthcoming.
19. Y. Wang, J. Li, R. Anupindi. 2022. Manufacturing and Regulatory Barriers to Generic Drug Competition: A Structural Model Approach. **Management Science** Forthcoming.

Papers Under Review or Revision

20. G. Wang, J. Li, W. Hopp. 2020. Personalized Health Care Outcome Analysis of Cardiovascular Surgical Procedures.

- Winner, INFORMS Health Applications Society Student Paper Competition, 2017
 - Honorable Mention, INFORMS Service Science Best Cluster Paper Award, 2017
 - Finalist, INFORMS MSOM Student Paper Competition, 2017
21. Z. Jiang, J. Li, D. Zhang. 2020. A High Dimensional Choice Model for Online Retailing.
 22. S. Keppler, J. Li, D. Wu. 2022. Stopping the Revolving Door: An Empirical and Textual Study of Crowdfunding and Teacher Turnover
 - Winner, POM Applied Research Challenge, 2022
 23. Z. Jiang, J. Li. 2022. Instrumenting While Experimenting: An Empirical Method for Competitive Pricing At Scale.
 24. X. Liang, J. Li, R. Anupindi. 2022. Generic Drug Effectiveness: A Empirical Study On Health Service Utilization and Medical Outcomes.
 25. X. Liang, Y. Wang, J. Li. 2022. Information and Bias Effects in Discretionary Pricing: Evidence from an OTC Drug Pricing Quasi-Experiment.

Research Grants

Principle Investigator, NSF Grant: Gaining Visibility into Supply Network Risks with Large-Scale Textual Analysis. 2015-2018

Co-PI, General Motors Research Grant. 2017-2018.

Selective Honors and Awards

Winner, POM Applied Research Challenge, 2022

Winner, INFORMS Revenue Management and Pricing Section Award, 2020

Honorable Mention, Responsible Research in Operations Management, Honorable Mention, 2020

Winner, INFORMS Behavioral Operations Best Paper Award, 2017

Runner-Up, M&SOM Service Management SIG Best Paper Award, 2017

Finalist, Management Science Best Paper in Operations Management 2014, 2015, 2016

Second Place, INFORMS Public Sector Operations Research Best Paper Award, 2016

Finalist, INFORMS Service Section Best Paper Competition, 2016

Winner, INFORMS Revenue Management and Pricing Practice Award, 2015

Finalist, Industry Studies Association Dissertation Award, 2012

Winner, M&SOM Student Paper Competition, 2011

Third Place, INFORMS Service Section Best Student Paper Competition, 2011

Third Place, Columbia Business Initiative Best Paper Award, 2011

Manufacturing & Service Operations Management Meritorious Service Award, 2016

Management Science Distinguished Service Award, 2014

Management Science Distinguished Service Award, 2013

Wharton Operations and Information Management Scholar Award (*awarded to the first place in doctoral qualification exam*), 2008

Distinguished Undergraduate Dissertation Award, Tsinghua University, China, 2007

President Jiang Nanxiang Scholarship, Tsinghua University, China, 2006

First Prize in China Mathematics Olympiad, 2003

Media Coverage

SCOTUS's online sales tax ruling crucial for many small businesses. **The Hill**. April 23, 2018.

Public Companies Have Difficulties Assuming Social Responsibility. **Top of Mind with Julie Rose. BYU Radio**. Apr 12, 2017.

No Simple Fix To Weed Out Racial Bias In The Sharing Economy. **The Globe and Mail**. Mar 4, 2017.

New Research Looks At Ways to Help Stop Airbnb Racial Discrimination. **NPR Morning Edition**. Mar 2, 2017.

More Information, Not Less, Would Help Eliminate Bias in Sharing Economy. **Ross Thought In Action**. Jan 12, 2017.

Holiday Retail: Santa's Going Mobile. **Ross Thought In Action**. Nov 17, 2016.

Jun Li Discusses Airbnb. **The Capital City Recap. WILS Radio**. Feb 16, 2016. Jan 16, 2017

On Airbnb it Pays to be a Professional. **Ross Thought In Action**. Feb 11, 2016.

Jun Li on China Singles' Day. **CCTV America** (live TV programming). Nov 11, 2015.

Women with MBAs are Choosing Google over Goldman Sachs. **CNN**. Aug 17, 2015.

Study: Centers of Excellence may be best for mitral valve surgery. **Crain's Detroit Business**. Aug 2, 2015.

When Data is the Best Medicine. **Ross Thought in Action**, MAY 29, 2015.

From Black Friday to Cyber November, The Changing Face of Holiday Consumerism. **Ross Thought in Action**, Nov 18, 2014.

Come Fly With Me – At the Right Price. **Ross Thought in Action**, Nov 7, 2014.

Searching for Rivals. **The Economist**. Sept 20, 2012.

Waging War on Wages. **New York Times**. Dec 7, 2011.

American Airlines' Bankruptcy: Who Loses? **Forbes**. Nov 29, 2011.

Teaching

Operations Management, 2014-2022 (BBA Core, MBA Core)

Applied Business Regressions, 2021-2022 (MBA Elective)

Empirical Methods in Operations Management 2013, 2021 (Doctoral)

Multidisciplinary Action Projects 2013 (MBA)

Tauber Institute Action Based Learning Project 2013-2015 (MBA)

BBA Integrative Core Curriculum Committee 2014 - 2016

Ph.D. Supervision and Placement

2020: Zhaohui Jiang, Assistant Professor, Tepper School of Business, Carnegie Mellon University

2019: Guihua Wang, Assistant Professor, Naveen Jindal School of Management, University of Texas at Dallas

2018: Iris Wang, Assistant Professor, Gies College of Business, University of Illinois–Urbana-Champaign

Professional Service

Associate Editor: Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management

Professional Activities

- L'Oreal Inc - BeautyLux International Cosmetics Co., Ltd. (June - Sept 2006)
 - *Process Engineer Intern*. Sustainability design of the cosmetic cleaning process.
- Social Venture: Technology and Education Connecting Cultures. *California-based Non-Profit Organization specializing in Education*.
 - *Project Leader*(2005-2006), *President* (2007), *Advisory Board* (2008-present)
- Wharton Community Consultant (September - December 2009)
 - *Consultant*. Specialize in pricing strategies for the non-profit sector.

Miscellaneous

Penn Chinese Dance Club. *Pennsylvania-based Non-Profit Organization specializing in Performing Arts*. *Dancer* (2007 - present), *President* (2008-2009)

Ross Follies 2014. *Choreographer and Lead Dancer*

Dancing with the Professors 2016. Michigan Ballroom Dance Team. *Dancer*