

**Ms. Jun Li**

**Technology and Operations**

**Stephen M. Ross School of Business, University of Michigan**

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**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, Pricing and Market Analytics, Precision Medicine, Supply Chain Risks and Responsible Supply Chains, Socially Responsible Operations, Education Operations

**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, S. Bolling. 2017. Using Patient-Centric Quality Information to Unlock Hidden Health Care Capabilities. **Manufacturing & Service Operations Management** 21(3): 582-601.
  - 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. W. Hopp, J. Li, G. Wang. 2018. Big Data and the Precision Medicine Revolution. **Production and Operations Management** 27(9): 1647-1664 .
7. 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.
8. 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, Management Science Best Operations Management Paper Award, 2023
  - Winner, INFORMS Behavioral Operations Best Paper Award, 2017
  - Honorable Mention, MSOM Response Research Award, 2020
9. J. Li, D. Wu. 2018. Do Corporate Social Responsibility Engagements Lead to Real Environmental, Social and Governance Impact? **Management Science** 66(6): 2564-2588.
10. 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.
  - Winner, MSOM iFORM SIG Best Paper Award, 2022
  - Finalist, POM Supply Chain College Student Paper Competition, 2016
  - Finalist, MSOM Student Paper Competition, 2017
11. 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
12. G. Wang, J. Li, W. Hopp. 2021. An Instrumental Variable Forest Approach for Detecting Heterogeneous Treatment Effects in Health Care and Other Observational Studies. **Management Science** 68(5): 3175-3973.
  - Finalist, Pierskalla Best Paper Award, 2022
13. J. Li, D. Wu. 2021. The Price Effect of Drug Price Ceilings: Intended and Unintended Consequences. **Management Science** 68(8): 5758–5777.
14. A.A. Brescia, M.J. Paulsen, T.M. Watt, L.M. Rosenbloom, A.M. Wisniewski, J. Li, G. Wang, D.S. Likosky, W. Hopp, S.F. Bolling. 2021. Economic analysis and long-term follow-up of distant referral for degenerative mitral valve repair. **The Annals of Thoracic Surgery** 111(2): 479-486.
15. S. Keppler, J. Li, D. Wu. 2022. Crowdfunding the Front Lines: An Empirical Study of Teacher-Driven School Improvement. **Management Science** 68(12): 8809-8828.
  - Shortlisted, Financial Times Research Impact Award, 2022
  - Winner, MSOM Responsible Research Award, 2022
16. M. Zhang, G. Wang, J. Li, W. Hopp, D. Lee. 2022. Pausing Transplantation in the Face of a Global Pandemic: Patient Survival Implications. **Production and Operations Management** 32(5): 1380–1396
17. Y. Wang, J. Li, R. Anupindi. 2022. Manufacturing and Regulatory Barriers to Generic Drug Competition: A Structural Model Approach. **Management Science** 69(3):1449-1467.

18. Z. Wang, J. Li, D. Wu. 2023. Mind The Gap: Gender Disparity in Online Learning Platforms. **Manufacturing & Service Operations Management** Forthcoming
  - Winner, Ross DEI Research Award, 2023
  - Runner-up, POM College of Service Operations Management Student Paper Competition, 2023
  - Finalist, IBM Service Section Student Paper Competition, 2022
19. G. Wang, J. Li, W. Hopp. 2023. Personalized Health Care Outcome Analysis of Cardiovascular Surgical Procedures **Manufacturing & Service Operations Management** Forthcoming
  - 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

### Professional Publications and Book Chapters

20. R. Cui, J. Li, D. Zhang. 2017. A Better Way to Fight Discrimination in the Sharing Economy. **Harvard Business Review**.
21. 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.)
22. W. Hopp, J. Li, S. Saghaian, G. Wang. 2022. Analytics-Powered Employee Health Plans. **Management Business Review**.
23. M. Fisher, S. Gallino, J. Li. 2023. A Step-by-Step Guide to Real Time Pricing. **Harvard Business Review** Forthcoming.

### Papers Under Review or Revision and Working Papers

24. Z. Jiang, J. Li, D. Zhang. 2022. A High Dimensional Choice Model for Online Retailing.
25. Z. Jiang, J. Li. 2022. Instrumenting While Experimenting: An Empirical Method for Competitive Pricing At Scale. Major Revision at *Operations Research*
  - Finalist, Revenue Management and Pricing Practice Award, 2022
  - Finalist, Innovative Applications in Analytics Award, 2023
26. X. Liang, Y. Wang, J. Li. 2023. Information and Bias Effects in Discretionary Pricing: Evidence from an OTC Drug Pricing Quasi-Experiment.
27. X. Liang, J. Li, R. Anupindi. 2023. Generic Drug Effectiveness: An Empirical Study On Health Service Utilization and Clinical Outcomes.
28. S. Keppler, J. Li, D. Wu. 2023. Stopping the Revolving Door: An Empirical and Textual Study of Crowdfunding and Teacher Turnover.
  - Winner, POM Applied Research Challenge, 2022
29. J. Pei, Z. Wang, J. Li. 2023. 30 Million Canvas Records Reveal Widespread Sequential Bias and System-design Induced Surname Initial Disparity in Grading.
30. J. Li. 2023. Childcare Deserts Impede STEM Researchers' Career Development and Undermine Gender Equity.
31. R. Man, K.M. Tan, J. Li. 2023. Remote Learning Exacerbates Inequalities for Low-Income and First Generation College Students and One Way to Address it.

## Honors and Awards

Winner, Management Science Best Operations Management Paper Award, 2023  
Finalist, Innovative Applications in Analytics Award 2023  
Winner, MSOM Young Scholar Award, 2022  
Winner, MSOM Responsible Research Award, 2022  
Winner, POM Applied Research Challenge, 2022  
Winner, MSOM Interface of Finance, Operations and Risk Management Best Paper Award, 2022  
Shortlisted, Financial Times Research, 2022 Impact Award, 2022  
Finalist, Revenue Management and Pricing Practice Award, 2022  
Finalist, Pierskalla Best Paper Award, 2022  
Finalist, IBM Best Student Paper Award, 2022  
Winner, INFORMS Revenue Management and Pricing Section Award, 2020  
Honorable Mention, Responsible Research in Operations Management, 2020  
Winner, INFORMS Behavioral Operations Best Paper Award, 2017  
Runner-Up, M&SOM Service Management SIG Best Paper Award, 2017  
Finalist (three times), 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  
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.  
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

Big Move to Online Shopping due to Pandemic. **NPR - All Things Considered**. Dec 10, 2020.  
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. **CGTN 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, 2013-2023 (BBA Core, MBA Core, GMBA Core)

Applied Business Regressions, 2021-2023 (MBA Elective)

Empirical Methods in Operations Management 2013, 2021 (Doctoral)

Faculty Co-Director, Supply Chain Consulting Studio 2022-2023 (Master of Supply Chain Management)

Multidisciplinary Action Projects 2013 (MBA)

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

## **Ph.D. Supervision and Placements**

### *Graduated Students:*

- 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

*Current Students:* Xinyu Liang (expected graduation 2024), Zhihan Wang (expected graduation 2025), Yuan Ma (expected graduation 2027)

*Dissertation Committee:* Lauren Czerniak (expected graduation 2024); Bruno Branco (expected graduation 2024); Wei Shao (2023, Lecturer of Accounting, CEIBS, China); Gwen Ahn (2023, Assistant Professor of Marketing, University of Colorado Boulder); Hideaki Nakao (2021, Postdoctoral Researcher, Argonne National Laboratory); Prashant Rajaram (2021, Assistant Professor of Marketing, Ivey Business School, Western University, Canada); Giacomo Meille (2021, Economist, The Agency for Healthcare Research and Quality); Emily Tucker (2020, Assistant Professor of Industrial Engineering, Clemson University); Jihoon Cho (2016, Assistant Professor Marketing, Kansas State University);

## **Professional Service**

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

*Committee:*

- MSOM Young Scholar Award, 2023
- POM Excellence in Industry Engagement Award, 2023 (inaugural year)
- Daniel H. Wagner Prize for Excellence in the Practice of Advanced Analytics and Operations Research, 2020-2022
- INFORMS Revenue Management and Pricing Section Award, 2021
- MSOM Practice-Based Research Competition, 2020-present
- MSOM Student Paper Competition, 2020

BBA Integrative Core Curriculum Committee, 2014 - 2016

Chair, MBA Faculty Council, 2021-present

## **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**

Mother of two lovely children

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*

Dance with the Professors, 2016.