

Mei Li

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EDUCATION

Doctor of Philosophy, Supply Chain Management, Arizona State University, Tempe, Arizona, May 2011.

Dissertation: Bridge Transfer and the Outsourcing of Customer Facing Services: A Social Network Perspective (*Featured during the university-wide graduation ceremony at Arizona State University, May, 2011*).

Master of Science in Information Management, Arizona State University, Tempe, Arizona

Master of Science in Agribusiness, Marketing, Arizona State University, Tempe, Arizona

Bachelor of Art, Diplomacy and International Trade, Foreign Affairs College, Beijing, China

RESEARCH

Research Interests

Buyer-Supplier Relationships in Service Operations, Service Outsourcing, Self-service Technology, Social Network Theory, and Sustainability.

Published Manuscripts

Li, M., Choi, T.Y., Rabinovich, E., and Crawford, A. Inter-customer interactions in self-service setting: Implications for perceived service quality and repeat purchasing intentions. Forthcoming at the Production and Operations Management Journal.

Barratt, M., Choi, T. Y., and Li, M., 2011. Qualitative case studies in operations management: Trends and future research implications (1992-2007). Journal of Operations Management 29(4):329-342.

Li, M., 2010. Inventory: A Double Edged Sword in Supply Chain Management. In S. Lu (Series Ed.), Western Research in the Humanities and Social Sciences. Beijing, China: Renmin University Press.

Li, M. and Choi, T. Y., 2009. Triads in services outsourcing: Bridge, bridge decay and bridge transfer. Journal of Supply Chain Management 45(3): 27-39.

Li, M. 2011. Benchmarking Report: Services Outsourcing and Bridge Transfer: A Social Network Perspective. CAPS Research.

Manuscripts in Progress

Li, M. Bridge Transfer and Outsourcing of Customer-facing Services: A Social Network Perspective.

Li, M., Choi, T.Y. Services Outsourcing Paradox: Giving away the core and keeping the non-core.

Cho, B. Y., Park, K., Kim, D. and Li, M. The effects of outcome and behavior monitoring on outsourcing success for pure services and quasi-manufacturing services.

Li, M., Choi, T.Y., and Li, S. Bridge, Bridge Decay and Bridge Transfer: A Stage Model.

Li, M., Choi, T.Y. Role of Transference in Inter-Firm Collaboration: Psychological Model versus Strategic Model.

Dong, B., Li, M. An Investigation of Cultural Influences on Customer Participation.

Li, M, Huang, S. The Use of Inverse Covariance in Supply Chain Research.

Conference Presentations

Li, M. Role of Transference in Inter-Firm Collaboration: Psychological Model versus Strategic Model. Accepted for Presentation by the Academy of Management Conference, Montreal, Canada, August, 2010.

Li, M. and Choi, T.Y. Impact of Bridge Transfer on Service Outsourcing: A Social Network Perspective, the Annual Meeting of the Decision Sciences Institute, New Orleans, November 2009.

Barratt, M., Choi, T.Y., and Li, M. Evolution of Inductive Case Studies in Operations Management, Best Paper Proceedings, the Annual Meeting of the Academy of Management, Philadelphia, August 2007.

Li, M. and Choi, T.Y. Service Outsourcing: Bridge Decay versus Bridge Transfer, the Annual Meeting of the Decision Sciences Institute, Phoenix, November 2007.

TEACHING EXPERIENCE

2011 Assistant Professor, Department of Management, College of Business and Economics, Lehigh University, Bethlehem, PA.

SCM 340 Demand and Supply Chain Planning. In progress.

2009-2011 Instructor, Arizona State University, W. P. Carey School of Business, Department of Supply Chain Management, Tempe, AZ

SCM 301 Global Supply Operations (Spring, 2011). This is an internet-based course for undergraduate business majors. I will be co-teaching the course with another instructor. Enrollment: 185; Teaching Evaluation; 6.3 out of 7.0.

OPM 301 Global Operations Management (Summer 2010). This is a required class for undergraduate business majors. I am teaching it as a sole instructor. Enrollment: 15; Teaching Evaluation: 6.8 out of 7.0.

OPM 301 Global Operations Management (Summer 2009). I taught it as a sole instructor. Enrollment: 64; Teaching Evaluation: 6.0 out of 7.0

SCM 300 Global Supply Operations (Spring 2009). Conducted lab sessions and guest-lectured two sessions. Enrollment: 300 and 250 (two sessions); Teaching Evaluation: 3.3 out of 4.0 and 3.4 out of 4.0

SCM 502 Operations and Supply Management (Fall 2009). Guest-lectured a Day-MBA class on services outsourcing.

SCM 502 Operations and Supply Management (Fall 2008). Guest-lectured multiple evening MBA classes on self-service technology.

Global Executive MBA Class on Supply Chain Management offered in China (Spring 2008). Served as a teaching assistant and performed real-time translation for all classes.

2009-2010 Teaching Assistant, Arizona State University, W. P. Carey School of Business, Department of Supply Chain Management, Tempe, AZ

SCM 440 Quality Management and Measurement (Spring 2010). I graded quizzes, homework assignments and team projects for this course.

SCM 502 Operations and Supply Management (Fall, 2009 and Spring, 2010). I graded quizzes, homework assignments and team projects for this course.

2004-2005 Instructor, Chinese Phonetics, Huaxia Chinese Language School, Houston, TX. (While working for HP).

SERVICES

Ad hoc reviewer for the *Journal of Operations Management*, 2009, 2010, 2011

Ad hoc reviewer for the *Decision Sciences Journal*, 2007

Student referee for selecting the 2008 *Journal of Operations Management* Best Paper Award. It entailed reviewing six papers, rank-ordering them, and filing a six-page report.

Reviewer for the Academy of Management Conference, 2010

Reviewer for the Decision Sciences Conference, 2010

EXPERIENCE IN BUSINESS AND INDUSTRY

2005 – 2006 Program Manager, China MBA Program, W.P. Carey School of Business,

Arizona State University, Tempe, Arizona

Management of all aspects of China MBA Programs. My roles and responsibilities included:

- The evaluation of student applications
- Assisting the Associate Dean with course delivery schedules
- Assisting faculty with course material collection and translation
- Organizing major university events such as graduation ceremonies in China and designing program brochures

2003-2005 Global Program Manager, Supply Chain Operation IT, Global Operation IT Division (GOIT-SCIT), Hewlett-Packard Company, Houston, Texas.

I led a global supply chain operation team for multiple key international compliance, integration and outsourcing initiatives. My roles and responsibilities included:

- Setting up the program structure, recruiting, training and aligning resources
- Designing, managing and communicating project plans at the program level
- Managing the operation and maintenance of a company-wide ERP system (SAP), a critical piece in HP's Global Supply Chain Operation
- Acting as a central point of issue escalation and resolution
- Managing and communicating with key external software vendors in the ERP and supply chain areas such as SAP and Vastera
- Defining and monitoring program budgets
- Leading regular program status meetings to communicate program health to program sponsors and other stakeholders.

2000-2003 Project Manager, Supply Chain Operations IT, Global Operation IT Division (GOIT-SCIT), Hewlett-Packard Company, Tempe, Arizona

I led large-scale complex information technology projects for strategic planning and infrastructure development organization, a part of the Global Supply Chain Operation Division. My roles and responsibilities included:

- Leading a Hewlett-Packard/Compaq merger integration team composed of IT and business experts to evaluate existing business processes and IT solutions of pre-merger environments and make recommendations to HP senior executives on business processes and IT solutions to be used in the merged environment.
- Initiating projects, performing needs analyses and project justifications
- Obtaining project funding;
- Creating project plan, assigning tasks to project members, setting task priorities, monitoring project progress, communicating project status to project sponsors
- Designing and approving process flows and technical specifications
- Motivating a team of employees across different functional groups
- Managing external software vendors and outsourced IT support
- Monitoring project budgets
- Leading project status update meetings
- Providing software testing training and end-user training to project team members.

2000 Project Lead, Tax License Customs and Logistics (TLCL), Hewlett-Packard Company, Palo Alto, California

I led multiple worldwide software/vendor selection and evaluation projects. My roles and responsibilities included:

- Writing several requests for proposals (RFP)
- Interviewing, evaluating and selecting vendors
- Participating in all phases of software development
- Gathering and documenting user requirements
- Writing functional specifications
- Defining technical infrastructures
- Defining web technologies
- Leading and coordinating IT implementation teams
- Leading software testing training to project team members
- Leading multiple software end-user training sessions.

1999 Information Technology Process Engineer, Tax License Customs and Logistics (TLCL), Hewlett-Packard Company, Palo Alto, California.

I performed gap-analysis for HP customs' operations and implemented new process flows for importation operation, I also developed and implemented new IT relational database tools to streamline business operations.

AWARDS AND HONORS

- 2011 Recognized as an "Outstanding Graduate Student" during University Wide Graduation Ceremony, Arizona State University.
- 2010 Winner of the Doctoral Grant by the Institute of Supply Management
- 2007 Finalist for the Chan Hahn Best Paper Award by the Operation Management, Division of the Academy of Management Conference
- 2006-2007 Winner of the Supply Chain Management Department Distinguished Doctoral Fellowship Award
- 2003-2005 Recipient of multiple awards from the Hewlett-Packard Company for the Successful Execution of Projects
- 2000-2003 Filed two software patents and designated as one of "HP Inventors"
- 1995-1996 Two-Time Winner of the SABER award for Academic Excellence and Leadership by Morrison School of Management and Agribusiness, Arizona State University

PROFESSIONAL AFFILIATIONS

Decision Sciences Institute (DSI)
Academy of Management (AOM)
Production and Operations Management Society (POMS)

Institute for Supply Management (ISM)

REFERENCES

Professor Thomas Y. Choi, Ph.D.
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W. P. Carey School of Business
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