

Yu LI  
Assistant Professor

Academy: Transformation

Research center: Knowledge, Technology and Organization

Campus: Paris

Email: yli@skema.edu

## Research interests

---

corporate 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

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	Finalist for Best Paper Award of the STR Division, Academy of Management (AOM), United States of America
2024	Best reviewer award for IM 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., 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 Science 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 ASTVANSI, 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 ASTVANSI, V. (2024). Rising geopolitical uncertainty and a supplier firm's customer concentration. In: AMA Winter Academic Conference. St. Pete's Beach.

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

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

LI, Y. and ASTVANSI, 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.

**Reviewer for:**

Strategic Management Society Annual Conference, Alliance for Research on Corporate Sustainability Annual Conference, Academy of International Business Annual Conference, Academy of Management Annual Conference, Journal of International Marketing, Journal of Business & Industrial Marketing, Journal of Organizational Change Management, Journal of Management & Organization

**Organization of a conference or a seminar**

- 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 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
- Since 2022 Academy of Management