

XINA LI

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ACADEMIC POSITIONS

Singapore Management University

Assistant Professor of Strategy & Entrepreneurship

2025-Present

OTHER AFFILIATIONS

Wharton School of Business, University of Pennsylvania

Research Affiliate, *Impact, Value, and Sustainable Business Initiative*

2023-Present

EDUCATION

INSEAD

Ph.D. in Management (Strategy), *Graduated with Distinction*

2025

Master in Management Science

2021

Wharton School of Business, University of Pennsylvania

Visiting Scholar, Management Department

2023

Peking University

M.Sc. Applied Economics, *Outstanding Graduate of Beijing*

2019

B.A. Economics, B.A. Public Administration, *Outstanding Graduate of Peking University*

2017

PUBLICATIONS

1. Li, Xina, Guoli Chen, and Rui Shen (2024). Steering the Intangible Wheel: Chief Executive Officer Effect on Corporate Cultural Change. *Organization Science* 35(5):1770-1794. [\[Link\]](#)
 - Runner-up for Edgar Schein Best Student Paper Prize, 2022 Berkeley Culture Conference.
2. Ou, Amy Y., Qian Lu, Xina Li, Chi-Nien Chung, and Guoli Chen (2024). CEO Humility and Corporate Social Irresponsibility: Evidence Based on a New Unobtrusive Measure. *Organization Science* 35(6):2016-2039. [\[Link\]](#)
3. Li, Xina and Phebo D. Wibbens* (2023). Broken Effects? How to Reduce False Positives in Panel Regressions. *Strategy Science* 8(1):103-116. (*equal contribution) [\[Link\]](#) [\[Code\]](#)

SELECTED WORKING PROJECTS

1. Li, Xina. Navigating Turbulent, Murky Water: Reactive Integration of ESG Goals in CEO Pay.
 - Nominated for Best Paper Prize, SMS 2024.
 - Finalist for Best Paper, Strategic Leadership and Governance IG, SMS 2024.
2. Li, Xina, Dong Liu, and Guoli Chen. When Terror Strikes: How CEO Affectivity and Organizational Affective Culture Drive Post-Crisis Employee-related CSR.
 - Finalist for Edgar Schein Best Student Paper Prize, 2023 Berkeley Culture Conference.
3. Chen, Guoli, Xina Li, Bingyi Qin, Stephen Teng Sun, Zheng Wang.* Does the Rise of Robots Lead to More Dominant Human Leaders? (*equal contribution)
4. Choudhury, Prithwiraj, Wesley Wu-Yi Koo, and Xina Li.* Work-from-Home and Workers' Contributions to Digital Public Goods. (*equal contribution) [\[SSRN\]](#)
 - Coverage: [INSEAD KNOWLEDGE](#), [Forbes India](#).

RESEARCH GRANT

1. Executive ESG Incentives, Company ESG Communication, and ESG Outcomes. Research funding from Wharton-INSEAD Alliance. (€10,000, supervised by Guoli Chen and Witold Henisz)
2. Global board interlocks dataset (With Chris Bruno and Tiancheng Wang). Research funding from Wharton-INSEAD Alliance (€5,000, supervised by Witold Henisz, Exequiel (Zeke) Hernandez, and Guoli Chen).
3. Digitalization and Strategy (with Guoli Chen). Research funding from INSEAD (€22,100).

HONORS AND AWARDS

Ian Potter '93D PhD Award <i>INSEAD</i>	2021 - 2024
Passed with Distinction, PhD Comprehensive Exam <i>INSEAD</i>	2021
INSEAD PhD Fellowship	2019 - 2024
Jingzhu Scholarship <i>Haima Automobile Group Co.</i>	2019
Horizon Scholarship <i>Beijing Horizon Charity Foundation</i>	2018
Award for Academic Excellency <i>Peking University</i>	2018
Graduate Studies Scholarship <i>Peking University</i>	2017
Robin Li Scholarship <i>Co-founder of Baidu</i>	2016
Annual Academic Star <i>School of Government, Peking University</i>	2016
Leo KoGuan Scholarship <i>Co-founder of SHI International Corp</i>	2015
Merit Student <i>Peking University</i>	2015 / 2016
National Scholarship <i>Ministry of Education of China</i>	2014
Pacemaker to Merit Student <i>Peking University</i>	2014

CONFERENCES AND PRESENTATIONS

As presenter:

- 2025: HKU Managing ESG Conference, CUHK-Shenzhen.
- 2024: NYU Shanghai, Emory University, Singapore Management University, Nanyang Business School, Chinese University of Hong Kong, Hong Kong University of Science and Technology, SMS Annual Conference, Pennsylvania State University, University of Florida, AOM Annual Meeting, SMS Special Conference on Sustainable Human Development (Johns Hopkins), ARCS Annual Conference (UCLA), CCC Doctoral Conference (WashU), Non-Market Strategy Research Community (NMSRC) Doctoral Conference, INSEAD Thesis180s Competition, INSEAD Strategy/EFE Research Seminar.
- 2023: Berkeley Culture Conference, AOM Annual Meeting, SMS Annual Conference, Wharton-INSEAD Doctoral Consortium.
- 2022: INSEAD Strategy/EFE Research Seminar, Warwick Quantitative Solutions Series, Bocconi-INSEAD Brown Bag Series, Wharton-INSEAD Doctoral Consortium, People and Organizations Conference (Wharton), SMS Annual Conference, AOM Annual Meeting, USC China Research Group Doctoral Symposium, East Coast Doctoral Conference (NYU & Columbia), Berkeley Culture Conference.
- 2021: Transatlantic Doctoral Conference (LBS), Wharton-INSEAD Doctoral Consortium.
- 2019: SMS Special Conference (Las Vegas).

As organizer:

- 2023: AOM Symposium (with Muhan Zhang) “*Top Down and Bottom Up: Connecting Strategic Leadership and Employees*”. Discussants and presenters: Donald C. Hambrick, Yan Anthea Zhang, Seung-Hwan Jeong, and Abbie Griffith Oliver.
- 2021: AOM Symposium (with Guoli Chen and Amy Ou) “*New Measures with Big Data and Machine Learning in Strategic Leadership Research*”. Discussants and presenters: Sydney Finkelstein, Steve Boivie, Prithwiraj Choudhury, and Wei Guo.

As workshop participant:

- 2025: AOM Annual Meeting STR Junior Faculty PDW.
- 2024: ARCS Doctoral Workshop (UCLA).
- 2023: SMS Doctoral Workshop, Strategy Science Doctoral Workshop (LMU).
- 2022: SMS Stakeholder Strategy PDW, SMS Strategic Leadership & Governance PDW.
- 2021: SMS Strategic Leadership & Governance PDW.
- 2019: *Mastering Metrics* Workshop by Joshua Angrist.
- 2018: MicroMaster in Data, Economics and Development Policy, *MITx*.
- 2017: Research Methods Programme (Real Analysis), *LSE*.

TEACHING

INSEAD

- 2024: People Analytics (MBA Elective by Prof. Victoria Sevchenko), Teaching assistant and tutorial instructor.
- 2022: Introduction to Strategy (MBA Core by Prof. Hyunjin Kim), Teaching assistant.
- 2021: PhD Teaching Preparation Program: Teaching training for PhD students.
- 2020: Text Analysis (PhD Elective by Prof. Phil Parker): Taught a session demonstrating the use of text analysis.

Peking University

- 2018: Design and Development of Organization (MBA Elective by Prof. Jianjun Zhang), Teaching Assistant, *Excellent TA Award*.

Guest Lectures

- 2024: Blue Ocean Strategy (Undergrad core strategy at Nanyang Business School)

Case-Writing

- 2024. "OpenAI: Competitive Strategy and Governance" (with Guoli Chen and Shuqing Luo). HKU Asia Case Research Centre. [\[Link\]](#)

SERVICE

Ad-hoc reviewer: *Organization Science*, *Management Science*, *Strategy Science*, *Management and Organization Review*, SMS Annual Conference, AOM Annual Meeting.

Recognition: Best Reviewer Award, *Management and Organization Review*, 2024.

INDUSTRY EXPERIENCE

McKinsey & Company <i>Research Intern</i>	2016 - 2017
CITIC Securities <i>Market Research Intern</i>	2017
China Development Bank <i>Research Intern</i>	2016
Peking University Urban Planning Association <i>President</i>	2015 - 2016

SKILLS AND INTERESTS

Programming: Stata, R, Python, $\text{\LaTeX}$.

Languages: English, Mandarin, Hakka, Cantonese.

Sports: Table Tennis (semi-professional), Tennis (intermediary), Golf (beginner).