

ZHEFEI (TRACY) LI

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ACADEMIC APPOINTMENTS

Fudan University, School of Management, Shanghai, China

Postdoctoral Fellow, September 2021 - Present

Curtin University, Curtin Business School, School of Management, WA, Australia

Lecturer in Management, August 2019 – May 2021

EDUCATION

Singapore Management University, Lee Kong Chian School of Business, Singapore
Ph.D. in Strategic Management & Organization, awarded August 2019.

Dissertation Committee: Ilya Cuypers (Co-Chair), Heli Wang (Co-Chair), David Gomulya (Member), Mario Schijven (University of Illinois at Urbana-Champaign)

Texas A&M University, College Station, TX, USA
M.S. in Sport Management, August 2013.

Shanghai Normal University, Shanghai, China
B.A. in English Literature, July 2010

ACCEPTED PAPERS

Li, Z*., Gomulya, D., & Wang, H. (2026). Trading with the enemy: A cooperative perspective of resource exchange at arm's length. *Strategic Management Journal*. (ABDC A*, ABS 4*, UTD24, FT50, JCR Q1)

Zhang, N., Li, Z*., Wu, J., & Li, Y. (2025). Locked in tradition? Clan culture and network closure: Evidence from China. *Journal of Business Research*, 200, 115617. (ABDC A, ABS 3, JCR Q1)

PAPERS UNDER REVIEW

Beyond Signal: How Signal Cost, Observability, and Fit Moderate the Impact of Signals on New Venture Investment Decisions” **under review** at *Strategic Management Journal*

“Institutional Tug of War: How Does GVC Holding Affect Firm's Strategic Orientation?” with (Nan Zhang and David Gomulya) **under review** at the *Organization Science*

HONORS & AWARDS

- ASEAN Business Research Initiative (ABRI) Grant, SGD 7,600, SMU, 2025
- Outstanding Postdoctoral Fellow, Fudan University, 2025
- Finalist for the IACMR 2025 Best Conference Macro Paper Award, 2025
- Second prize, Organizational Management & Marketing Innovation track of the Thesis Competition, School of Management, Fudan University, 2025

- Chinese National Foreign Returnee Postdoc Fellowship, 2021
- Best Dissertation Award Nomination, SMS Annual Meeting, Toronto, 2021
- Outstanding Reviewer Award, AOM STR (Strategic Management) Division, 2019-2020
- Outstanding Reviewer Award, AOM STR (Strategic Management) Division, 2018-2019
- Singapore Management University Doctoral Scholarship, 2014-2018
- Effective Communication Skills Certificate for Graduate Instructors, 2017
- International Education Fee Scholarship Graduate Study, 2013
- Texas Public Education Grant-International, 2012

REFEREED CONFERENCE PAPERS

“Institutional Tug of War: How Does GVC Holding Affect Firm's Strategic Orientation?” with (Nan Zhang and David Gomulya) Accepted at the Academy of Management Annual Meeting, Emerging Markets PDW, Chicago; Aug 2024, Strategic Management Society Annual Meeting, Istanbul, Oct 2024; IACMR 2025 Conference, Xi’an, China; Organization Science PDW 2025, Peking University, China

“When You Discriminate, I See Opportunity: Appearance of Racial Bias as Corroboration for Racial Cues”, Accepted at Strategic Management Society Annual Meeting, London, Sep 2022; Accepted at Academy of Management Annual Meeting PDW: *Using Sport Data to Advance Management Theory*, Copenhagen, Aug 2025

“Locked in Tradition? Clan Culture and Interorganizational Network Structure” with (Nan Zhang) Accepted at Academy of Management Annual Meeting, Chicago, Aug 2024

“Manage for Stakeholders, Stakeholder Utility Functions, and Competitive Advantage: A Re-examination 13 Years Later”, Accepted at Strategic Management Society Annual Meeting, Toronto, Sep 2023

“Performance Feedback Learning on Leadership Succession as a Race Based Bandit Model”, Accepted at Strategic Management Society Annual Meeting, London, Sep 2022

“Dances with Wolves: How Does Competitive Rivalry Shape Strategic Factor Market Rivalry” with (Heli Wang and David Gomulya) Accepted at Academy of Management Annual Meeting, Seattle, Aug 2022, Presented at Strategic Management Society Annual Meeting, Toronto, Oct 2021, Presented at Academy of Management OMT Sports Data Special Conference, Helsinki, Apr 2021

“‘Pick and Choose’ or ‘One Size Fits All’: Revisit the Instrumental Stakeholder Theory Orthodox”, Accepted at Strategic Management Society Annual Meeting, Minnesota, Oct 2019

“Target Knowledge Structure and Post-Acquisition Target CEO Retention” with (Ilya Cuyppers and Heli Wang)”, Presented at Strategic Management Society Annual Meeting, Paris, Oct 2018, Presented at Academy of Management Annual Meeting, Chicago, Aug 2018

“The Wisdom of the Crowds: How Smart Are They?”, Presented at Strategic Management Society Annual Meeting, Houston, Nov 2017

“How Do Firms Reconfigure Their Core Competences? The Behavioral Antecedents of Resource Reconfigurations”, Presented at Asian Management Research Consortia, Singapore, April 2017, Presented at Strategic Management Society Annual Meeting, Houston, Nov 2017

“The Strategic Role of Fungible Resources in Organizational Adaptation”, Presented at Academy of Management Annual Meeting, Anaheim, Aug 2016

OTHER WORKING PAPERS AND MANUSCRIPTS UNDER PREPARATION

“Walking A Tight Rope: Investor Reactions to Firm Nationalistic Rhetoric in Annual Reports” with (Nan Zhang) [Targeting JOM]

“Passing the Torch: How Racial Dynamics Affects Leadership Succession and Strategic Change?” with (David Gomulya) [Targeting SMJ]

“When You Discriminate, I See Opportunity: Appearance of Racial Bias as Corroboration for Racial Cues” with (David Gomulya) [Targeting OS]

“How Does GVC Holding Affect Firm's Strategic Orientation? An Emerging Market Perspective” with (Nan Zhang and David Gomulya) [Preliminary Draft] [Targeting SMJ]

“Signaling Over Substance? A Meta-Analysis of Entrepreneurial Cues in Venture Funding” with (David Gomulya, Richard Chan, Manoj Mahajan, and Pankaj Patel) [Preliminary Draft] [Targeting ETP]

“Joint Influences of Weather and Display Color on Crowdfunding Evaluation Results” with (Nan Zhang) [Data analysis] [Targeting JBV]

“Climbing the Corporate Sourcing Ladder: A Revisit of Performance Feedback and Corporate Acquisition Behaviors” with (Mario Schijven) [Complete draft]

“The Spillover Effect of Acquisition Announcements on Alliance Ties” with (Ilya Cuyppers) [Data analysis]

“Opening the Black Box of Problemistic Search: A Reexamination of Problemistic Search Processes” [Preliminary Draft]

“‘Pick and Choose’ or ‘One Size Fits All’: Revisit the Instrumental Stakeholder Theory Orthodoxy” [Complete Draft]

RESEARCH INTERESTS

- Competitive Strategy
- Cooperative Strategy
- Strategic Human Capital Theory
- Strategic Leadership

TEACHING INTERESTS

- Strategic Management
- International Business / Management
- Entrepreneurship and Innovation Strategy

TEACHING EXPERIENCE

2020 Semester 1, Lecturer, Undergraduate unit (MGMT 3010 Strategic Management)
2020 Semester 1, Lecturer, Undergraduate unit (IBUS 1001 Introduction to Global Management)
Spring 2019, Graduate Instructor, Undergraduate Core Module (MGMT 102 Strategy)
Fall 2018, Graduate Instructor, Undergraduate Core Module (MGMT 102 Strategy)
Spring 2018, Teaching Assistant, Undergraduate Module (MGMT 102 Strategy) with (Daniel Mack)
Spring 2017, Teaching Assistant, Master of Management Module (MGMT 672 Foundation of Strategic Management) with (Srikanth Kannan)
Fall 2016, Chinese Interpreter, DBA Program with Cheung Kong Graduate School of Business (CKGSB) and SMU with (Gerry George)
Fall 2015, Teaching Assistant, MBA Module (MGMT 675 Strategy and Organization for the Multi-Business Firm) with (Srikanth Kannan)

SERVICES

Strategic Management Society Annual Meeting (Human Capital Strategy), *Ad-hoc reviewer*
Academy of Management Annual Conference (STR, OMT), *Ad-hoc reviewer*
Journal of Business Research, *Ad-hoc reviewer*
Strategic Organization, *Ad-hoc reviewer*

DISSERTATION COMMITTEE SERVICES

Arezoo POURFARHAD (DBA), Curtin University

PROFESSIONAL EXPERIENCE

Country Analyst, Euromonitor International, Shanghai Sep 2010 – Aug 2011
Account Executive Intern, Weber Shandwick PR Agency, IPG Group, Shanghai May – Aug. 2010
Intern, Frost & Sullivan Consultancy Shanghai Nov. 2009 – May 2010
PTA, The Boston Consulting Group, Shanghai May– Aug. 2009

REFERENCES

Prof. Heli Wang

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Prof. Mario Schijven

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