Caroline Bingxin LI

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Academic Positions

Sept. 2010 - Assistant Professor in Marketing, Marketing Department
Daniels College of Business, University of Denver

Education

Sept. 2005-Jun. 2010 Ph.D. in Marketing, The University of Hong Kong
Sept. 2003-Aug. 2005 M.A. in Management, Wuhan University, China
Sept. 1999-Aug. 2003 B.A. in Marketing, Wuhan University, China

Research Interests

Focus Areas: Marketing Strategy and Business-to-Business Marketing
Customer Solution and Product Innovation
Inter-firm Relationship, Knowledge Management, and Social Network
Strategic Marketing in Emerging Economies

Journal Publication

Zhou, Kevin Zheng and Caroline Bingxin Li, "How Knowledge Affects Radical Innovation: Knowledge Base, Market Knowledge Acquisition, and Internal Knowledge Sharing", *Strategic Management Journal,* forthcoming.

Zhou, Kevin Zheng, and Caroline Bingxin Li (2010), "How Strategic Orientations Influence the Building of Dynamic Capability in Emerging Economies", *Journal of Business Research,* 63(3), 224-231.

Li, Caroline Bingxin, and Julie Juan Li (2008), "Achieving Superior Financial Performance in China: Differentiation, Cost Leadership, or Both?", *Journal of International Marketing*, 16, 3, 1-22, Lead article.

Zhou, Kevin Zheng, and Caroline Bingxin Li (2007), "How does Strategic Orientation Matter in Chinese Firms?", *Asia Pacific Journal of Management*, 24(4), 447-466.

Working Papers

Dong, Maggie C.Y., and Caroline Bingxin Li, "How Do Social Ties Matter in Cultivating Marketing Channels in China?", to be submitted to Journal of International Marketing in 2011.

Li, Caroline Bingxin, and Kevin Zheng Zhou, "Learning under Risks, or Learning in Harmony? Understanding the Way of Building Absorptive Capacity in Customer-Firm Relationship", Manuscript completed, to be submitted to *Journal of Marketing* in 2011.

Li, Caroline Bingxin, and Kevin Zheng Zhou, "How Does Customer Participation Matter in Solution Effectiveness? A Relational Learning Perspective", to be submitted to *Journal of Marketing*.

Conference Presentations

Li, Caroline Bingxin, and Kevin Zheng Zhou, "How Strategic Orientation Influences the Building of Dynamic capability", *American Marketing Association, Winter Marketing Educators' Conference, Austin, Texas,* USA*,* February, 2008.

Li, Caroline Bingxin, and Kevin Zheng Zhou, "The Effects of Strategic Orientations in Emerging Economies: A Dynamic Capabilities Perspective", *Marketing Science Conference*, Singapore, June, 2007.

Teaching Interests

International Marketing, Marketing Strategy,

Marketing Management, Business-to-Business Marketing

New Product Management, Principles of Marketing

Honors and Scholarships

Sheth Foundation Doctoral Consortium Fellow
Postgraduate Studentship, The University of Hong Kong
The People's Scholarship, Wuhan University
Outstanding Graduate Award, Wuhan University

Professional Affiliations

Reviewer, Journal of Business Research
Reviewer, Asia Pacific Journal of Management
Member, American Marketing Association, Academy of International Business, Academy of Management