

# 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