
Yulong Li, Ph.D.
Associate Professor
Marketing, Operations, Strategy
Simmons University
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Education

Ph.D. University of Toledo.

B.A. Sichuan International Studies University.

Academic Employment

Associate Professor, Simmons University (July, 2017 - Present), Boston, Massachusetts.

Assistant Professor, Simmons College (July, 2013 - June, 2017), Boston, Massachusetts.

Assistant Professor of Operations Management, Roger Williams University (September, 2007 - May, 2013), Bristol, Rhode Island.

Assistant Professor, Central Washington University, College of Business (September, 2005 - June, 2007), Ellensburg, Washington.

Graduate Instructor, University of Toledo, College of Business Administration (2001 - 2005), Toledo, Ohio.

Lecturer, Chengdu Institute of Technology (July, 1996 - August, 1999), Chengdu, China-PRC.

Consulting and Executive Education

Hanzhong New Hope Feed Company

2009: HanZhong New Hope Feed Company, Consulted for ERP system adoption to identify the key success factors for implementing ERP projects

Shanghai Hearting Apparel Company

2009: Shanghai Hearting Apparel Company, I was formally consulted by the president of Shanghai Hearting Apparel Company, a former student of mine, regarding the launch of the company's online retailing business. I guided the company to conduct SWOT analysis and identify its order qualifiers and winners. I also drafted the multiple location distribution and order fulfillment structure portion of the business plan.

Courses Taught

Courses from the Teaching Schedule: Business Analytics, Health Care Quality, Health Care Quality and Measurement, Introductory Statistics, Operations and Technology Management, Operations and Technology Management, Project Management, Project Management, Research Management, Research Management, Technology & Operations Management, Technology and Operations Management, Technology and Operations Management

Memberships

Direct Selling Education Foundation, 2018

Alpha Iota Delta, the International Honor Society for Decision Sciences and Information Systems, 2012

Society for the Advancement of Management, 2008

Beta Gamma Sigma Business Honor Society, 2007

Council of Supply Chain Management Professionals, 2005

Decision Sciences Institute, 2003- Present

Other Teaching Activities

Peer Review: Colleagues review of my teaching

- 2018 - *MBAHO 429 observation by Angela Chang*. Peer Review: Colleagues review of my teaching.
- 2015 - *peer review by Catherine Robbins*. Peer Review: Colleagues review of my teaching.
- 2014 - *Peer review by Gary Gaumer*. Peer Review: Colleagues review of my teaching.
- 2013 - *peer review by Jane Mooney*. Peer Review: Colleagues review of my teaching.

Publications:

Peer Reviewed Articles in Discipline Journals

- Li, Y., Liao, Y., & Li, J. (2020). An exploratory study on workforce engagement of direct selling independent sales representatives. *International Journal of Logistics Economics and Globalisation*, 8 (4), 331-353, doi: 10.1504/IJLEG.2020.114797.
- Liao, Y., & Li, Y. (2019). Complementarity Effect of Supply Chain Competencies on Innovation Capability. *Business Process Management Journal*, 25 (6), 1251-1272, doi: 10.1108/BPMJ-04-2018-0115.
- Li, B., & Li, Y. (2017). Internet of Things drives supply chain innovation: A research framework. *International Journal of Organizational Innovation*, 9 (3), 71-92.
- Li, B., Li, Y., & Liao, K. (2017). An IoT-Supported Decision Making Framework for Supply Chain Risk Management. *American Journal of Information Technology*, 7 (1&2), 18-32.
- Li, Y., Wu, F., & Zong, W. (2017). Supply Chain Collaboration for ERP Implementation: An Inter-Organizational Knowledge Sharing Perspective. *International Journal of Operations and Production Management*, 37 (10), 1327-1347, doi: <https://doi.org/10.1108/IJOPM-12-2015-0732>.
- Li, Y., & Lowe, J. (2016). Knowledge Sharing in a Physician Practice Group: An Exploratory Case Study. *International Journal of Knowledge Management Studies*, 7 (1/2), 87-101, doi: 10.1504/IJKMS.2016.10001079.
- Li, Y., & Hunter, C. (2015). Community Involvement for Sustainable Heritage Tourism: A Conceptual Model. *Journal of Cultural Heritage Management and Sustainable Development*, 5 (3), 248-262, doi: 10.1108/JCHMSD-08-2014-0027.
- Li, Y. (2013). Cultivating Student Global Competence: A Pilot Experimental Study. *Decision Sciences Journal of Innovative Education*, 11 (1), 125-143, doi: 10.1111/j.1540-4609.2012.00371.x.
- Li, Y., Tarafdar, M., & Rao, S. (2012). Collaborative Knowledge Management Practices: Theoretical Development and Empirical Analysis. *International Journal of Operations and Production Management*, 32 (4), 398-422, doi: 10.1108/01443571211223077.
- Li, Y. (2011). Analyzing the Failures of ERP Implementation in Chinese SME. *China Journal of Information Systems*, 8, 1-13.
- Li, Y. (2011). ERP Adoption in Chinese Small Enterprises: An Exploratory Case Study. *Journal of Manufacturing Technology Management*, 22 (4), 489-505, doi: 10.1108/17410381111143130.
- Liao, K., Tu, Q., & Li, Y. (2011). The Relationship of Integration and Automation under an Uncertain Environment: A SEM Model. *International Journal of Manufacturing Technology and Management*, 22 (4), 344-361, doi: 10.1504/IJMTM.2011.041876.

Refereed Proceedings

Full Paper

- Li, Y., & Liao, Y. (2019). Engaging Millennials in Gig Economy: An Exploratory Study Using Directing Selling Association's National Survey on Independent Sales Representatives. *Decision Science Institute Annual Meeting*.
- Liao, Y., & Li, Y. (2017). Internal Collaboration and External Collaboration with Suppliers for Organizational Innovation Capability: A Complementarity Perspective. *Decision Sciences Institute Conference*.
- McGrath, M., & Li, Y. (2016). The Effects of Social Media on Purchasing Behavior. *47th Annual Meeting of Decision Sciences Institute*.
- Li, Y., Wu, F., & Zong, W. (2016). Inter-organizational Knowledge Sharing for ERP Projects: Empirical Evidences from China. *First World Congress and 2016 Asian Pacific Decision Sciences Institute Conference*.
- Li, Y., & Lowe, J. (2015). Sharing Medical Process Knowledge between Physicians in the Same Specialty Practice Group to Improve Healthcare Performance. *Decision Science Institute Annual Meeting*.
- Li, Y., & Hunter, C. (2014). Sustainable Heritage Tourism through Community Empowerment. *Decision Science Institute Annual Meeting*.
- Li, Y. (2012). Using Web-based Communication Tools to Develop Student Global Awareness. *Hawaii International Conference, Honolulu, HI.*
- Li, Y. (2011). A US-China Collaborative Efforts on Measuring Student Global Awareness. *Decision Science Institute*

Annual Meeting.

- Li, Y. (2010). Exploring ERP system Adoption in Chinese SMEs. *Wuhan International Conference on E-Business.*
- Li, Y. (2008). Open the Black Box: Analyzing Inter-Firm Knowledge management Collaboration in Manufacturing Supply Chain. *Wuhan International Conference on E-Business.*
- Li, Y. (2008). Implementing Inter-Organizational Knowledge Collaboration to Improve Supply Chain Performance. *International Consortium for Electronic Business.*
- Liao, K., Tu, Q., & Li, Y. (2008). The Relationship of Integration and Automation under an Uncertain Environment: A SEM Model. *Decision Science Institute Annual Meeting.*
- Li, Y., Tarafdar, M., & Rao, S. (2006). Collaborative Knowledge Management System Design and Supply Chain Performance. *Decision Science Institute Annual Meeting.*
- Li, Y. (2005). An Exploratory Study on Predicators of Student Academic Performance in the Introductory Business Statistics Course. *Decision Science Institute Annual Meeting.*
- Li, Y. (2005). Managing Virtual Teams for New Product Development Creativity. *Midwest Decision Sciences Institute Conference.*
- Li, Y. (2005). Leadership Style and TQM Implementation. *Midwest Decision Sciences Institute Conference.*
- Li, Y. (2003). Trust Brings Competitiveness: Virtual Teams in New Product Development. *Decision Sciences Institute Conference.*

Book Chapters

Refereed

- Li, Y., & Lowe, J. (2015). Sharing Clinical Knowledge Among Physicians in the Same Specialty Practice Group. In Merrill Warkentin (Ed.), *Models and Applications in the Decision Sciences: Best Papers from the 2015 Annual Conference* (pp. 213-221). Upper Saddle River, New Jersey: Pearson FT Press.

Presentation of Refereed Papers

International

- Li, Y. (2012, January). *Using Web-based Communication Tools to Develop Student Global Awareness.* Hawaii International Conference, Honolulu, HI., Honolulu, Hawaii.
- Li, Y. (2010, May). *Exploring ERP system Adoption in Chinese SMEs.* Wuhan International Conference on E-Business, Wuhan, China.
- Li, Y. (2008, October). *Implementing Inter-Organizational Knowledge Collaboration to Improve Supply Chain Performance.* International Consortium for Electronic Business, Waikoloa, Hawaii.
- Li, Y. (2008, May). *Open the Black Box: Analyzing Inter-Firm Knowledge management Collaboration in Manufacturing Supply Chain.* Wuhan International Conference on E-Business, Wuhan, China.
- Li, Y. (2005, January). *Creativity in New Product Virtual Teams.* The 26th McMaster World Congress, Hamilton, Ontario, Canada.

National

- Li, Y. (2011, November). *A US-China Collaborative Efforts on Measuring Student Global Awareness.* Decision Science Institute Annual Meeting, Boston, Massachusetts.
- Li, Y. (2008, November). *The Relationship of Integration and Automation under an Uncertain Environment: A SEM Model.* Decision Science Institute Annual Meeting, Baltimore, Maryland.
- Li, Y., Tarafdar, M., & Rao, S. (2006, November). *Collaborative Knowledge Management System Design and Supply Chain Performance.* Decision Science Institute Annual Meeting, San Antonio, Texas.
- Li, Y. (2005, November). *An Exploratory Study on Predicators of Student Academic Performance in the Introductory Business Statistics Course.* Decision Science Institute Annual Meeting, San Francisco, California.
- Li, Y. (2003, November). *Trust Brings Competitiveness: Virtual Teams in New Product Development.* Decision Sciences Institute Conference, Washington, District of Columbia.

Regional

- Li, Y. (2005, April). *Managing Virtual Teams for New Product Development Creativity.* Midwest Decision Sciences Institute Conference, Toledo, Ohio.
- Li, Y. (2005, April). *Leadership Style and TQM Implementation.* Midwest Decision Sciences Institute Conference,

Toledo, Ohio.

Research Grants

Funded

2018: Li, Y. & Liao, Y., Direct Selling Association/Direct Selling Education Foundation Research Grant, Principal Investigator, Direct Selling Education Foundation. The research proposal entitled "Engagement of Millennial Independent Sales Representative in Direct Selling Industry" was approved and funded on 09/06/2018.

2011: Li, Y. U.S. Dept of Education Title VI Undergraduate International Studies and Foreign Language Program Grant.

2010: Li, Y. Roger Williams University Foundation to Promote Scholarship and Teaching.

Service:

Service to the University

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Simmons College

College Assignments

Member:

2017-2018: School of Business Director Search Committee

2013-2014 – 2017-2018: MBA Admissions Committee

2013-2014: Faculty Manual Review

2013-2014: Technology Selection Task Force

University Assignments

Committee Member:

2014-2015 – 2018-2019: Academic Technology Committee

Simmons University

School Assignments

Member:

2020-2021: Marketing faculty position search committee

College Assignments

Member:

2018-2019: BSchool Graduate Program Innovation Task Force

2013-2014 – 2018-2019: Curriculum Committee

University Assignments

Committee Member:

2015-2016 – 2020-2021: Center for Excellence in Teaching Advisory Committee

Service to the Profession

Academic Conference: Moderator / Facilitator

2015 – 2017: Decision Science Institute Annual Meeting.

Board Member: PRJ Editorial Review Board

2008 – 2010: Wuhan International Conference on E-Business Wuhan International Conference on E-Business, Wuhan, China-PRC.

Chair: Conference / Track / Program

2016: Decision Sciences Institute (DSI) World Congress and 2016 Asia Pacific DSI Conference, Beijing, China-PRC.
Track Chair for Technology and Innovation Management

Reviewer - Article / Manuscript

2005 – 2018: Decision Science Institute Annual Meeting, Unknown, Unknown.

2010: International Journal of Modelling and Simulation, Unknown, Unknown.

2005 – 2009: Decision Sciences Institute Conference, Unknown, Unknown.

Reviewer - Book / Textbook

2018: Bentham Ebooks. I was invited to review manuscript for the book entitled **Project Management Information Systems: A Handbook for Managing Projects' Information, Environment and Software**

2015: SAGA Publication, Seattle, Washington.

I was invited by the publisher to serve as a focus group member review/evaluate two Operations Management related textbooks: Operations Management: A Supply Chain Process Approach by Joel Wisner, & Managing Global Operations and Supply Chains: Challenges and Opportunities By Ray Venkataraman and Jeffrey Pinto.

Member: Committee/Task Force

2011: Decision Sciences Institute Strategic Planning for international Affairs Committee.

Other Professional Service Activities

2021: O'Donnell Learn, LLC. I was invited by O'Donnell Learn, LLC to review/evaluate a Business Analytics course developed by an unknow R1 university.

Reviewer: Ad Hoc Reviewer for a Journal

2021: Heritage Science.

2021: Management Research Review.

2019: Journal of Hospitality and Tourism Management. Reviewed the manuscript entitled " Solving Stakeholders' Conflict of Interest in Heritage Tourism Sites: The Use of Coordination Mechanism" in May 2019

2018 – 2019: Studies in Educational Evaluation (JSEE). Reviewed the manuscript entitled "Measuring Postgraduates' Global Competency: the Construction and Evaluation of the Global Competency Scale and the Validation of Theoretical Structure in China" three times, in Nov 2018, Jan 2019, and Apr 2019.

2013: International Journal of Technology policy and Management.

2012: Omega, The International Journal of management Science.

2011: Journal of Manufacturing Technology Management.

2010: International Journal of Modeling and Simulation.

Service to the Community

Member of a Committee

2016: Sharon Public Schools Assessment Advisory Committee

2016: Sharon Council on Aging Executive Director Search Committee, I was appointed by my town's Board of Selectmen to serve as one of the 5 members of the committee to manage the search process of the town's Council on Aging Executive Director. I was responsible for drafting the position announcement, reading 12 application packages, and interviewing 4 finalists.

Other Community Service Activities

2014: Volunteering for 2014 Simmons Leadership Conference

Faculty Development

Instructional-Related Conference

2014: The Teaching Professor Conference.

Other Professional Development

2014: Simmons Faculty Learning Community. I was selected as one of the ten faculty members across campus to participate in the Faculty Learning Community, sponsored by Simmons Center for Excellence in Teaching. We have been meeting monthly throughout the academic year to discuss and reflect on a wide range of teaching-related topics.

2012: Hawaii International Conference, Honolulu, HI.

2011: Decision Science Institute Annual Meeting.

2010: Wuhan International Conference on E-Business.

2008: Wuhan International Conference on E-Business.

2008: International Consortium for Electronic Business.

2008: Decision Science Institute Annual Meeting.

2005 – 2006: Decision Science Institute Annual Meeting.

2005: Midwest Decision Sciences Institute Conference.

2005: The 26th McMaster World Congress.

2003: Decision Sciences Institute Conference.

Professional Seminars / Workshops

2018: Direct Selling Association's Companies in Focus Seminars at Amway Headquarters.

2015: Regional Technology Symposium at Suffolk University. I was selected by the Center for Excellence in Teaching to be one of the 10 attendees representing Simmons to this symposium regarding using different technologies to enhance classroom teaching. (June 2-3, 2015)

2014: Simmons College Center for Excellence in Teaching. I was selected as ten members to participate in the Faculty Writing Retreat, sponsored by Simmons Center for Excellence in Teaching from 5/12-5/14/2014.

2013: SAS Advanced Business Analytics Workshop.

Honors-Awards-Grants

Award

2013: 2013 Decision Sciences Journal of Innovative Education Best Research Article Award, Decision Sciences Institute.

2013: Chunhui Program for Short Term Visiting Scholars, Ministry of Education of China.

2013: Simmons Faculty Learning Community-Transformative Learning, Simmons College Center for Excellence in Teaching.

2012: Decision Sciences Institute Instructional Innovation Award, Decision Sciences Institute. Honorable Mention.

2010: , Foundation to Promote Scholarship and Teaching. A Pilot Study on Promoting Student Global Awareness.

2005: , 36th Annual Meeting of the Midwest Decision Science Institute. Best Paper Award.

2004: , University of Toledo. Teaching Assistantship and Research Assistantship.

2000: , University of Toledo. International Student Achievement Award.

1999: , Chengdu Institute of Technology, China. Young Scholar's Research Grant.

1999: , Chengdu Institute of Technology, China. Outstanding Teaching Award.

1996: , Sichuan International Studies University. College Scholarship.

Scholarship

2011: Fulbright-Hays Group Project Abroad Fellowship to Egypt, US Department of Education.