

Ning Li

Professor of Practice in Marketing
Carey Business School, Johns Hopkins University
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EDUCATION

Ph.D. in Business Administration (Concentration: Marketing), Duke University
M.S. in Statistics, Duke University
B.S. in Meteorology, Nanjing University of Information Science and Technology

REFEREED JOURNAL PUBLICATIONS

Murphy, William H. and Ning Li (2025), "The innovation gap is closing: Chinese state-owned enterprises' mechanisms for developing innovative solutions," *Journal of Business & Industrial Marketing*, 40 (2), 361-373, DOI: <https://doi.org/10.1108/JBIM-05-2023-0257>

Li, Ning and William H. Murphy (2022), "Making better foreign friendships: The effects of increased cultural diversity in alliance portfolios and portfolio configuration decisions on firm performance," *Journal of Business & Industrial Marketing*, 37 (1), 65-77, DOI: <https://doi.org/10.1108/JBIM-08-2020-0396>

Li, Ning and William H. Murphy (2018), "Religious affiliation, religiosity, and academic performance of university students: Campus life implications for U.S. universities," *Religion & Education*, 45 (1), 1-22, DOI: <http://dx.doi.org/10.1080/15507394.2017.1398561>

Murphy, William H. and Ning Li (2015), "Government, company, and dyadic factors affecting key account management performance in China: Propositions to provoke research," *Industrial Marketing Management*, 51(November), 115-121, DOI: <http://dx.doi.org/10.1016/j.indmarman.2015.05.007>

Murphy, William H. and Ning Li (2015), "Key account management in China: Insights from a Chinese supplier," *Journal of Business Research*, 68(6), June, 1234-1241, DOI: <http://dx.doi.org/10.1016/j.jbusres.2014.11.018>

Li, Ning and William H. Murphy (2013), "Consumers' alliance encounter satisfaction, attributions, and behavioral intentions," *Journal of Consumer Marketing*, 30 (6), 517-529, DOI: <http://dx.doi.org/10.1108/JCM-06-2013-0601>.

Li, Ning and William H. Murphy (2013), "Prior consumer satisfaction and alliance encounter satisfaction attributions," *Journal of Consumer Marketing*, 30(4), 371-381, DOI: <http://dx.doi.org/10.1108/JCM-05-2013-0569>.

Li, Ning and William H. Murphy (2012), “A three-country study of unethical sales behaviors,” *Journal of Business Ethics*, 111 (2), December, 219-235, DOI: <http://dx.doi.org/10.1007/s10551-012-1203-z>. **Journal of Business Ethics* is a Financial Times Top 50 business journal (FT-50)*

Murphy, William H. and Ning Li (2012), “A multi-nation study of sales manager effectiveness with global implications,” *Industrial Marketing Management*, 41(7), October, 1152-1163, DOI: <http://dx.doi.org/10.1016/j.indmarman.2012.06.012>.

Li, Ning, William Boulding, and Richard Staelin (2010), “General alliance experience, uncertainty, and marketing alliance governance mode choice,” *Journal of the Academy of Marketing Science*, 38(2), April, 141-158, DOI: <http://dx.doi.org/10.1007/s11747-009-0154-0>.

Fang, Eric, Robert W. Palmatier, Lisa K. Scheer, and Ning Li (2008), “Trust at different organizational levels,” *Journal of Marketing*, 72(2), March, 80-98, DOI: <http://dx.doi.org/10.1509/jmkg.72.2.80>. **Journal of Marketing* is a FT Top 50 business journal*

Li, Ning (2008), “Religion, opportunism, and international market entry via non-equity alliances or joint ventures,” *Journal of Business Ethics*, 80(4), July, 771-789, DOI: <http://dx.doi.org/10.1007/s10551-007-9468-3>. **Journal of Business Ethics* is a FT Top 50 business journal*

REFEREED CONFERENCE PROCEEDINGS PUBLICATIONS

Murphy, William H. and Ning Li (2023), “The paradoxical effect of top management involvement on innovative tendencies for state owned enterprises versus privately owned enterprise,” *A World Disrupted: Marketing’s Role in Understanding, Adapting and Transforming the Business Ecosystem*, 2023 American Marketing Association Summer Academic Conference Proceedings.

Murphy, William H. and Ning Li (2022), “Factors influencing a supplier’s ability to develop innovative solutions for serving key accounts,” *Reconnecting and Reconceiving the Marketplace*, 2022 American Marketing Association Winter Academic Conference Proceedings.

Li, Ning and William H. Murphy (2012), “A three-country study of unethical sales behaviors,” *Rethinking the Roles of Business, Government and NGOs in the Global Economy*, Proceedings of the 54th Annual Meeting of the Academy of International Business.

Li, Ning and William H. Murphy (2011), “A cross-cultural study of unethical sales behaviors,” *Delivering Value in Turbulent Times*, 2011 American Marketing Association Summer Marketing Educators’ Conference Proceedings. Volume 22.

Li, Ning and William H. Murphy (2010), “Cross-cultural examination of antecedents of sales manager effectiveness: A study of salespeople in six countries,” *Marketing Theory and Applications*, 2010 American Marketing Association Winter Marketing Educators’ Conference Proceedings. Volume 21.

Li, Ning (2009), “Thank or blame the one you are familiar with – Alliance satisfaction attribution and consumer behavioral response to partner firms,” *Marketing Theory and Applications, 2009 American Marketing Association Winter Marketing Educators’ Conference Proceedings*. Volume 20.

Li, Ning (2008), “Making more foreign or domestic friends: The sales impact of a firm’s alliance portfolio cultural diversity and country experience,” *Developments in Marketing Science, 2008 Annual Academy of Marketing Science Conference Proceedings*. Volume 31.

Li, Ning (2007), “Making more foreign or domestic friends: The sales impact of partner cultural diversity and alliance country diversity of a firm’s alliance portfolio,” *Enhancing Knowledge Development in Marketing, 2007 American Marketing Association Summer Marketing Educators’ Conference Proceedings*. Volume 18.

Li, Ning (2007), “Making more or fewer but closer friends: The sales impact of the breadth and depth of a firm’s alliance relationships,” *Marketing Theory and Applications, 2007 American Marketing Association Winter Marketing Educators’ Conference Proceedings*. Volume 18.

CONFERENCE PRESENTATIONS

Murphy, William H. and Ning Li (2023), “The paradoxical effect of top management involvement on innovative tendencies for state owned enterprises versus privately owned enterprise,” American Marketing Association Summer Academic Conference, San Francisco, California, August, 2023

Murphy, William H. and Ning Li, “Factors influencing a supplier’s ability to develop innovative solutions for serving key accounts,” American Marketing Association Winter Academic Conference, Las Vegas, Nevada, Virtual, February, 2022

Li, Ning and William H. Murphy, “The effects of joint ventures and culture diversity in alliance portfolios on sales performance and the moderating effects of firm multinational experience,” Academy of International Business Annual Conference, Minneapolis, June, 2018

Li, Ning and Richard Staelin, “Making more foreign or domestic friends: The performance impact of alliance portfolio cultural diversity, multinational experience, and global entry mode,” China Marketing International Conference 2015, Xi’an, China, July, 2015

Li, Ning and William H. Murphy, “Religion, cultural distance, and academic performance of marketing students: policy implications for U.S. education internationalization and national competitiveness improvement,” Marketing Science Conference, Baltimore, Maryland, June, 2015

Murphy, William H. and Ning Li, “A key account management research agenda for China,” Global Marketing Conference (*Industrial Marketing Management Special Issue Conference*), Singapore, July 2014

Murphy, William H. and Ning Li, "Dancing with wolves or with elephants: Key account management insights from a Chinese supplier and its Western customers," the *Journal of Business Research* Special Issue Conference "Competing in China", Fairfax, Virginia, April 2013

Li, Ning and William H. Murphy, "Consumers' alliance encounter satisfaction, attributions, and behavioral intentions toward partners," American Marketing Association Winter Marketing Educators' Conference, Las Vegas, Nevada, February, 2013

Li, Ning and William H. Murphy, "A three-country study of unethical sales behaviors," Academy of International Business Annual Conference, Washington, D.C., July, 2012

Li, Ning and William H. Murphy, "A cross-cultural study of unethical sales behaviors," American Marketing Association Summer Marketing Educators' Conference, San Francisco, California, August, 2011

Li, Ning and William H. Murphy, "Cross-cultural examination of antecedents of sales manager effectiveness: A study of salespeople in six countries," American Marketing Association Winter Marketing Educators' Conference, New Orleans, Louisiana, February, 2010

Li, Ning and William H. Murphy, "Antecedents and consequences of sales manager effectiveness perceived by salespeople: Common and culture-specific findings from a study of sales forces in Six Countries," Annual Washington D. C. Marketing Symposium, February, 2010

Li, Ning, "Thank or blame the one you are familiar with – Alliance satisfaction attribution and consumer behavioral response to partner firms," American Marketing Association Winter Marketing Educators' Conference, Tampa, Florida, February, 2009

Li, Ning, "Making more foreign or domestic friends: The sales impact of a firm's alliance portfolio cultural diversity and country experience," Annual Academy of Marketing Science Conference, Vancouver, BC, Canada, May, 2008

Fang, Eric, Robert W. Palmatier, Lisa K. Scheer, and Ning Li, "Trust at Different Organizational Levels," Annual Washington D. C. Marketing Symposium, February, 2008

Li, Ning, "Making more foreign or domestic friends: The sales impact of partner cultural diversity and alliance country diversity of a firm's alliance portfolio," American Marketing Association Summer Marketing Educators' Conference, Washington, DC, August, 2007

Li, Ning, "Making more or fewer but closer friends: The sales impact of the breadth and depth of a firm's alliance relationships," American Marketing Association Winter Marketing Educators' Conference, San Diego, California, February, 2007

Li, Ning and Richard Staelin, "Making more or fewer but closer friends: Sales impact of breadth and depth of alliance relationships," Marketing Science Conference, University of Pittsburgh, Pittsburgh, Pennsylvania, June, 2006

Li, Ning, “Religion, opportunism, and international market entry mode choice,” Marketing Science Conference, Emory University, Atlanta, Georgia, June, 2005

Li, Ning, “Religion, trust between partners, and strategic alliance mode choice,” Academy of Management Conference, New Orleans, Louisiana, August, 2004

Li, Ning, William Boulding, Preyas Desai, Christine Moorman, and Richard Staelin, “Mode choice and performance of strategic alliances,” Marketing Science Conference, University of Maryland at College Park, Maryland, June, 2003

Li, Ning, “An eclectic framework of the factors influencing the mode choice of international strategic alliances,” Marketing Science Conference, University of California at Los Angeles, California, June, 2000

COURSES TAUGHT

MBA & Master of Science

Business-to-Business Marketing & Channel Strategy, Consumer Behavior, Marketing Management, Marketing Research, Marketing Strategy, Sales Force & Channels of Distribution

Executive MBA

Business-to-Business Marketing, Strategic Marketing

Online MBA & Master of Science

Business-to-Business Marketing & Channel Strategy, Marketing Management

MBA Independent Study with Thesis Writing

Special Problems in International Business

MBA Directed Studies in Business Administration

Undergraduate

Marketing Channels and Retailing, Marketing Management, Marketing Strategy, Principles of Marketing

Undergraduate Independent Study with Thesis Writing

China 1+2+1 Senior Thesis Advisor

Bachelor of Individualized Studies independent study

PROFESSIONAL SERVICE

Guest Editing

Journal of Business Research Special Issue Conference program co-chair and guest editor of the special issue, *Competing in China: Local Firms, Multinationals, and Alliances*, 2012 to 2014

Journal Reviewing

Editorial Review Board, *Industrial Marketing Management*, 2013 – present

Ad Hoc Reviewer, *Asia Pacific Journal of Marketing and Logistics*, *European Journal of Marketing*, *Journal of Business & Industrial Marketing*, *Journal of Consumer Marketing*, *Journal for the Scientific Study of Religion*, *Religion & Education*, *Social Behavior and Personality*, 2008 – present

Conference and Grant Proposal Reviewing

American Marketing Association Summer and Winter Educator's Conference, ongoing
Global Marketing Conference (*Industrial Marketing Management* Special Issue Conference), 2014

Consortium for International Marketing Research Conference, 2014

National Science Foundation grant proposal reviewer, 2013

Academy of Marketing Science World Marketing Congress, 2011

SERVICE AT JOHNS HOPKINS UNIVERSITY

Professor of Practice Advisory Board, August 2025 – present

Course developer and lead, Healthcare Marketing (online), January 2026 – present

Course developer and lead, Marketing Management (online), January 2016 – present

Course lead, Business-to-Business Marketing & Channel Strategy, August 2018 – present

Course developer and lead, Business-to-Business Marketing & Channel Strategy (online), October 2020 – present

Reviewer of faculty annual performance, March 2024 – present

Faculty Mentor for developing and teaching courses, August 2018 – present

Academic Program Director of the MS in Marketing Program, August 2016 – August 2025

Committee to Enable Growth and Diversification for Specialized MS Degrees, May 2023 – October 2023

China Admitted Student Events Subcommittee, November 2023 – March 2024

Interview panel for hiring Associate Director of Programs, January 2024

Practice Track Marketing Faculty Search Committee, December 2022 – April 2023

Practice Track Marketing Faculty Search Committee, November 2021 – March 2022

Teaching Evaluation Task Force, October 2020 – November 2021

Recruiting Committee for Academic Program Managers at Carey Business School, July 2020

Flex MBA Curriculum Review Committee, April 2020 – June, 2020

Practice Track Marketing Faculty Search Committee, February 2020 – April 2020

Course lead, Sales Force & Channels of Distribution, April 2015 – August 2019

Course lead, Business-to-Business Marketing, August 2014 – July 2018

Practice Track Marketing Faculty Search Committee, January 2018 – August, 2018

Teaching at JHU's Center for Talented Youth, March 2017, March 2018

Course lead, Marketing Research, May 2016 – December 2017

Cultural Connection Mentor to Carey MSM students, August 2015 – August 2017

Course lead, EMBA Business-to-Business Marketing, August 2015 – December 2016

Carey Assurance of Learning Data Examination – Marketing Area subcommittee, October 2015 – August 2016

Senior Marketing Faculty Search Committee, August 2015 – summer 2016

HONORS & AWARDS RECEIVED AT JOHNS HOPKINS UNIVERSITY

Carey Business School, Dean's Award for Faculty Excellence, 2016 – 2022

Carey Business School, Faculty Service and Mentorship Award, 2021

Carey Business School, Teamwork Award, 2021

PROFESSIONAL AFFILIATIONS

American Marketing Association

European Marketing Academy