

PROMOTION RECOMMENDATION
The University of Michigan
Stephen M. Ross School of Business

Jun Li, assistant professor of technology and operations, Stephen M. Ross School of Business, is recommended for promotion to associate professor of technology and operations, with tenure, Stephen M. Ross School of Business.

Academic Degrees

Ph.D.	2012	University of Pennsylvania, The Wharton School of Business, Operations and Information Management, Philadelphia, PA
B.E.	2007	Tsinghua University, Industrial Engineering and Operations Research, Beijing, China

Professional Record:

2012 – Present	Assistant Professor of Technology and Operations, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2018 – Present	NBD Bancorp Assistant Professor of Business Administration, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2018 – Present	Michael R. and Mary Kay Hallman Fellow, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI

Summary of Evaluation:

Teaching: Professor Li has taught in Ross BBA, MBA, and PhD classes. When teaching the undergraduate core class in operations management (TO 313), she had obtained teaching evaluations (Q8) scores averaging 4.6/5.0 over the last three years. Very soon after starting to teach the class, Professor Li transitioned into the role of course lead, where she mentored doctoral students and other faculty members. Taking advantage of her research and industry collaborations, she improved the course materials by introducing competition-based dynamic pricing, elements of forecasting as used in the healthcare industry, and risk assessment exercises in supply chain contexts. For several years, Professor Li has been a member of a group that designs integrative experience for all BBAs. She has been wanting to teach MBA students for several years now and is currently teaching the core class in operations management to these students as well.

Professor Li also taught a doctoral course on empirical methods in operations management (TO 899) and shared her materials with faculty in several other schools. She obtained very high evaluations in that class as well. Professor Li also has supervised both MAP and Tauber projects and obtained high evaluations in all these. As a Tauber advisor, she effectively managed some very difficult relationships with sponsoring companies, while overseeing and directing student effort. Professor Li's approach to teaching is exactly what students are expecting when they apply to Michigan – direct exposure to relevant research and plenty of action-based opportunities. Professor Li delivers in these dimensions and is a great asset when it comes to teaching at Ross.

Research: Professor Li's research focuses on the empirical analysis of operations management problems, employing a thoughtful combination of data and a broad set of advanced econometric tools. She has applied these tools to Revenue Management and Pricing, issues arising in the Sharing Economy, Supply Chain Risk Management, Patient-Centered Health Care, and Corporate Social Responsibility. Equally important, she addresses highly relevant topics, generating results that are noticed and impact both the academic and business communities. Professor Li's research is thorough and thoughtful. She verifies and confirms the results by considering alternative explanations and performing robustness checks. Whenever necessary, she modifies existing methodologies and extends them. She has produced eight A-journal papers, as well as a publication in a health care journal, an *HBR* article, and a book chapter. Additionally, four of her working papers are R&R and two are submitted, all to top journals. Her research has received an unparalleled level of formal recognition – four of her published papers and three of her pipeline papers have received research awards. She increases the visibility of Ross in operations research academic circles but also in the media and with other external audiences. She has established herself as an authority in empirical operations management.

Recent and Significant Publications:

- J. Li, S. Netessine. 2018. Higher Market Thickness Reduces Matching Rate in Online Platforms: Evidence from a Quasi-Experiment. *Management Science*, Forthcoming.
- M. Fisher, S. Gallino, J. Li. 2017. Competition-Based Dynamic Pricing in Online Retailing: A Methodology Validated with Field Experiments. *Management Science*, 64(6) 2473-2972.
- J. Li, S. Netessine, S. Koulayev. 2017. Price to Compete With Many: How To Identify Price Competition in High Dimensional Space. *Management Science*, 64(9) 3971-4470.
- G. Wang, J. Li, W. Hopp, F. Fazzalari and S. Bolling. 2017. Using Patient-Centric Quality Information to Unlock Hidden Health Care Capabilities. *Manufacturing & Service Operations*, Management Articles in Advance Published Online.
- J. Li, N. Granados, S. Netessine. 2014. Are Consumers Strategic? Structural Estimation from the Air Travel Industry. *Management Science*, 60(9) 2114-2137.

Service: Professor Li's professional service has been very strong. She is in very high demand as a referee, with about 12 reviews per year from a broad array of journals. For this work, she has received a Management Science Distinguished Service Award twice, as well as a Manufacturing and Service Operations Management Meritorious Service award. Professor Li also has always been a very active member of our Faculty Recruitment and Doctoral Admissions teams. Professor Li's research collaborations, as well as her everyday interactions with other faculty, add to the research energy and collegiality of the technology and operations area at Ross.

External Reviewers:

Reviewer A: "Professor Li's close collaboration with industry and proven practical impact have been widely recognized. This work significantly advances the state of dynamic pricing in the retailing industry, and advances current pricing algorithms beyond the existing rule-based pricing intelligence systems used by leading online retailers such as Amazon. It is impressive how many of these papers have won prestigious awards. I view Professor Li's contributions to the field of

Operations Management as original and significantly impactful. She has established herself as a leading researcher in her field in a very short amount of time. I find her accomplishments impressive.”

Reviewer B: “This case is really easy. She has changed the field with the insights she has generated and the methodological contributions as well. She is at the top of her peer group. I cannot think of another person from her cohort that has been as productive and impactful. I am very impressed with what Jun has achieved so far and very excited with what she can potentially do in the future.”

Reviewer C: “Jun is a highly eclectic researcher, with the common thread through her work being empirical research and a focus on problems of practical significance be it in supply chain management, healthcare or air travel. Combined with deep empirical expertise, Jun has shown a great flair for identifying important and interesting research problems. While some may view such diversity of interests as opportunistic, I see it as one of Jun’s unique strengths, and as a signal of her high intellectual curiosity. Jun is in my view a super-talented and creative researcher, clearly a thought leader in the area of empirical operations management. I wholeheartedly support her case for promotion to Associate Professor.”

Reviewer D: “An outstanding scholar who has established herself as one of the premier experts on empirical operations management. In terms of both quality and quantity, her research output places her at the top of her academic cohort, and her work has had a significant impact on both academia and industry.”

Reviewer E: “Professor Jun Li has focused on important operational problems.” “She developed a strong publication record focusing on empirical work. Her work received multiple awards and recognitions from academics and practitioners. I enthusiastically recommend Professor Jun Li for promotion to the rank of Associate Professor with Tenure.”

Reviewer F: “Besides quantity, I find her choice of research topics to be relevant and novel.” “Based on the academic recognition and media coverage of her research work, it is evident that her research work is first rate! Jun is a rising star who examines important and timely topics with scientific rigor. She is highly visible in our community and promoting her to Associate is an easy case to make.”

Reviewer G: “I believe that this is the most remarkable file I have seen at tenure time in the last five years. No one in this cohort surpasses Dr. Li’s output; the closest is Ryan Buell. And when it comes to the strength and richness of her pipeline, she is absolutely peerless. Her work stands out for its blend of good problem choice, intellectual rigor and methodological strength. A high-impact scholar, a committed educator, and a leader in her field.”

Summary of Recommendation: Professor Li is widely recognized as one of the top researchers and leaders in the area of empirical operations management. She is a strong and dedicated teacher, has provided an extremely high level of service to the research community, and has demonstrated a capability and commitment to service within the Ross School of Business and the University of Michigan. She provides an exceptional mix of research skills (both

methodological and analytical) and is viewed as among the very top empirical scholars in operations; she has great teaching capabilities; and a strong service orientation. With the support of the technology and operations are and the Executive committee I am pleased to recommend the promotion of Jun Li to associate professor of technology and operations, with tenure, Stephen M. Ross School of Business.

A handwritten signature in black ink that reads "D. Scott DeRue". The signature is written in a cursive style with a large initial "D" and "S".

D. Scott DeRue
Edward J. Frey Dean of Business
Stephen M. Ross School of Business

May 2019