

	<p style="text-align: center;">Hua (Ariel) Li, PhD Director of Msc in Marketing Management Assistant Professor of Marketing</p> <p style="text-align: center;">Phone: + 33 (0) 3 20 15 46 36 Fax: +33 (0)3 20 15 45 01</p> <p style="text-align: center;">E-mail: ariel.li@edhec.edu</p>
---	--

Dr. Hua (Ariel) LI is the director of MSc in Marketing Management. Prior to joining EDHEC, she had 15 years of experience working as faculty member or lecturer in multiple French business schools, including EMLYON, KEDGE, and SKEMA. Dr. LI holds a Ph.D. in Marketing from Aix Marseille University (IAE Aix Management School) in France and B.A in Management of Information Systems from Xian Jiaotong University in China.

Dr. LI conducts research in the areas of consumer socialization and information processing, with emphasis on cultural, ethical, and public policy issues. Her research activities are currently centered around three main themes: a) information processing and privacy concerns in the digital world; b) cross-cultural research on children’s consumer behavior; c) methodological issues in measurement models. She has published in *Journal of Retailing*, *International Journal of Market Research*, *Academy of Management Proceedings*, and *European Advances in Consumer Research*.

Dr. LI teaches at the MBA, Master, and undergraduate levels and has received multiple teaching awards. She has taught courses on consumer behavior, marketing research, principles of marketing, international marketing, digital marketing, business statistics, marketing analytics, quantitative marketing, and quantitative techniques in business.

EDUCATION

- 2012 **Doctorate in Marketing, Mention très honorable avec felicitations**
IAE Aix-en-Provence, University Aix-Marseille, France
- 2006 **M.S in Management Science (DEA en Sciences de Gestion)**
IAE Aix-en-Provence, University Aix-Marseille, France
- 2003 **B.A in Management of Information Systems**
Xi’an Jiaotong University, Xi’an China

ACADEMIC EXPERIENCE

- 09/2021- **Director of MSc in Marketing Management**
Assistant Professor of Marketing
EDHEC Business School, Lille, France

- 09/17-08/21 **Lecturer in Marketing**
CEFAM Business School, Lyon, France
- 09/10-08/17 **Assistant Professor of Marketing**
EMLYON Business School, Ecully, France
- 01/08-08/10 **Lecturer & Research Fellow**
SKEMA Business School, Sophia Antipolis, France
- 09/07-12/08 **Lecturer**
KEDGE Business School, Marseille, France

PUBLICATIONS

Peer-Reviewed Journals

Grosso, Monica, Sandro Castaldo, Hua (Ariel) Li, and Bart Larivière (2020). "What Information Do Shoppers Share? The Effect of Personnel-, Retailer-, and Country-Trust on Willingness to Share Information." *Journal of Retailing* 96 (4), 524-47. *Equal Authorship* (CNRS 2 / FNEG 1) <https://doi.org/10.1016/j.jretai.2020.08.002>

Zawadzka, Anna Maria, Agnes Nairn, Tina M. Lowrey, Liselot Hudders, Aysen Bakir, Andrew Rogers, Veroline Cauberghe, Elodie Gentina, Hua Li, and Fiona Spotswood (2020). "Can the Youth Materialism Scale Be Used across Different Countries and Cultures?" *International Journal of Market Research* (CNRS 4 / FNEG 3) <https://doi.org/10.1177/1470785320956794>

with PRANGE C., BRUYAKA O. (2018) Measuring Dynamic Capabilities: A Construct level Analysis of Empirical Studies, *Academy of Management Proceedings*, vol. 2018, No.1 <https://doi.org/10.5465/AMBPP.2018.13227abstract>

with Merunka Dwight (2011) Eager Vigilance in Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity. in *European Advances in Consumer Research*, vol.9 <https://www.acrwebsite.org/volumes/1007157/eacr/vol9/E-09>

Book Chapters

with Lowrey Tina M., Chaplin Lan N., Nairn Agnes, Bakir Aysen, Cauberghe Veroline, Gentina Elodie, Hudders Liselot, Spotswood Fiona, and Zawadzka Anna Maria (2017). « Conducting International Consumer Research with Children: Challenges and Potential Solutions», in *Consumer Behavior*, Eds. M. R. Solomon and T. M. Lowrey, Routledge: UK. <https://www.routledgehandbooks.com/doi/10.4324/9781315526935.ch22>

with Yao Grenot (2016). « Danone-Dumex in China: The First Drink of Milk», in *Market Entry in China*, pp. 197-213, Ed. C. Prange, Springer Publication https://link.springer.com/chapter/10.1007/978-3-319-29139-0_16

Working Papers and Research in Progress

Youth Materialism and the Tension between “Fitting in” and “Standing out”: A Motivational Perspective on Adolescents’ Attitudes toward Advertising with Tingting Mo, Agnes Nairn and Monica Grosso (Manuscript rejected after 1st round of review at Journal of Advertising Research; Repositioning and experimental data in collection; Target Journal: *Journal of Consumer Psychology*)

The Perpetuating Cycle of Advertising and Materialism in Teens: A Multi-Country Study with Nairn Agnes, Cauberghe Veroline, Gentina Elodie, Hudders Liselot, Spotswood Fiona, and Zawadzka Anna Maria (Data collection from 5 countries completed; Data analysis in progress; Target Journal: *International Journal of Research in Marketing*)

The Paradox of Distrust and Personal Information Sharing with the Retailers: A Multi-Country Typology of Customers’ Privacy Attitudes and Behaviors, with Monica Grosso and Sandro Castaldo (Data collection from 14 countries completed; Data analysis in progress; Target Journal: *Journal of Business Ethics*)

Measuring Dynamic Capabilities: A Construct Level Analysis of Empirical Studies with Christiane Prange and Olga Bruyaka (Manuscript presented at 2018 Academy of Management Conference in Chicago; we plan to use content and network analysis to analyze the empirical studies in dynamic capabilities to explore the linkage between various theoretical streams and measurements, Target Journal: *Management Science*)

Better be Safe than Sorry: The Role of Regulatory Focus and Information Ambiguity in Consumer Response to Negative Information (Manuscript rejected after 2nd round of review at Journal of Consumer Research; Repositioning and New Data Collection in Progress; Target journal: *Journal of Academy of Marketing Science*)

CONFERENCE PROCEEDINGS AND PRESENTATION

GROSSO M., CASTALDO S., LI H., and LARIVIERE B. (2019) *Privacy Concerns and the Willingness to Provide Personal Information to Retail Companies: Modeling Heterogeneity among Customers, Retail Contexts and Cultures*. Thought Leaders’ Conference, Florence, 2019

PRANGE C., BRUYAKA O. and LI H. (2018). *Measuring Dynamic Capabilities: A Construct Level Analysis of Empirical Studies*. 2018 Academy of Management Conference, Chicago, United States.

PRANGE C., BRUYAKA O. and LI H. (2018). *How to Measure Dynamic Capabilities? Formative or Reflective*. 2018 Strategic Management Society Conference (SMS), Paris, France

GROSSO M., LI H., CASTALDO S. (2018). *One Piece of Information Leads to Another: Consumers’ Privacy Concern, Trust and the Trap of Willingness to Share Information*. 2018 Global Marketing Conference, Tokyo, Japan.

NAIRN A., CHAPLIN L., GENTINA E., et LI H. (2015). *Children and Materialism. Innovative tracks for action and engagement furthering cross-cultural empirical work on childhood materialism*. Transformative Consumer Research Conference (TCR), Villanova, PA, United States

LI H., MERUNKA, D., (2010) *Eager Vigilance in Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity*. 2010 AMA Summer Marketing Educator Conference, Boston, Massachusetts, United States

LI H., MERUNKA, D., (2010) *Goal Orientations and Consumer Response to Uncertain Negativity*. 2010 European Conference of the Association for Consumer Research (EACR), London, UK

LI H., MERUNKA, D., (2007) *Brand Personality Construct in China: Reflection of Changing Culture*. 36th European Marketing Academy Conference (EMAC), Reykjavik, Iceland

TEACHING

- 09/2021- **EDHEC Business School, Lille, France**
International Marketing Strategy (MSc in Marketing Management)
Digital Marketing (MSc in Marketing Management)
Consumers & Markets (BBA 1st year)
Marketing Management (BBA 2nd year)
Quantitative Methods in Marketing (BBA 3rd year)
International Marketing (BBA 3rd year)
- 09/17-08/21 **CEFAM Business School, IDRAC Business School, INSEEC Business School, Lyon, France**
Business Statistics with Excel (BBA 2nd year)
Quantitative Techniques in Business (BBA 3rd year)
Marketing Research (BBA 4th year)
Marketing Analytics with R (MSc)
Research Methods in Business (MSc)
International Growth & Development (MSc)
- 09/10-06/17 **EMLYON Business School Ecully, France**
Cases in International Business (Program of GE1, Ecully Campus)
Consumer Behavior (BBA Saint-Etienne 4th year)
Consumer Behavior in China (Program of GE3, Shanghai Campus)
Essentials of Marketing (Program of GE2, Ecully Campus)
Marketing Management (Master Program in Sports and Hospitality Management, Ecully Campus)
Market Research (European Master Program, Ecully Campus)
Principles of Marketing (Master Program in Luxury Management and Marketing, Paris Campus)
Quantitative Marketing with SPSS (Program of GE3, Ecully Campus)
Strategic Marketing (MBA, Shanghai Campus)
Understanding Chinese Consumers (Executive Program, Shanghai Campus)

09/08-06/10 **SKEMA Business School, Sophia Antipolis, France**
Consumer Behavior (Program of MS)
International Marketing Management (Program of MS)
Marketing Management (Program of GE2)
Principles of Marketing (Program of GE1)

09/07-12/07 **KEDGE Business School Marseille, France**
Marketing II (ESC Master Program)

PROFESSIONAL AND PROJECT-RELATED EXPERIENCE

12/2017 **Faculty Member of Task Force at CEFAM Business School**, for promoting the BBA 3+1 French-American Double Degree program in China

- Build and develop partner relationships with universities and high schools in China for international student recruitment
- Organize and hold forums at high schools and universities in Shanghai, Hangzhou, Hefei and Handan

06/2017- **Co-Founder, Cc Lab**
Cc Lab is a social enterprise that provides after-school STEM programs to children of 4—15 years old. We collaborate with three activity centers located in Shenzhen city with up to 600 children enrolled in different extracurricular programs (seminars, workshops, study trips and summer camps).

09/16-05/17 **Faculty Member of Task Force**, for designing and promoting the blended learning Global BBA program of EMLYON Business School (partnership with Wisdom Tree—one of the biggest MOOC platforms in China)

01/15-12/15 **Member of Task Force**, SMART Business School (new digital learning environment of EMLYON Business School in collaboration with IBM)

- Coordinate with IBM's technology experts in the design of digital learning platform
- Initiate and design research projects on leveraging big data to create personalized learning experience
- Pedagogical experiment with blended learning

RESEARCH INTERESTS

Information Processing, Consumer Socialization and Communication, Information Privacy Concerns, Cross-Cultural Quantitative Research, Measurement Models

TEACHING FIELD

International Marketing Strategy, Consumers & Markets, Marketing Management, Quantitative Methods in Marketing (with SPSS), Digital Marketing, Business Statistics (with Excel), Marketing Analytics (with R)

LICENCES AND CERTIFICATES

R Programming

Johns Hopkins University through Coursera; Certificate ID: [WRSTFR9L536T](#)

The Data Scientist's Toolbox

Johns Hopkins University through Coursera; Certificate ID: [3UHBLKSEAZEF](#)

LANGUAGE SKILLS

English (Fluent); French (Very good command); Mandarin (Mother tongue)