

# Shelley Xin Li

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## Assistant Professor of Accounting

since June 2016 (including Maternity Leave)

University of Southern California – Marshall School of Business

## EDUCATION

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<b>Harvard Business School</b> , Boston, MA	May 2016
Doctor of Business Administration (Accounting and Management)	
<b>Duke University</b> , Durham, NC	May 2008
M.A. in Economics	
<b>Nankai University</b> , Tianjin, China	June 2006
B.S. and B.A., double degrees in Economics and Law, minor in Business Administration	

## RESEARCH INTERESTS

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- How do management control mechanisms affect innovation and long-term performance?
  - How does technology-enabled information sharing drive organizational performance?

**Methods:** field experiments, archival studies, surveys

## TEACHING INTERESTS

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Managerial Accounting, Financial Accounting, Innovation and Entrepreneurship

## PEER-REVIEWED PUBLICATIONS

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1. Ioannis Ioannou, Shelley Xin Li, and George Serafeim, "The Effect of Target Difficulty and Incentives on Target Completion: The Case of Reducing Carbon Emissions," *the Accounting Review* (2016)
  2. Shelley Xin Li and Tatiana Sandino, "Effects of an Information Sharing System on Employee Creativity, Engagement, and Performance: A Randomized Field Experiment in a Retail Chain." *Journal of Accounting Research* (2018)
  3. Robert Daines, Shelley Xin Li, and Charles C. Y. Wang, "Can Staggered Boards Improve Value? Causal Evidence from Massachusetts." *Contemporary Accounting Research* (2021)
  4. Shelley Xin Li, Kenneth Merchant, and Fiona Wang, "Metric Intensity and Innovation Dependency" *Contemporary Accounting Research* (2023)
  5. Shelley Xin Li and Ethan Bernstein, "The Effect of Disintermediating Supervisors in the Delivery of Performance Feedback to Front-Line Employees: Evidence from a Field Experiment." *Management Science* (2025)
  6. Shelley Xin Li and Aner Zhou, "Internal Connectedness and Accrual Quality: Evidence from Employee LinkedIn Connections." *Accounting Horizons* (2024)
  7. Shelley Xin Li and Tatiana Sandino, "The Effect of a System for Sharing Best Practices Within Pre-existing Peer Networks." (forthcoming in *Management Science*)
  8. Shelley Xin Li, Shiva Rajgopal, Suraj Srinivasan, and Forester Wong, "Bank Boards: What Has Changed since the Financial Crisis?" *Accounting, Organizations and Society* (2025)

## WORKING PAPERS

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9. Shelley Xin Li, Frank Nagle, and Aner Zhou, "Organization-Level Networks" (R&R)
  10. Shelley Xin Li, Frank Nagle, and Aner Zhou, "Social Connections and Firm Productivity" (under review)
  11. Shelley Xin Li, "Employee-initiated Innovation" (under review)
  12. Carolyn Deller, Henry Eyring, Shelley Xin Li, and Lorien Stice-Lawrence, "Textual Feedback as a Control Mechanism"

13. Dennis Campbell and Shelley Xin Li, “Control Seeking and the Formation of Relational Contracts.”

## WORK IN PROGRESS

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14. Effects of Motivational Framing on Extra-role Activities: A Natural Field Experiment on Employee Participation in Idea Crowdsourcing (with Wei Cai and George Serafeim)
15. AI-enabled Monitoring: A Field Experiment (with Tatiana Sandino and Sam Grad)
16. A Survey of Finance and Accounting Professionals (with Aner Zhou)

## OTHER ARTICLES & OUTPUTS

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17. Shelley Xin Li, Kenneth Merchant, and Fiona Wang, “Metric Intensity and Innovation Dependency” *Strategic Finance* (2024 February). <https://www.sfmagazine.com/articles/2024/february/metric-intensity-and-innovation-dependency>
18. Shelley Xin Li and Kenneth A. Merchant. “Motivating Innovation and Creativity: the Role of Management Controls”. *Information for Efficient Decision Making*, Editor – Kashi R. Balachandran, World Scientific Publishers (2020), Chapter 16 (477-492).
19. Shelley Xin Li. “How Do Firms Motivate Innovation? A Perspective of Management Controls and Organizational Innovation” *China Management Accounting Review*, Vol 9, 108-113 (2019)
20. Tommy Talk: “Organizations as Laboratories: How Experimenting with Information Sharing Can Drive Business Performance.” <https://www.marshall.usc.edu/faculty-research/tommy-talks>; [Organizations as Laboratories on Vimeo](#)
21. A Rookie’s Guide to the Accounting Job Market (2016).

## PUBLISHED TEACHING CASES

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22. Shelley Xin Li, Kenneth A. Merchant, and Michelle Spaulding. “Giroux Glass, Inc. – Bonus Plan.”
23. Tatiana Sandino, Shelley Xin Li, and Nancy Hua Dai. "China Lodging Group (A) and (B)."
24. Dennis Campbell, Marshall Meyer, Shelley Xin Li, and Kristin Stack, "Haier: Zero Distance to the Customer (A) (B) and (C)."
25. Robert G. Eccles, George Serafeim, Shelley Xin Li, and Alan Knight, "Allied Electronics Corporation Ltd: Linking Compensation to Sustainability Metrics."
26. Robert G. Eccles, George Serafeim, and Shelley Xin Li. "Dow Chemical: Innovating for Sustainability."

## MEDIA COVERAGE

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Research has been cited by: Forbes, Fortune, Financial Times, International Monetary Fund (IMF), HBR.org, CNBC, etc. Selected examples:

- “Earth Day: Recent Business Research on Environmental Sustainability”: <https://www.forbes.com/sites/hbsworkingknowledge/2013/04/22/earth-day-recent-business-research-on-environmental-sustainability/>
- “Why we need to outsmart our smart devices”: <https://hbr.org/2014/10/why-we-need-to-outsmart-our-smart-devices>
- “Climate crossroads: fiscal policies in a warming world”, IMF, <https://www.elibrary.imf.org/display/book/9798400250286/CH001.xml>
- “Bonuses are the enemy of progress”: <https://www.cnn.com/2017/10/18/bonuses-are-the-enemy-of-progress.html>; <https://www.ft.com/content/4638fa58-aea5-11e7-aab9-abaa44b1e130>
- “Why ‘Staggered’ Boards Are Paying Off for Stock Investors”: [https://fortune.com/2019/04/30/staggered-boards-stock-investors/?xid=gn\\_editorspicks](https://fortune.com/2019/04/30/staggered-boards-stock-investors/?xid=gn_editorspicks)
- “Social-Impact Efforts That Create Real Value”: <https://hbr.org/2020/09/social-impact-efforts-that-create-real-value>

**AWARDS AND HONORS**


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2017	Recipient of the USC Institute for Outlier Research in Business Funding Grant for "Digital Entrepreneurship and Innovation" with Milan Miric, Frank Nagle, Pai-Ling Yin, and Noam Wasserman
2017	Winner of the LinkedIn Economic Graph Challenge with Milan Miric, Frank Nagle, Pai-Ling Yin, and Noam Wasserman
2017	AAA Management Accounting Section Best Dissertation Award
2015	AAA/Grant Thornton Doctoral Dissertation Award
2013	AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow
2010-2015	Doctoral Fellowship, Harvard Business School

**TEACHING EXPERIENCE*****USC***


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2020-	Introduction to Managerial Accounting (undergraduate core course)
2016-	Accounting 621: Research Forum (PhD course – one session each year)
2019	Performance Measurement, Evaluation, and Incentives (master-level elective course)
2018	Performance Measurement, Evaluation, and Incentives (master-level elective course)
	Introduction to Managerial Accounting (undergraduate-level core course)

***Harvard***

2015	Managerial Accounting, Teaching Assistant, Summer School, Harvard University
2012-2015	Executive Education, Teaching Assistant, Harvard Business School
2012-2014	Financial Reporting and Control, Teaching Fellow, Harvard Business School
2011-2014	MBA Analytics Program - Accounting, Teaching Fellow, Harvard Business School

***Duke***

2006-2008	Courses in Economics and Asian Studies, Teaching Assistant
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**SELECTED CONFERENCES AND WORKSHOPS**


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2025	Conference on the role of accounting and information frictions in microenterprises (scheduled)
	Columbia Management Accounting Conference - <i>discussant</i>
	Field Research Symposium (University of Wisconsin-Madison) – <i>discussant</i>
	Fifth Annual Labor and Accounting Group Conference (Stanford)
	MAS Midyear Meeting (Austin) – <i>presenter, discussant, and moderator</i>
2024	AICPA/CIMA Future of Finance Summit – <i>invited academic participant</i>
	National University of Singapore – <i>workshop presenter</i>
	Georgetown Field Experiment Conference
	Columbia University – <i>presenter</i>
	Management Accounting Section Midyear Meeting (Orlando) – <i>presenter &amp; discussant</i>
	AAA Annual Meeting – <i>presenter</i>
2023	Haskayne and Fox Accounting Conference – <i>presenter &amp; discussant</i>
	USC Research Fair - <i>presenter</i>
	Hawaii Accounting Conference - <i>presenter</i>
2022	China Business Research Network - <i>presenter</i>
	UCSD Accounting Workshop - <i>presenter</i>
	IMS/HBS Data Science Conference - <i>presenter</i>

2021	<p>RAST Conference - <i>moderator</i></p> <p>Leventhal School Board of Advisors Meeting - <i>presenter</i></p> <p>Harvard Business School Workshop - <i>presenter</i></p> <p>Carnegie Mellon University Accounting Workshop - <i>presenter</i></p> <p>Management Accounting Section Mid-year Conference (Online) - <i>presenter</i></p>
2020	<p>Management Accounting Section Mid-year Conference (Houston) - <i>presenter</i></p>
2019	<p>Carnegie Mellon Accounting Conference - <i>presenter</i></p> <p>CPMRE Symposium (Toronto) – <i>discussant</i></p> <p>Information, Markets, and Organization Conference (Boston) – <i>discussant</i></p> <p>Management Accounting Section Mid-year Meeting (Florida) – <i>discussant</i></p> <p>Columbia Junior Faculty Conference</p>
2018	<p>UNC/Duke Fall Camp – <i>presenter</i></p> <p>National University of Singapore, Singapore Management University – <i>workshop presenter</i></p> <p>CEIBS Accounting and Finance Symposium – <i>discussant</i></p> <p>UC Davis Accounting Conference – <i>presenter</i></p> <p>New Faculty Consortium (Virginia)</p> <p>Management Accounting Section Mid-year Meeting (Arizona) – <i>presenter and discussant</i></p>
2017	<p>Journal of Accounting Research Conference (Chicago) – <i>Paper presented at the conference</i></p> <p>AAA Annual Meeting (San Diego) – <i>presenter and discussant</i></p> <p>Asia-Pacific Management Accounting Association Annual Meeting – <i>presenter and discussant</i></p>
2016	<p>University of Chicago, Rice University, Georgetown University, University of Michigan, AAA Financial Accounting and Reporting Section Midyear Meeting, Tulane University, University of Southern California, Michigan State University, University of Toronto, University of Illinois at Urbana Champaign, INSEAD, Emerging Management Accounting Scholars Symposium</p>
2015	<p>AAA Northeast Regional Meeting (Providence) – <i>presenter</i></p> <p>Journal of Accounting and Economics Conference (Rochester) – <i>Invited attendee</i></p> <p>AAA Annual Meeting (Chicago) – <i>Presenter, discussant, and session moderator</i></p> <p>Trans-Atlantic Doctoral Conference (London Business School) – <i>Presenter and discussant</i></p> <p>Management Accounting Section Mid-year Meeting (Newport Beach) - <i>Presenter</i></p>
2013	<p>NBER Entrepreneurship Research Summer Bootcamp – <i>Invited participant</i></p> <p>AAA Doctoral Colloquium (Lake Tahoe) – <i>Invited attendee</i></p> <p>Management Accounting Section Mid-year Meeting (New Orleans) – <i>Presenter and discussant</i></p> <p>IAE Corporate Accountability Reporting Conference (Boston) – <i>Invited attendee</i></p>
2012	<p>PRI Young Scholars Finance Academy (Switzerland) – <i>Presenter</i></p>
2011 -	<p>Information, Markets, and Organizations Conference (Harvard)</p>

## SERVICES

### USC

2023-2025	USC Accounting Research Forum Co-organizer
2022-	Faculty Advisor to Moneythink@USC (a student organization)
2020-	USC Leventhal PhD Committee
2024 -	Faculty volunteer to the Leventhal Transfer Program and LAC Mentorship Program
2020-2021	USC Accounting Research Forum Organizer

2018-	Dissertation Committee Member for: Aner Zhou (ACCT), Fiona Wang (ACCT), Kate (Yue) Wang (MOR), Peter Seung Hwan Oh (ACCT), Melissa Staha (MOR)
2018-	Qualifying Exam Committee Member for: Melissa Staha (MOR), Jonathan Craske (ACCT), Jessie Jaewon Cheong (ACCT), Ruoxin Wan (ACCT), Xiangyu Li (ACCT)
2024 -	Advising and working with Qinyi Zhang (ACCT), Haizhu Hong (ACCT)
2018	Panelist, Marshall Panels on Women's Experiences in Research (MPOWER)

### ***Academic Community***

2025-	Editorial Board, <i>Journal of Management Accounting Research</i>
2021-	Co-Chair, Management Accounting Section (MAS) Liaison to Practice Committee
2014-	Reviewer for <i>Journal of Accounting Research</i> , <i>the Accounting Review</i> , <i>Management Science</i> , <i>Contemporary Accounting Research</i> , <i>Accounting, Organizations, and Society</i> , <i>Production and Operations Management</i> , <i>European Accounting Review</i> , <i>Management Accounting Review</i> , and the AAA, MAS, and FARS conferences.
2024	Organizer, the JMAR webinar "Conducting and publishing practice-relevant field research" Organizer, MAS Midyear Meeting panel "How to produce practice-relevant management accounting research using <i>any</i> methodology"
2023	Organizer, the MAS Doctoral Colloquium panel on "Conducting and publishing practice-relevant research"
2020/2023	Doctoral Student Faculty Interchange
2020	MAS Dissertation Award Committee Panelist for Management Accounting Section Doctoral Colloquium
2018	MAS mid-year conference Section liaison for 2018 AAA Annual Meeting (Corporate Governance)

### **INDUSTRY EXPERIENCE**

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2008-2010	Magna International, Inc., Troy, Michigan <i>Tax financial reporting specialist</i>
2008	RTI International, Research Triangle Park, North Carolina <i>Intern, Department of Commercialization</i>

### **Professional Credentials:**

Certified Management Accountant  
 Certified Financial Risk Manager  
 Certified AYSO Soccer Referee

**Languages:** English and Mandarin