

Chen, Li (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Chen, Y., Chen, L., Pan, Y. (2024). Social Media Influencer Endorsement: The Conditional Effects of Product Attribute Description in Sponsored Influencer Videos. *Journal of Marketing Management*.
<https://www.tandfonline.com/doi/full/10.1080/0267257X.2024.2305748>

Chen, L., Chen, Y., Pan, Y. (2024). The effect of sponsored video customization on video shares: The critical moderating role of influencer and brand characteristics. *European Journal of Marketing*. <https://www.emerald.com/insight/content/doi/10.1108/EJM-03-2022-0172/full/html>

Chen, L., Yan, Y., Smith, A. (2023). What Drives the digital engagement of Sponsored Videos? An Investigation of Video Influencers' Authenticity Strategies. *Journal of the Academy of Marketing Science*, 51(1), 198-221.
<https://link.springer.com/article/10.1007/s11747-022-00887-2>

Chen, Y., Chen, L., Smith, R. S. (2022). Linking Passion to Performance in the Social Commerce Community: The Role of Collaborative Information Exchange. *Journal of Business Venturing Insights*, 18(e00351).

Chen, L., Zhu, F. (2021). Seller information sharing in online marketplaces. *Journal of Marketing Management*. <https://doi.org/10.1080/0267257X.2021.1900895>

Chen, Y., Chen, L., Zou, S., Hou, H. (2021). Easy to start, hard to persist: antecedents and outcomes of entrepreneurial persistence in online marketplaces. *International Journal of Electronic Commerce*. <https://doi.org/10.1080/10864415.2021.1967003>

Chen, L., Zhu, F., Mantrala, M. (2020). The Path of Support-to-Sales: Mediating Role of Seller Collaborative Information Exchange in Social Commerce. *European Journal of Marketing*. <https://www.emerald.com/insight/content/doi/10.1108/EJM-11-2019-0823/full/html>

Chen, L., Zhu, F., Mantrala, M., Wang, N. (2020). Seller creative selling in social commerce. *International Journal of Advertising*, 1-20.
<http://dx.doi.org/10.1080/02650487.2020.1755180>

Chen, L., Zou, S., Xu, H., Chen, Y. (2020). Entrepreneurial Orientation in Multinational Corporations: Antecedents and Effects. *Management International Review*, 60(1), 123-148. <http://dx.doi.org/10.1007/s11575-019-00397-4>

Chen, L., Zhu, F., Zou, S., Chen, Y. (2019). Factors affecting family firms' communication behaviour: a cross-cultural study. *International Journal of Advertising*, 38(2), 276-295.
<http://dx.doi.org/10.1080/02650487.2018.1473062>

Conference Proceedings

Conference Proceeding

Chen, Y., Chen, L. *Just the Facts or All the Feels: Examining the Engagement Effects of Influencer Endorsement Strategies in Sponsored Videos*. 2024 AMA Summer Academic Conference.

Chen, Y., Chen, L. *The Conditional Effects of Product Attribute Description as An Endorsement Strategy in Sponsored Influencer Videos*. 2024 Academy of Marketing Science.

Chen, Y., Chen, L. *Linking Sponsored Video Customization to Video Shares: The Moderating Roles of Mega Influencer and Brand Familiarity*. 2023 AMA Summer Academic Conference.

Chen, Y., Chen, L. *Reverse Knowledge Transfer and Product Innovation in Emerging Market MNEs: Evidence from China*. 2022 AMA Winter Academic Conference.

Chen, L., Zhu, F., Mantrala, M. (2018). *Cultivating Creative Selling Skills in Social Commerce: A Seller Perspective*. AMA Winter Marketing Educators' Conference.

Chen, L., Zou, S., Xu, H., Chen, Y. (2017). *Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes*. AMA Summer Marketing Educators' Conference.

Presentations

Chen, Li (Presenter & Author), Smith, Andrew (Presenter & Author), Marketing Department Event: Frontiers in Digital Marketing, "What Drives Digital Engagement with Sponsored Videos? An Investigation of Video Influencers' Authenticity Management Strategies," Suffolk University Marketing Department, Suffolk University. (November 17, 2022).

Chen, Li (Presenter & Author), Zhu, Fengxia (Author Only), Mantrala, Murali (Author Only), American Marketing Association, "Cultivating Creative Selling Skills in Social Commerce: A Seller Perspective." (2018).

Chen, Li (Presenter & Author), Zou, Shaoming, Robert Mittelstaedt Doctoral Symposium, "Making Dynamic Capability Actionable: Entrepreneurial Orientation in Multinational Corporations," Lincoln, NE. (2018).

Chen, Li (Presenter & Author), Zou, Shaoming (Author Only), Xu, Hui (Author Only), Chen, Yiwen (Author Only), American Marketing Association, "Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes." (2017).