

Loic (Pengtao) Li

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EDUCATION

Ph.D.	Marketing, University of Auckland	2014-2018 (Expected)
M.S.	Business Management, China University of Geosciences	2011-2013
B.A.	English, Huazhong University of Science and Technology	2009-2011
B.Sc.	Management Information System, China University of Geosciences	2007-2011

RESEARCH INTEREST

Substantive: Actor Engagement, Customer Engagement, Student Engagement, Engagement Valence, Platforms and Networks, Service Marketing

Methodological: Mixed Method, Netnography, Thematic Analysis, Structural Equation Modeling

PUBLICATIONS – JOURNAL ARTICLES

- Li, L. P.,** Juric, B., & Brodie, R. J. (2018). Actor engagement valence: conceptual foundations, propositions and research directions. *Journal of Service Management*. Forthcoming. Available online. (SSCI *Q1*; ABDC ranking: A).
- Li, L. P.,** Juric, B., & Brodie, R. J. (2017). Dynamic multi-actor engagement in networks: The case of United Breaks Guitars. *Journal of Service Theory and Practice*, 27(4), pp. 738-760. (SSCI *Q3*; ABDC ranking: A).

PUBLICATIONS – CONFERENCE PAPERS

- Li, L.P.,** Bentham, C., Juric, B., & Brodie, R. J. (2018). Conceptualisation and operationalisation of student negative engagement. In *Global Marketing Conference 2018 proceedings*. Tokyo.
- Li, L. P.,** Juric, B., & Brodie, R. J. (2018). Untangling the complexity of the valence of actor engagement: conceptual foundations, propositions and research directions. *Marketing Transformation: Marketing Practice in an Ever-Changing World: Proceedings of the 2017 Academy of Marketing Science World Marketing Congress*, pp.309-309. Christchurch.
- Li, L. P.,** Juric, B., & Brodie, R. J. (2017). United does it again: Further insights for social media engagement in a service failure crisis. In *ANZMAC 2017 proceedings*. Melbourne.
- Li, L. P.,** Juric, B., & Brodie, R. J. (2015). United Breaks Guitars: exploring the complexity of engagement from a multi-actor individual/organisation perspective. In *ANZMAC 2015 proceedings* (pp. 1124–1174). Sydney

PAPERS UNDER REVIEW & IN PREPARATION (Abstracts in Appendix I)

Li, L. P., Brodie, R. J & Juric, B. United does it again: Further insights for social media engagement in a service failure crisis.

- Manuscript in preparation for *Journal of Service Theory and Practice* (**ABDC ranking: A**)
- Expected to be submitted to on September, 2018.

Li, L. P., Frethey-Bentham, C., Juric, B., & Brodie, R. J. Negative actor engagement: conceptualisation, scale development and validation.

- Manuscript in preparation for *Journal of Interactive Marketing* (**ABDC ranking: A**)
- Expected to be submitted on November, 2018.

Brodie, R.J., **Li, L. P.,** & Fehrer, J. Comparaitve analysis for different citation styles: Insights into succuessful publications of engagement studies.

- Data collection done.
- Target: *Journal of Servcie Research* (**ABDC ranking: A***)

Li, L. P., Juric, B., & Brodie, R. J. Qualitative insights of student engagement with online learning service platforms.

- Data collection done.
- Target: *Journal of Marketing Education* (**ABDC ranking: B**)

Li, L. P., Frethey-Bentham, C., Juric, B., & Brodie, R. J. The co-existence of positive and negative engagement with engagement platforms.

- Data analysis done.
- Target *Journal of Service Management* (**ABDC ranking: A**)

CASE STUDIES

Li, L. P. & Brodie, R. J. Case study of United Breaks Guitar.

- 3rd of data collection in process.
- Under the trial in a large scale undergradute course (Essentail Marketing: MKTG 151G)
- Target: Exploring the possibility of a textbook case study in marketing.

COLLOQUIUM, SYMPOSIUM & WORKSHOP

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Experimental Design in Marketing	Dr. Jungkeun Kim	Auckland	Mar, 2018
Methodology workshop of Structure Equation Modeling (SEM) with Mplus	Prof. Gordon Cheung	Auckland	Feb, 2018
Workshop of Meta-analysis	Prof. Chris Dubelaar and Dr. Joshua Newton	Melbourne	Dec, 2017

Workshop of writing conceptual papers (Guest speaker)	Prof. Rod Brodie	Auckland	Nov, 2017
Doctoral consortium, Frontiers in Service (Presenter)	Prof. Lerzan Aksoy and A. Prof. Timothy Keiningham	New York	June, 2017
Training workshop of SEM with Mplus	Prof. Gordon Cheung	Auckland	Mar, 2016
Co-creation in Service and Customer Engagement Symposium 2015	Dr. Tom Chen and Dr. Jodie Conduit	Newcastle	Dec, 2015
ANZMAC Doctoral Colloquium 2014 (Presenter)	A.Prof. Helene Cherrier and Dr. Denni Arli	Brisbane	Dec, 2014
Co-creation in Service and Customer Engagement Symposium 2014	Dr. Tom Chen and Dr. Jodie Conduit	Adelaide	Jul, 2014
Training workshop of SEM with AMOS	Prof. Barry Babin	Auckland	Dec, 2013

TEACHING EXPERIENCE

University of Auckland Business School (*SS = Summer School; S1 = Semester 1; S2 = Semester 2*)

Note: Two courses have SET (details in Appendix II)

- *BUSINESS 101, S1, 2018: 88.85/100*
- *MKTG 202, S1, 2018: 81/100*

Course and Roles	Semester and Year	Class Size
Lecturer		
Business Enterprise 2 (BUSINESS 102)	S2, 2018	100
Business Enterprise 1 (BUSINESS 101)	S1, 2018	100
Marketing Research (MKTG 202)	SS, S2, 2018	120 ~ 220
Guest Lecturer		
Marketing Management (MKTG 201)	S2, 2017	250
Graduate Teaching Assistant		
Marketing Management (MKTG 201)	S1 & S2, 2017 S2, 2016	250
Marketing Research (MKTG 202)	SS & S1, 2017; SS & S1, 2016 S1 & S2, 2015; S2, 2014	120 ~ 220
Advanced Marketing Research (MKTG 302)	S1, 2018, 2017, 2016	30 ~ 60
Consumer Behaviors (MKTG 303)	S2, 2016	200
Marketing Strategy (MKTG 301)	S1, 2015	300
Invited Guest Speaker		
Advanced Marketing 1 (MKTG 701)	Honors' cohort 2016 & 2017	15 ~ 20
Essential Marketing (MKTG 151G)	S1, 2017	200
Advanced Marketing 2 (MKTG 702)	Honors' cohort 2016	15

HONORS AND AWARDS

Full Doctoral Scholarship	2014-2018
Business School doctoral research funding	2017
Business School doctoral publication funding	2016, 2017
Business School doctoral conference funding	2015, 2016, 2017, 2018
Best presentation at Business School writing retreat	2015
Full scholarship for master program at China University of Geosciences	2011-2013
Academic Excellence Award at China University of Geosciences	2007-2011
National Scholarship by Ministry of Education of China	2010
Gold Prize for National English Contest for College Students in China	2010
First Prize both in Summer and Winter Social Practical Activities	2008-2009

WORKING EXPERIENCE

Research Associate, Traceresearch Marketing Consultancy (<i>Auckland</i>)	2016-Present
Research Assistant, High-Value Nutrition project (<i>Auckland</i>)	2017
Tutor of IELTS and TOEFL, The New Oriental (<i>Wuhan</i>)	2010-2012

Languages

English (Fluent; IELTS: 7.5/9.0), Mandarin (Native)

SERVICE

Reviewer, <i>Internet Research</i>	2018
Reviewer, <i>European Journal of Marketing</i>	2017 & 2018
Reviewer, <i>Journal of Service Management</i>	2017
Reviewer, <i>ANZMAC</i>	2017
Department Representative at Course and Career Day	2016 & 2017

REFERENCES

Prof. Rod Brodie

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Dr. Biljana Juric

Senior Lecturer of Marketing
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Dr. Andrew Zhu

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Trace Research Company
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APPENDIX I: ABSTRACTS OF WORKING PAPERS

- **Li, L. P., Juric, B. & Brodie, R. J.** Actor engagement valence: conceptual foundations, propositions and research directions. *Journal of Service Management* (ABDC ranking: A). Forthcoming.

ABSTRACT: Valence is one of the key dimensions underlying actor engagement, yet there is limited research to provide a comprehensive understanding of the concept. Research to date lacks consistency and has centred on a customer-centric dyadic perspective. These issues are explored in developing the theoretical foundations of the valence of engagement in actor networks. The systematic review of the concept of the valence of actor engagement explores its foundations in psychology, and relevant studies in the marketing. Five sets of propositions define the conceptual domain of the valence of actor engagement. The propositions posit that valence resides in the engaging actor's past, current and future psychological dispositions. When engaging with the engagement object or with another actor, the focal actor's evaluations – based on cognitive sources, the actor's hedonic experience and institutional norms within the networks or ecosystems – lead to differing psychological dispositions: positive, negative or a combination of positive and negative. The net balance of positive and negative valence of psychological dispositions determines the actor's engagement behaviours, and such relationship is moderated by individual and network factors. We define the conceptual domain, deepens the understanding and provide an agenda for future research into the valence of engagement among actors in the networks. This is the first study to conceptualise the valence of engagement in actor networks. We contribute to an understanding of the nature of actors' psychological dispositions and how their valence determines the actors' engagement behavioural manifestations, and recognise institutional influences within networks.

- Dolan, R., **Li, L. P.**, & Northey, G. The double-edged sword: student engagement with gamification.
- Manuscript in preparation for *Australasian Marketing Journal* (ABDC ranking: B)
 - Expected to be submitted on June, 2018.

ABSTRACT: The purpose of this study is to empirically investigate the relationship between students' engagement with the course-embedded business simulation game and their course performance (game performance and academic performance). The analysis shows that students' engagement with gamification has double-sided effects on their course performance. In addition, gender has a moderate effect on this relationship. This study marks one of the first studies in marketing education to apply customer engagement scales to student engagement with gamification.

- **Li, L. P.**, Brodie, R. J & Juric, B. United does it again: Further insights for social media engagement in a service failure crisis.
- Manuscript in preparation for *Journal of Service Theory and Practice* (ABDC ranking: A)
 - Expected to be submitted to on September, 2018.

ABSTRACT: In a recent article the authors used the "United Breaks Guitar" case (Authors, 2017), to explore the complexity of the dynamics of multi-actor engagement. The research revealed the complex nature of engagement associated with the changing number of individual and organisational actors, interactions, connections and networks, and the diverse actors' dispositions. In this follow-up study we revisit findings in the light of the April 9, 2017 crisis due to United Airlines (UA) forcefully removing a passenger from an overbooked flight. This study provides empirical validation and

refinement of the conceptual model proposed in the authors' previous research. We address why an even more severe crisis occurred with UA. Particular attention is given to the increased connectivity that have occurred with social media and the interface with traditional broadcast media. Implications for crisis management in service delivery are developed.

- **Li, L. P.**, Frethey-Bentham, C., Juric, B., & Brodie, R. J. Negative actor engagement: conceptualisation, scale development and validation.
- Manuscript in preparation for *Journal of Interactive Marketing* (**ABDC ranking: A**)
- Expected to be submitted on November, 2018.

ABSTRACT: The purpose of this study is to conceptualise and operationalise negative actor engagement. Build on Li et al. (2018)'s conceptualisation of actor engagement valence, this paper follows Churchill (1979)'s methods of scale development and operationalises the construct of negative actor engagement. This marks the first study in the marketing discipline to operationalise negative actor engagement.

- **Li, L. P.**, Juric, B., & Brodie, R. J. Qualitative insights of student engagement with online learning service platforms.
- Data collection done.
- Target: *Journal of Marketing Education* (**ABDC ranking: B**)

ABSTRACT: The purpose of this study is to investigate students' positive and negative engagement with the online service platform. This study follows a typology-based theorizing process. Specifically, 20 interviews are conducted of the students' positive and negative engagement with Piazza as the online learning service platforms. The expected findings include the different typologies of students' positive and negative engagement with engagement platforms.

- **Li, L. P.**, Frethey-Bentham, C., Juric, B., & Brodie, R. J. The co-existence of positive and negative engagement with engagement platforms.
- Data analysis done.
- Target *Journal of Service Management* (**ABDC ranking: A**)

ABSTRACT: Valence is one of the key dimensions of engagement. Prior literature of engagement addresses the valence of engagement to be dichotomous, i.e. positive and negative engagement are two ends of the same construct. However, this study establishes the co-existence of both positive and negative engagement with the engagement platforms at the same time. Specifically, discriminant validity is shown between positive and negative engagement.

APPENDIX II: COURSE EVALUATIONS

MKTG 202, Summer School, 2018	/100
Loic was well prepared for the lecturers	87
The objective of the lectures were clearly explained	88
Loic explained concepts and answered questions in ways that I can understand	75
Loic used learning resources (including digital resources) in ways that supported my learning	79
I found Loic to be approachable	83
Loic inspired me to learn	67
Overall, Loic was an effective teacher	88
Average: 81/100	

BUSINESS 101, Semester 1, 2018	/100
The facilitator was well prepared for class	100
The facilitator used educational technologies (e.g. e-lectern, microphones, audio-visual clips) in ways that supported my learning.	86.7
I found the facilitator approachable.	86.7
The facilitator responded to students' questions in a constructive way.	80
Overall, Loic was an effective teacher	91
Average: 88.8/100	