

Ting Li

ASSISTANT PROFESSOR IN DIGITAL INNOVATION

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PROFESSIONAL OVERVIEW

Ting Li is an Assistant Professor in the *Digital Innovation and Information Systems* Group at the Ivey Business School. She earned her Ph.D. in *Management Information Systems* from Queen's University and an M.Sc. from the University of British Columbia. Her research explores how digital technologies drive entrepreneurial innovation, with a focus on digital startups and the support ecosystems that enable their success.

EDUCATION

Ph.D. in Information Systems | Smith School of Business, Queen's University | Sep 2015–Jul 2022

- Thesis: Harnessing Digital Technologies for Entrepreneurial Innovation
- Supervisors: Dr. Yolande Chan and Dr. James Denford (as of Aug. 2021)

M.Sc. in Information Systems | Sauder School of Business, University of British Columbia | Sep 2013–Aug 2015

- Thesis: The Impact of Users' Awareness and Self-efficacy of Privacy Control Options on Disclosure Intention in Online Social Networks
- Supervisors: Dr. Izak Benbasat and Dr. Hasan Cavusoglu

M.Sc. in Management Science | School of Management, Tianjin University | Sep 2007–Jul 2009

- Thesis: A Risk Model of the Chinese Gambling Industry
- Supervisors: Dr. Junpeng Guo

B. Mgt. | School of Management, Tianjin Foreign Studies University | Sep 2003–Jul 2007

- Graduation Project: The Design of a Web-based Tourism MIS

JOURNAL PUBLICATIONS

Li, Ting, Chan, Yolande E., and Levallet, Nadège (2022)

"How Instacart Leveraged Digital Resources for Strategic Advantage,"
MIS Quarterly Executive (21:3). Available at: [Link](#).

Li, Ting, and Chan, Yolande E. (2019)

"Dynamic Information Technology Capability: Concept Definition and Framework Development,"
The Journal of Strategic Information Systems (28:4). Available at: [Link](#).

CONFERENCE PROCEEDINGS

Li, Ting, Meister, Darren (2025)

"Rethinking Technical Debt: A Strategic Tool for New Venture Creation in the XaaS Era,"
Academy of Management Proceedings, 2025(1), 23769. Copenhagen, Denmark, 2025.

Li, Ting, Meister, Darren (2025)

"Managing technical debt in B2B digital startups,"
Frontiers of Entrepreneurship Research, Babson College Entrepreneurship Research Conference (BCERC), 2025.

Li, Ting, Yi, Zou, and Chan, Yolande E. (2022)

“Digital Affordances and Digital Capabilities: Evidence from Six AI Startups,”
in Proceedings of the *International Conference on Information Systems (ICIS)*, Copenhagen, Denmark, Dec. 2022.

Li, T., Addas, S., and Chan, Y. (2018)

“Is Sociomateriality a Viable Lens for IS Research? A Scoping Review,”
presented at the 2018 *Administrative Sciences Association of Canada (ASAC)*, Toronto, Canada.

Li, T., and Chan, Y. (2016)

“Developing an Instrument to Measure Firm-Wide Dynamic IT Capability,”
in Proceedings of the ICIS, Dublin, Ireland, December 2016.

Li, T. (2016)

“The Interplay between Knowledge Sharing and IT Artifacts in the Working Contexts,”
presented in the 22nd *Americas Conference on Information Systems (AMCIS)*, San Diego, CA, USA, August 2016.

TEACHING CASES

Li, T., and Meister, D. (2025)

“DeepSeek and open-source AI: Navigating the path to sustainable monetization,”
Ivey Publishing (ID W44776).

Li, T., and Neufeld, D. (2024)

“NetDynamic Consulting Inc. – Managing Cloud-based ERP Implementation at SodaStream Canada,”
Ivey Publishing (ID: W36207).

POLICY AND PUBLIC ENGAGEMENT WRITING

Li, T. (2024)

“Rethinking University Missions: Fueling AI and Digital Innovation,”
Science Policy Forum, Canadian Science Policy Centre (CSPC). Available at: [Link](#).

ACADEMIC APPOINTMENTS

Assistant Professor | Ivey Business School, Western University | Jul 2022–Present

- Aera Group: Digital Innovation and Information Systems.
- Research interests include digital innovation, digital entrepreneurship, digital capabilities, digital sustainability, and entrepreneurial support organizations.

RESEARCH PRESENTATIONS

Invited Speaker | Smith Alumni Research Symposium, Queen’s University | May 2024

Presented research findings as part of the 45th anniversary of the PhD Program celebrations at the Smith Business School, recognizing significant contributions to the field in an event attended by alumni, faculty, and the broader Smith academic community.

Invited Speaker | Digital Futures Symposium, Ivey Business School | May 2023

Presented a research paper at the inaugural Digital Futures Symposium, co-hosted by Ivey Business School and Queen's University's Smith School of Business.

FUNDS AND GRANTS

Innovating Incubation: Adapting Business Incubators for AI-driven entrepreneurship

SSHRC Insight Development Grant (IDG) | 2024 | CAD 57,102

Awarded to explore how university-based business incubators can evolve their entrepreneurial support systems to meet the unique demands of AI-driven ventures.

Managing Technical Debt in Digital Startups

Ivey Critical Issues Challenge Fund | 2024 | CAD 81,385

Awarded to investigate how digital startups can strategically manage and leverage technical debt to accelerate growth, offering crucial insights for navigating the transition from early market traction to scalable businesses.

Ivey Undergraduate Summer Research Internship Fund

2024 | CAD 5,000

Supported the compilation of a comprehensive list of university-affiliated business incubators across North America, with a focus on emerging AI-specific support structures within entrepreneurial ecosystems.

ACHIEVEMENTS AND AWARDS

Nominated for the Governor General's Academic Gold Medals Competition Graduate Program in Management, Queen's University	2023
Business Outstanding Thesis Notation on Official Transcript, Queen's University	2022
PhD Student Research Excellence Award Smith Business School, Queen's University	2019
D.D. Monieson Doctoral Fellowship Queen's University	2019
Dunin-Deshpande Innovation Fellow Queen's Innovation Centre, Queen's University	2018
Alan R. Dennis Doctoral Award Smith Business School, Queen's University	2018
First Place, 3-Minute Thesis Competition Smith Business School, Queen's University	2017