

CURRICULUM VITAE

Haiyang LI

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ACADEMIC WORK EXPERIENCE

2021 – Present	H. Joe Nelson III Professor of Management Professor of Strategic Management & Innovation Jones Graduate School of Business Rice University
2017 – Present	Area Coordinator, Strategy & Environment Group Jones Graduate School of Business Rice University
2014 – 2021	Professor of Strategic Management & Innovation Jones Graduate School of Business Rice University
2008 – 2014	Associate Professor (with tenure) Jones Graduate School of Business Rice University
January–June 2013	Visiting Associate Professor (on sabbatical), CEIBS, Shanghai, China
2005 – 2008	Assistant Professor Jones Graduate School of Business Rice University
2001 – 2005	Assistant Professor, Department of Management Texas A&M University, College Station
1999 – 2001	Assistant Professor Department of Marketing & International Business Lingnan University, Hong Kong
1998 – 1999	Research Fellow, Department of Management

City University of Hong Kong

EDUCATION

- Ph.D. City University of Hong Kong (1998)
Major Field: Innovation and Strategic Management
- M.A. Renmin University of China, Beijing (1994)
Major Field: Business Economics
- B.A. Renmin University of China, Beijing (1991)
Major Field: Economics

RESEARCH AREAS

- Entrepreneurship and New Venture Strategies in Emerging Markets
- Strategic Innovation in Technology Ventures
- Multinationals' R&D Investment in Emerging Markets
- Political Networking and Strategic Alliances in Emerging Markets
- Growth of Technology Clusters

TEACHING INTERESTS

- Strategic Management
- Strategic Innovation Management (Technology and healthcare industries)
- Digital Transformation
- Doing Business in China

HONORS AND AWARDS

- 2019 Received \$11,300 funding for the proposal "Rice Strategy Symposium on Emerging Markets 2020" (with Prashant Kale) from the Creative Ventures Fund: Conference and Workshop Development, Rice University
- Fellow of the Distinguished International Faculty Council, the Jack Austin Center for Asia-Pacific Business Studies at the Beedie School of Business, Simon Fraser University.
- Co-Chief Editor (international), Quarterly Journal of Management (管理学季刊) (Term 2019-2021)
- 2018 Distinguished Research Advisor, Advanced Institute of Business Research, Tongji University
- 2017 Distinguished Alumni Award 2017, College of Business, City University of Hong Kong

Winner, 2016 EFMD Case Writing Competition Award (Bringing Technology to Market category) for the case “GE China Technology Center: Evolving Role in Global Innovation” (Li and Chung, 2015. Ivey Publishing, #9B15M099)

2016 Co-Founding Chief Editor (international), Quarterly Journal of Management (管理学季刊) (Term 2016-2019)

Received the 2016 Greif Research Impact Award for my SMJ (Zhang & Li, 2010) paper. This annual award (launched in 2007) is presented by the Lloyd Greif Center for Entrepreneurial Studies at the University of Southern California. It recognizes an entrepreneurship paper that appeared in the top-tier management and entrepreneurship journals six years ago and received the highest citations (based on the Social Science Citations Index) in the five years following publication.

EDITORIAL BOARDS OF ACADEMIC JOURNALS

Founding Chief Editor (International), Quarterly Journal of Management (管理学季刊) (Terms 2016-2018; 2019-2021)

Academy of Management Journal (since 2006)

Strategic Management Journal (since 2011)

Strategic Entrepreneurship Journal (since 2009)

International Journal of Emerging Markets (since 2005)

Journal of Chinese Entrepreneurship (Editorial advisory board, 2008-2011)

Journal of High Technology Management Research (since 2005)

Management and Organization Review (since 2010)

Multinational Business Review (2005-2014)

Oxford Handbooks Online (Business and Management) (since 2012)

REFEREED JOURNAL PUBLICATIONS

1. Zhang, Yan, Jin Chen, **Haiyang Li** and Jing Jin. Who do you take to tango? Examining the pairing mechanism between underwriters and IPO firms in a nascent stock market. *Forthcoming* at Strategic Entrepreneurship Journal.
2. Jin, Jing, **Haiyang Li**, and Bob Hoskisson. The use of strategic noise in reactive impression management: How do market reactions matter? *Forthcoming* at Academy of Management Journal.

3. Lo, Jade, & **Haiyang Li**. 2018. In the eyes of the beholder: The effect of participant diversity on perceived merits of collaborative innovations. Research Policy, 47(4): 1229-1242.
4. **Li, Haiyang**, X. Yi, & Geng Cui. 2017. Emerging market firms' internationalization: How do firms' inward activities affect their outward activities? Strategic Management Journal, 38: 2704-2725.
5. Holmes, M., **Haiyang Li**, Michael A. Hitt, Kaitly Deghetto, & Andrew Sutton. 2016. The effects of location and MNC attributes on MNCs' establishment of foreign R&D centers: Evidence from China. Long Range Planning, 49: 594-613.
6. Zhang, Yan, Yu Li, & **Haiyang Li**. 2014. FDI spillovers over time in an emerging market: The roles of entry tenure and barriers to imitation. Academy of Management Journal, 57: 698-722.
7. **Li, Haiyang**, Yan Zhang, Yu Li, Li-An Zhou, & Weiyang Zhang. 2012. Returnees versus locals: Who performs better in China's technology entrepreneurship? Strategic Entrepreneurship Journal, 6: 257-272.
8. Zhang, Yan, **Haiyang Li**, Yu Li, & Li-An Zhou. 2010. FDI spillovers in an emerging market: The role of foreign firms' country origin diversity and domestic firms' absorptive capacity. Strategic Management Journal, 31(9): 969-989.
9. Zhang, Yan & **Haiyang Li**. 2010. Innovation search of new ventures in a technology cluster: The role of ties with service intermediaries. Strategic Management Journal, 31: 88-109.
10. Zhang, Yan, **Haiyang Li**, & Claudia Bird Schoonhoven. 2009. Inter-community relationships and community growth in China's high technology industries 1988-2000. Strategic Management Journal, 30, 163-183.
11. **Li, Haiyang** & Jun Li. 2009. Top Management team conflict and entrepreneurial strategy making in China. Asia Pacific Journal of Management, 26: 263-283.
12. **Li, Haiyang** & Yan Zhang. 2007. The role of managers' political networking and functional experience in new venture performance: Evidence from China's transition economy. Strategic Management Journal, 28: 791-804.
13. Zhang, Yan, **Haiyang Li**, Michael A. Hitt, & Geng Cui. 2007. R&D Intensity and performance of international joint ventures in an emerging market: Moderating effects of market focus and ownership structure. Journal of International Business Studies, 38(6), 944-960.
14. **Li, Haiyang**, John B. Bingham, & Elizabeth E. Umphress. 2007. Fairness from the top: Perceived procedural justice and collaborative problem solving in new product development. Organization Science, 18(2): 200-216.
15. Atuahene-Gima, Kwaku & **Haiyang Li**. 2006. The effects of formal controls on supervisee trust in the manager in new product selling: Evidence from young and inexperienced salespeople in China. Journal of Product Innovation Management, 23: 342-358.

16. Atuahene-Gima, Kwaku, **Haiyang Li**, & Luigi M. De Luca. 2006. The contingent value of marketing strategy innovativeness for product development performance in Chinese new technology ventures. Industrial Marketing Management, 35: 359-372.
17. Hitt, Michael A., **Haiyang Li**, & William J. Worthington IV. 2005. Emerging markets as learning laboratories: Learning behaviours of local firms and foreign entrants in different institutional contexts. Management and Organization Review, 1(3): 353-380.
18. **Li, Haiyang**, Yan Zhang, & T. S. Chan. 2005. Entrepreneurial strategy making and performance in China's new technology ventures — The contingency effect of environments and firm competences. Journal of High Technology Management Research, 16(1): 37-57.
19. Atuahene-Gima, Kwaku & **Haiyang Li**. 2004. Strategic decision comprehensiveness and new product development outcomes in new technology ventures. Academy of Management Journal, 47(4): 583-597.
20. **Li, Haiyang** & Kwaku Atuahene-Gima. 2002. The adoption of agency business activity, product innovation, and performance: A study of new technology ventures in China. Strategic Management Journal, 23(6): 469-490.
21. Atuahene-Gima, Kwaku & **Haiyang Li**. 2002. When does trust matter? Antecedents and contingent effects of supervisee trust on performance in selling new products in China and the United States. Journal of Marketing, 66(3): 61-81.
22. **Li, Haiyang** & Kwaku Atuahene-Gima. 2001. Product innovation strategy and the performance of new technology ventures in China. Academy of Management Journal, 44(6): 1123-1134.
23. **Li, Haiyang**. 2001. How does new venture strategy matter in the environment-performance relationship? Journal of High Technology Management Research, 12(2): 183-204.
24. Yan Zhang and **Li, Haiyang**, 2001. The control design and performance in international joint ventures: A dynamic evolution perspective. International Business Review, 10(3): 341-362.
25. **Li, Haiyang** and Kwaku Atuahene-Gima, 2001. The impact of R&D and marketing interaction on new product performance: An empirical analysis of Chinese high technology firms. International Journal of Technology Management, 21(1/2): 61-75.
26. Atuahene-Gima, Kwaku and **Haiyang Li**, 2000. Marketing's influence tactics in new product development: A study of high technology firms in China. Journal of Product Innovation Management, 17(6): 451-470.
27. **Li, Haiyang** and Kwaku Atuahene-Gima, 1999. Marketing's influence and new product performance in Chinese firms. Journal of International Marketing, 7(1): 36-58.

Publications in Chinese

28. **Li, Haiyang**, and Xingchun Li, 2018. Where should Chinese management research move toward? (in Chinese) Quarterly Journal of Management, 3(2):1-17.

29. Wang, Yu, and **Haiyang Li**, 2017. Endogeneity issues and correction methods in management research (in Chinese) Quarterly Journal of Management, 2(3): 20-47.
30. **Li, Haiyang**, and Yan Zhang, 2016. Integrating contextual knowledge and generalizable theory: How can Chinese management research make theoretical contributions? (in Chinese) Quarterly Journal of Management, 1(4): 1-17.

NON-REFERED JOURNAL PUBLICATIONS

1. **Li, Haiyang**, Yan Zhang, & Marjorie Lyles. 2013. Knowledge spillovers, search, and creation in China's emerging market. Management and Organization Review, 9: 395-412.

BOOK CHAPTERS AND TECHNICAL REPORT

1. **Li, Haiyang**. 2020. New Ventures. In Oxford Bibliographies in Management. Ed. Ricky Griffin. New York: Oxford University Press.
2. **Li, Haiyang**, Lan Li, Dahai Hao, Jiancheng Pan, Youlan Han, Siqing Peng, & Mingshen Zheng (2009). A special report on entrepreneurs' perceptions and evaluations on entrepreneurial orientation in China. Management World (in Chinese), issue 6: 91-101, 2009. This report was based on an annual national survey of Chinese entrepreneurs (N=5920) conducted by the China Entrepreneur Survey System with the sponsorship from the State Council of China. I was the principal investigator of this project. I helped design the questionnaire and do the data analysis and write the first draft of the report.
3. Zhang, Yan & **Haiyang Li**, 2008. Theorizing China-related strategy research: Learning from review processes. In Chen, Xiaoping., Tsui, Anne, & Farh, Larry (Eds.) Empirical Methods in Organization and Management Research (in Chinese), pp. 441-454 Beijing: Peking University Press.
4. **Li, Haiyang** & Michael A. Hitt. 2006. Growth of new technology ventures in China: An introduction. In **Haiyang Li** (Ed.), Growth of New Technology Ventures in China's Emerging Market, pp. 3-10. Edward Elgar Publishing Ltd., MA: Northampton.
5. **Li, Haiyang** & Toyah Miller. 2006. New ventures in emerging markets: Comprehensive review and future directions. In **Haiyang Li** (Ed.), Growth of New Technology Ventures in China's Emerging Market, pp. 11-24. Edward Elgar Publishing Ltd., MA: Northampton.
6. Li, Yuan, Dan Li, **Haiyang Li**, & Yongbin Zhao. 2006. The effect of organizational reward and control on firm innovation and financial performance in Chinese technology firms. In **Haiyang Li** (Ed.), Growth of New Technology Ventures in China's Emerging Market, pp. 196-218. Edward Elgar Publishing Ltd., MA: Northampton.

7. Zhang, Yan & **Haiyang Li**. 2004. "International joint venture control: An integrated framework." In S.B. Prasad & P.N. Ghauri (Eds.), Global Firms and Emerging Markets in the Age of Anxiety: A Contributed Research Volume, pp. 147-169. Westport, CT: Praeger.
8. Xu, Yan & **Haiyang Li**. 2002. "From politics to markets: A case study of firms' strategic adaptation in China's transitional economy." In A. Tsui & C.M. Lau (Eds.), The Management of Enterprises in the People's Republic of China, pp. 159-181. Kluwer Academic Publishers. This book with our paper included has been translated into in Chinese and published by Peking University Press, Beijing, 2004.

BOOKS

1. **Li, Haiyang** (Ed.) (2006), Growth of New Technology Ventures in China's Emerging Market. Edward Elgar Publishing Ltd., MA: Northampton.
2. Guo, Guoqing, **Li, Haiyang**, Niu, H., Guo, X., & Zhang, Y. (Eds.) (1999), The General Principles of Marketing (in Chinese). Beijing: Renmin University Press. (This book has been selected as the Key Textbook in marketing by the Ministry of Education in China.)
3. **Li, Haiyang** & Haipeng Niu (Eds.) (1996), Service Marketing (in Chinese). Beijing: Business Management Press of China.
4. Guo, Guoqing, **Li, Haiyang**, Li, X., & H. Niu (Eds.) (1996), Principles of Marketing (in Chinese). Wuhan: Wuhan University Press.
5. Qu, Yunbo & **Haiyang Li** (1994), The Practices of Marketing Planning (in Chinese). Beijing: Commercial Press of China.

TEACHING CASES

1. **Li, Haiyang** & Chung, R. 2015. GE China Technology Center: Evolving role in global innovation. Ivey Publishing, #9B15M099.
2. **Li, Haiyang**, Jacquemin, F., & Li, T. 2016. Pacific Drilling: The preferred offshore driller. Ivey Publishing, #9B16M061.