

**Rong (Ratchel) Zeng**  
**PhD Candidate, SSHRC Scholar, University of Calgary**

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**EDUCATION**

PhD Candidate, Strategy and Global Management (GPA 3.9/4.0) 2014 - present  
Supervisors: Dr. Birgitte Grøgaard and Dr. Alain Verbeke  
Candidacy exam was completed in July 2016. Defense is expected in July 2018.

Master of Engineering, in Management Engineering (Honors) 1996  
School of Management, Huazhong University of Science and Technology (HUST), Wuhan, China

Bachelor of Arts (Honors) 1993  
Major in English, Department of Foreign Languages, HUST, Wuhan, China  
Minor in Enterprise Management, School of Management, HUST, Wuhan, China

**RESEARCH INTERESTS**

- ♦ Value creation effects in cross-border acquisitions
- ♦ Integration challenges and entrepreneurial capabilities in multinational enterprises
- ♦ Emerging market firms
- ♦ Sustainable growth strategies and performance

**TEACHING INTERESTS**

- ♦ Strategy, Entrepreneurship, Business essence, Marketing, Strategy, International management

**ACADEMIC HONORS AND AWARDS**

**SCHOLARSHIPS**

2017      Social Sciences and Humanities Research Council of Canada (SSHRC) Doctoral Fellowship (\$20,000/year, 2 years)

2017      AIB Sheth Foundation Doctoral Travel Stipend (US\$1,000)

2017      Graeme Bell Graduate Travel Award (\$1,500)

2016      Queen Elizabeth II Doctoral Graduate Scholarship (\$15,000)

2015      ConocoPhillips Canada Corporate Sustainability Doctoral Scholarship (\$20,000)

2014      Haskayne School of Business Doctoral Entrance Scholarship (\$15,000)

2014-2018    Haskayne School of Business Doctoral Scholarship (\$25,000 per year for 4 years)

**PAPER AWARDS**

2017      IM Division GWU-CIBER Best Paper Finalist on Emerging Markets Award at the Annual Meeting of the Academy of Management.

2017      Honorable Mention of the Best Doctoral Proposal on Dynamic Capabilities at the SMS Special Conference Banff Doctoral Workshop.

2016      Best Paper Award in the “FDI and Foreign Market Entry” Track at the European International Business Academy (EIBA) Annual Conference.

**TEACHING AWARDS**

2013      Teaching Excellence Award, Shanghai International Studies University (SISU)

2012      Shanghai Exemplary Course Award in Higher Education, China (RMB30,000)

## PUBLICATIONS DURING THE PHD PROGRAM

Zeng, R., Grøgaard, B. & Steel, P. (forthcoming) Complements or substitutes? A meta-analysis of the role of integration mechanisms in knowledge transfer in the MNE network. *Journal of World Business*.

Zeng, R. (2017). Blessed or exploited? A tale of the impact of acquirers' origins on acquisition premiums for targets in developed countries. In Guclu Atinc (Ed.), *Proceedings of the Seventy-seventh Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561.

## CONFERENCE PAPERS & PRESENTATIONS

Zeng, R. (2017). Reflecting on the international management research published in the SMJ: With an eye towards the future. Paper accepted by the Academy of International Business (AIB) Annual Conference 2018, Minneapolis, June 26 – June 28, 2018.

Zeng, R. (2017). Blessed or exploited? A tale of the impact of acquirers' origins on acquisition premiums for targets in developed countries. Academy of Management (AOM) Annual Conference 2017, Atlanta, Aug. 6 - Aug. 8, 2017.

Grøgaard, B., Zeng, R., & Kano, L. (2017). Entrepreneurial deficits in MNE subsidiaries: Opening the black box. Strategic Management Society (SMS) Banff 2017, Banff, June 2 - June 4, 2017. A complete and revised version presented at the Academy of International Business (AIB) Annual Conference 2017, Dubai, July 2 - July 5, 2017.

Zeng, R. (2017). New versus old in the international business field. Academy of International Business (AIB) Annual Conference 2017, Dubai, July 2 - July 5, 2017.

Zeng, R. (2016). Do origins of acquirers matter for shareholder value for investors in developed countries? From the seller's perspective. Strategic Management Society (SMS) Hong Kong 2016, Hong Kong, Dec. 10 - Dec. 12, 2016.

Zeng, R., Zhu, P. & Tse, K. (2016). Pursue the sustainable growth or beat the industry growth: Which growth is better in China? Strategic Management Society (SMS) Hong Kong 2016, Hong Kong, Dec. 10 - Dec. 12, 2016.

Zeng, R. & Grøgaard, B. (2016). Do the origins of foreign direct investment matter for target firms in developed host countries? Empirical evidence from the North American oil and gas industry. Academy of Management (AOM) Annual Conference 2016, Anaheim, Aug. 7 - Aug. 9, 2016. A revised version presented at the European International Business Academy (EIBA) Annual Conference 2016, Vienna, Dec. 2 - Dec. 4, 2016.

Zeng, R., Grøgaard, B. & Steel, P. (2016). Complements or substitutes? A meta-analysis of the role of integration mechanisms in knowledge transfer in the MNE network. Academy of Management (AOM) Annual Conference 2016, Anaheim, Aug. 7 - Aug. 9, 2016. A revised version presented at the European International Business Academy (EIBA) Annual Conference 2016, Vienna, Dec. 2 - Dec. 4, 2016.

Zeng, R. (2015). Entrepreneurial orientation – Growth relationship and access to financial resources in the transitional economy. Administrative Sciences Association of Canada (ASAC) Annual Conference 2015, Halifax, June 3 - June 15, 2015.

Zeng, R. & Grøgaard, B. (2015). Does the origin of foreign direct investment matter in developed host countries? Empirical evidence from firm-level data in Canada. European International Business Association (EIBA) Annual Conference 2015, Brazil, Dec. 2 - Dec. 3, 2015.

Zeng, R., Grøgaard, B. & Steel, P. (2015). A meta-analysis of integration mechanism outcomes in multinationals. European International Business Association (EIBA) Annual Conference 2015,

Brazil, Dec. 2 - Dec. 3, 2015.

#### **OTHER CONFERENCE CONTRIBUTIONS**

Zeng, R., Grøgaard, B. & Steel, P. (2017). Complements or substitutes? A meta-analysis of the role of integration mechanisms in knowledge transfer in the MNE network. Invited to the Journal of International Business Studies (JIBS) Paper Development Workshop at the Annual Conference of Academy of International Business (AIB) Dubai, July 2, 2017.

Zeng, R. (2017). Proposal entitled “Entrepreneurial deficits in MNE subsidiaries: Contextualizing the value creation by balancing control and coordination in international expansion strategies” accepted at the Strategic Management Society (SMS) Special Conference Banff Doctoral Workshop and awarded the Honorable Mention of the Best Doctoral Proposal on Dynamic Capabilities.

Zeng, R. & Grøgaard, B. (2016). Do the origins of foreign direct investment matter for target firms in developed host countries? Empirical evidence from the North American oil and gas industry. Invited to the Journal of International Business Studies (JIBS) Paper Development Workshop at the European International Business Academy (EIBA) Annual Conference 2016, Vienna, Dec. 2, 2016.

Zeng, R. (2015). Proposal entitled “Impact of FDI origins on target firms in developed host countries” accepted at the 29TH EIBA / EIASM John H. Dunning Doctoral Tutorial in International Business. Brazil, Dec. 1, 2015 (only 10 are accepted per year).

#### **OTHER WORK IN PROGRESS**

Verbeke, A., Zeng, R. & Zhu, P. Blessed or exploited? Developed economy targets acquired by emerging market multinationals and state-owned enterprises. Targeted for the *Strategic Management Journal*.

Zeng, R., Oh, WY & Zhu, P. Short-term performance and long-term performance reversal in cross-border acquisitions by Chinese firms. Targeted for the *Journal of International Business Studies*.

Zeng, R. & Bu, M. Cross-border effect in the corporate social responsibility adopted by Chinese firms. Targeted for the *Journal of Business Ethics*.

Kim, Y., Zeng, R. & Oh, WY. MNE’s sustainability challenges in emerging markets: The case study of Amway. Book chapter in *Emerging Markets and Sustainable Economy*. UK: Routledge

Zeng, R., Grøgaard, B. & Steel, P. Do integration mechanisms enable the parenting advantage? A meta-analytic review. Targeted for *Organization Science*.

Zeng, R., Kano, L. & Grøgaard, B. eBay China over a decade. A teaching case submitted to Ivey Publishing.

#### **SELECTED REFEREED PUBLICATIONS BEFORE ENTERING THE PHD PROGRAM**

Tse, K., Zeng, R. & Zhu, P. (2012). Winner’s curse or loser’s comfort: An empirical investigation into the growth strategies of state-owned enterprises and private firms in China, *International Research Journal of Applied Finance*, 3(2), 206-231.

Zeng, R. (2012). Studies on the growth strategies of Chinese firms, *Shanghai Management Science*, 34 (2), 13-18 (in Chinese; a CSSCI source journal).

Zeng, R. (2006). A strategic risk analysis of online banking, *Research on Economics and Management*, 2006 (7), 13-18 (in Chinese; a CSSCI source journal).

Zeng, R. (2006). On the strategic risk analysis of securities companies in China, *Social Sciences in Guizhou*, 2006 (5), 29-31 (in Chinese; a CSSCI source journal).

## TEACHING EXPERIENCE

Experience in delivering business courses of different levels (introductory, capstone and graduate-level) to students from different academic and cultural backgrounds (exchange students, EMBA students), as well as classes of different sizes in Canadian and Chinese universities.

**Sessional Instructor** 2017-present  
*Haskayne School of Business, University of Calgary, Calgary, Canada (AACSB accredited)*

- ♦ Planned, prepared and delivered the capstone course Strategic Management (SGMA 591) for senior business students.
- ♦ Average evaluation was 6.07 out of 7, with “opportunities for assistance” at 6.77 out of 7 for the Winter 2017 semester.
- ♦ Average evaluation was 6.18 out of 7 for the Fall 2017 semester.

**Teaching Assistant** 2015-2017  
*Haskayne School of Business, University of Calgary, Calgary, Canada (AACSB accredited)*

- ♦ Marked course papers for the MBA course Strategic Management II (SGMA 795).
- ♦ Delivered lectures on emerging market firms to the MBA students in SGMA 795.
- ♦ Marked case analysis, graded exams and participation for the capstone course Strategic Management (SGMA 591).

**Tutor and Teaching Assistant** 2009-2013  
*China Europe International Business School (CEIBS) (AACSB and EQUIS accredited)*

- ♦ Prepared and delivered pre-modules and tutored after class for EMBA students in Corporate Finance (also to international EMBA students in English).
- ♦ Prepared and delivered pre-modules for EDP students in Strategic Investment Decisions: evaluation 4.6 out of 5.

**Sessional Instructor & Visiting Scholar** 2008-2009  
*Sprott School of Business, Carleton University, Ottawa, Canada (AACSB accredited)*

- ♦ Prepared and delivered Basic Marketing (BUSI 2204) for non-business majors.
- ♦ Prepared, marked, and administered examinations.
- ♦ Teaching evaluation was 4.50 out of 5 for my first-time teaching in North America.

**Lecturer & Associate Professor** 1998 - 2013  
*School of International Finance and Commerce, Shanghai International Studies University (SISU), Shanghai, China*

- ♦ Developed curriculum, prepared and delivered lectures for undergraduate courses (Foundations of Management, Marketing Management & International Marketing) and one graduate-level course.
- ♦ Teaching evaluations were all above 95% and I earned the Teaching Excellence Award in 2013.
- ♦ The course “Marketing Management” won the Shanghai Exemplary Course Award in Higher Education in 2012 (the most highly regarded award for course development in Shanghai).
- ♦ Delivered “Strategic Marketing in China” seminar for MBA exchange students from Spain.

**OTHER PROFESSIONAL EXPERIENCE**

**Business Consultant** 2011-2013

*Shanghai SupWisdom Information Technology Co. Ltd*

- ♦ Worked with the founding team to recommend strategic plans resulting in a tap into new market opportunities and new partnerships.

**Business Developer (Corporate Training Leader)** 2012-2013

*School of International Finance and Commerce, SISU, Shanghai, China*

- ♦ Developed and supervised revenue-generating programs for business professionals for the school based on resources and clients' needs.
- ♦ Coordinated activities for events such as seminars and campus talks by inviting guest speakers from the International Student Identity Card Association (endorsed by UNESCO), Association of International Accountants, and Ernst & Young.

**Part-time Interpreter / Translator / Research Assistant** 2000-2013

*China Europe International Business School (CEIBS) (AACSB and EQUIS accredited)*

- ♦ Interpreted and translated for business courses, mainly in accounting and corporate finance.
- ♦ Conducted research and coordinated activities in a small research team with professors from a US-based university and CEIBS.

**PROFESSIONAL MEMBERSHIPS**

- ♦ Administrative Sciences Association of Canada (ASAC) 2015-2017
- ♦ Academy of Management (AOM) 2015 - present
- ♦ European International Business Association (EIBA) 2015 - present
- ♦ Academy of International Business (AIB) 2016 - present
- ♦ Strategic Management Society (SMS) 2016 - present

**PROFESSIONAL DEVELOPMENT**

- ♦ Case Teaching Workshop 2017
- ♦ NVivo in Windows 2017
- ♦ Application of Mobius SLIP in education 2017
- ♦ Instructional Skills Workshop (certificate) 2016
- ♦ Symposium for Entrepreneurship Educators (certificate) 2006
- Babson College (Boston, USA) & Business School of Nankai University*
- ♦ Chinese Management Faculty Nyenrode Development Program (certificate) 2000
- Nyenrode University, the Netherlands*

**SERVICES****UNIVERSITY SERVICE**

- ♦ Colloquium Coordinator, Doctoral Association for Students of Haskayne 2017-present
  - Planned, prepared and organized workshops for PhD students (candidacy preparation, job market preparation, teaching preparation, and etc.).
- ♦ Focused Group Facilitator, University of Calgary 2016
  - Co-facilitated focused groups to facilitate the implementation of a university-wide strategic planning project.

- ♦ PhD program promotor, Haskayne School of Business (HSB) in China 2016
  - Prepared and delivered two information sessions to promote the HSB PhD program in Shanghai, China.
- ♦ Peer Mentor, Haskayne School of Business (HSB) 2015-2016
  - Provided guidance to first-year HSB PhD students in various areas.
  - Organized and coordinated the Academic Potluck
- ♦ Academic mentor, Shanghai International Studies University (SISU) 2000-2013
  - Provided academic guidance to students attending various contests in business cases and entrepreneurship contests.

#### SERVICE TO THE DISCIPLINE

- ♦ Ad-hoc reviewer for conferences: AOM (2016 - 2018), AIB (2017, 2018), EIBA (2015, 2016).
- ♦ Volunteer at the 2015 Conference on Convergence of Financial and Managerial Accounting Research, SMS Special Conference Banff (2017), AIB annual conference in Dubai (2017).
- ♦ Copy editor for Volume 9 (2014) and Volume 11 (2017) in the Book Series: Progress in International Business Research.

#### COMMUNITY SERVICE

- ♦ Springbank Chinese Baptist Church (Calgary, Alberta) 2015-present
  - ESL tutor and sermon translator.
- ♦ Immigrant Services Calgary (Calgary, Alberta) 2013-2014
  - Elected as Volunteer of the Month for April 2014, for my commitment and contribution.

#### VISA STATUS

- ♦ Permanent resident of Canada

#### REFERENCES

##### **Dr. Alain Verbeke**

Professor, McCaig Chair in Management  
 Area Chair of Strategy and Global Management  
 Haskayne School of Business  
 University of Calgary  
 Phone: 1 403 220 8803  
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##### **Dr. Birgitte Grøgaard**

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 BI Norwegian Business School  
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##### **Dr. Piers Steel**

Professor, Distinguished Chair in  
 Advanced Business Leadership  
 Haskayne School of Business  
 University of Calgary  
 Phone: 1 403 220 8428  
 Email: [piers.steel@haskayne.ucalgary.ca](mailto:piers.steel@haskayne.ucalgary.ca)

##### **Dr. Won-Yong Oh**

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 Lee Professor of Strategy  
 University of Nevada, Las Vegas  
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