
Rongxin CHEN (Ph.D), Professor of Management, University of San Francisco

School of Business and Management
2130 Fulton Street
San Francisco, CA 94117
Phone: (415) 422-6546
Fax: (415)-422-2502
email: chenr@usfca.edu, chenrmail@yahoo.com

PROFESSIONAL APPOINTMENTS

Professor---School of Business and Professional Studies, University of San Francisco, 1995 to Present

AWARDS/RECOGNITIONS/GRANT

2009 University of San Francisco School of Business and Management Faculty Research Award.

2006 University of San Francisco School of Business and Management Faculty Research Award.

2005 University of San Francisco School of Business and Management Service Award

2004 University of San Francisco Jesuit Foundation Grant.

2001 University of San Francisco School of Business and Management Faculty Research Award.

Was nominated for the 2000 and 2003 USF School of Business and Management Research Faculty award.

“Silicon Valley Roundtable Guru” Award in 1999 by U.S. National Business Economics Association and Silicon Valley Roundtable

“Abramson Award for Outstanding Article” from Business Economics in 1998.

Excellence Rating Certification from ANBR Electronic Intelligence in 1998.
(ANBAR Electronic Intelligence is a worldwide leading management literature company)

Received a **“Center for International Business Education Research (CIBEAR) Faculty Scholarship”** Award from University of Southern California for the Ninth Annual Asia/Pacific Business Outlook Conference in 1998.

In October 2005, Elsevier, a world-leading publisher, ranked our article, “Managing International Technology Transfer Risk: A Case Analysis of U.S. High-Tech Firms in Asia” (co-authored with Mark Cannice and John Daniel –equal authorship), as **the 5th most popular (downloaded) article published at Journal of High Technology Management Research**.

TEACHING EXPERIENCES:

University of San Francisco (August 1995-Present):
“Strategic Management” (Undergraduate, MBA and Executive levels)

“Managing Multinational Business” (MBA levels)

University of Texas at Dallas (September 1993-May 1995)

“International Business” (Undergraduate)

I have taught undergraduate, MBA and EMBA programs and have provided trainings to managers of various companies, including V-Tech, Nu-Skin, Northern Island Business Association of UK, Guangdong Enterprises of China and many others.

I have also provided consulting services to companies such as Panasonic, Caterpillar, Bristol-Myers Squibb Co (China), Fujitsu, NIKKO Capital, Toshiba, Stanford Research Institute (SRI) etc.

PUBLICATIONS

Dynamic capability and IJV performance: The effect of exploitation and exploration capabilities". Asia Pacific Journal of Management, co-authored with Wu Zhan (equal authorship). Forthcoming.

Acquisition of organizational capabilities and competitive advantage of IJVs in transition economies: The case of Vietnam, Asia Pacific Journal of Management, co-authored with Wu Zhan, M. Krishna Erramilli, Duc Tri Nguyen (I am the 2nd author), Volume 26, Issue2 (2009), Page 285.

“The Impact of MNC Parents on the Cost of Doing Business Abroad (CDBA) of their Foreign Subsidiaries in Emerging Markets”, Multinational Business Review, Volume 16#3 (2008)

“Impact of global integration on the costs and performance of MNC subsidiaries in emerging markets” The Ivey Business Journal (formerly “Business Quarterly”), co-authored with Mark Cannice (I am the lead author), January/February 2006,

"An Analysis of Chinese Professional Managers—The Issue of Ethical Behavior", The Ivey Business Journal (formerly “Business Quarterly”), co-authored with Chia-Pei Chen (I am the lead author), May/June 2005

“Competing in the Chinese Markets---Lessons for Multinational Corporations”, Journal of Business Strategy, Volume 25, Issue 6, 2004.

“Managing International Technology Transfer Risk: Alternatives and Complements to Ownership Structure”. Management International Review, Special Issue, 1/2004
Co-authored with Mark Cannice and John D. Daniels

“Price Wars: How Local Companies Beat Multinational Corporations in China”. China Business Review, September-October 2003.

“Managing International Technology Transfer Risk: A Case Analysis of U.S. High-Tech Firms in Asia” Journal of High Technology Management Research (2003) Vol. 14 (2), Autumn, 171 - 187.
Co-authored with Mark Cannice and John D. Daniels (equal authorship).

“Firm Resources as Moderators of the Relationship Between Market Growth and Strategic Alliances in Semiconductor Start-Ups” Academy of Management Journal, 2002, Vol. 45, No. 3, 527-545
Co-authored with Seung Ho Park—lead author, and Scott Gallagher (I am the second author)

“Market Entry and International Technology Transfer: A Case Analysis of Ten US High-Tec Firms in China and Southeast Asia”, in *Reessing the Internalization of the Firm*, C. N. Axinn and P. Matthyssens (Eds), Elsevier Science Ltd, Oxford U.K. 2001
Co-authored with Mark Cannice and John D. Daniels (I am the lead author).

“Foreign Expansion of Small Firms: the Impact of Domestic Alternatives and Prior Foreign Business Involvement” *Journal of Business Venturing*, 16, 557-574, 2001
(co-authored with Marc Martin—I am the lead author)

“Organizational Social Responsibility as Perceived by Public Academic Presidents: An Empirical Inquiry” *Central Business Review*, Winter Volume XIX No.1, Winter 2000, pp. 21-28.
(co-authored with Marc J. Martin—Lead author, David G. Meyer, Kenneth E. Aupperle)

“Strategic Alliances and Product Development: An Empirical Study of the U.S. Semiconductor Start-Up Firms” *Advances in Competitive Analysis*, Vol 7, No. 1, 1999
(co-authored with Mingfang Li—I am the lead author)

“An Analysis of China’s Economic Development Strategies and Prospects”
Business Economics, Volume XXXIII, No. 3 July 1998

“Long Term Cooperation Prospects in International Joint Ventures—Perspectives of Chinese Firms”
Journal of Applied Management Studies, Vol. 7, No. 1, 1998. Co-authored with David Boggs (I am the lead author).

“Order of Entry into Foreign Markets and its Impact on Performance”, *the International Journal of Business Disciplines*, Vol. 8, No. 2, pp. 56-68, Winter 1998 (Co-authored with David Boggs and Larry Mit—I am the second author)

“Technological Expansion: The Interaction Between Product Diversification and Organizational Capability”
Journal of Management Studies, Vol. 33, No. 5, 1996

“Strategic Leadership and Skill Usage by Academic Presidents” *The Journal of Leadership Studies*
Winter, Volume 3, No. 1, 1996. Co-authored with Marc Martin (lead author) and Kenneth Aupperle

Research Notes: “Do Leadership Skills Correlate with Strategic Planning ? (an Assessment of Academic Presidents)” *The Journal of Leadership Studies* Winter, Volume 3, No. 1 1996. Co-authored with Marc Martin (lead author) and Kenneth Aupperle.

Case Publication:

“Business Growth and Globalization of NeuSoft” (in Chinese), Yang, X, Chen, R, Wei, X and J, Zhu (Forthcoming), in Wei, X (eds), *Cross Cultural Business Cases*, Shanghai Jiaotong University Press, China

CONFERENCE PROCEEDINGS

“Leveraging Parent Capabilities and MNC Subsidiary Performance in Emerging Markets” Australia and New Zealand International Business Academy (ANZIBA) Conference Proceedings, 2006.

“Foreign Expansion Actions: the impact of product and domestic expansion and a firm’s prior foreign business involvement”, *Academy of Management Best Paper Proceedings*, San Diego, August 1998. Co-authored with M. Martin (I am the lead author).

“Factors Affecting International Expansion of Small Firms”,
Proceedings of 1997 International Federation of Scholarly Association of Management (IFSAM)
Conference, Shanghai, China , July, 1997.

“Bridging Chinese And Western Business --An Analysis Of Intermediary Firms”,
Proceedings of the International Academic Conference on Cross-Cultural Management in China, Hong
Kong (co-authored with Prof. Richard Babcock), August 1996.

"Strategic Leadership/Planning Skills Usage Among Academic Presidents" ,
Proceedings of the Association of Management Thirteenth Annual International Conference,
Co-authored with Marc Martin (leading author) and Kenneth Aupperle, August 1995.

"Strategic Perceptions Driving Academia: Empirical Examining the Economic and Social Orientation of
Presidents", Proceedings of the Association of Management Thirteenth Annual International Conference.
Co-authored with Marc Martin (lead author) and Kenneth Aupperle, August 1995

“Skills Driving Senior Management’s Environmental Perceptions and Strategic Plan”,
Proceedings of the Association of Management Thirteenth Annual International Conference.
Co-authored with Marc Martin (leading author) and Kenneth Aupperle, August 1995

"Strategic Choice Perspective on Foreign Expansion",
Proceedings of 1995 Annual United States Association for Small Business and Entrepreneurship
Conference, Boulder, Colorado. 1995

OTHER PUBLICATIONS

Co-founder and co-author, Silicon Valley Venture Capitalists Confidence Analysis and Index (2003—
2006, Quarterly Publications). The reports were cited by Bloomberg Financial Network, CNBC, San
Francisco Business Times, Seattle Times, Silicon Valley Biz Inc. , San Diego Union, Oakland Tribune,
Fremont Argus, San Mateo Times, TriValleyHerald, Bay City News, Easy Bay Business Times and
others.

**“Interview with Walter Fong, President of Neusoft North America: “Neusoft Going Global:
Developing North American Market through Outsourcing “, by Dr. Xiaohua Yang, Dr.
Roger Chen, Dr. Stanley Kwong, (Forthcoming), Journal of Asia Business Studies**

ACADEMIC CONFERENCE PRESENTATIONS

**“Corporate Innovation: Growing New Business through New Business Incubators, Challenges and
Solutions” Presented at “The Association of Employment Practices and Principles (AEPP) Eighteenth
Annual International Conference”, September 2010, San Francisco, Ca, USA.**

**“Dynamic Capability and IJV Performance: A Multi-dimensional Approach”
With Wu Zhan (equal authorship), 2009 Academy of International Business (AIB) Hong Kong
Conference, Hong Kong, December 2009**

**“Acquisition of Organizational Capabilities and Competitive Advantage of IJVs: The Case of Vietnam”,
accepted for presentation at “The Association of Employment Practices and Principles (AEPP) Sixteenth
Annual International Conference, October 2008, Chicago, IL, USA.
Co-Author with Wu Zhan, M. Krishna Erramilli and Duc Tri Nguyen (I am the second author)**

“Cross-Cultural Validation of a Scale to Assess International Corporate Entrepreneurship” Accepted for presentation at 2006 Academy of International Business Conference, June 24 to 26, China. Co-Authored with Jian Zhang (lead author), Wei Zhang, and Gary A. Knight (I am the third author)

“Leveraging Parent Capabilities and MNC Subsidiary Performance in Emerging Markets” Presented at the 2005 Academy of International Business Conference, July 9-12th, Canada

“Leveraging Parent Capabilities: An Advantage or A Burden for Multinational Enterprise (MNE) Subunits in Emerging Markets ? “ Presented at the Academy of International Business Conference JIBS Workshop, Stockholm, Sweden, 2004,

“Acquisition of Organizational Capabilities and Sustainable Competitive Advantages of IJVs in Transition Economies: A Different Perspective” , Presented at the Academy of International Business Conference JIBS Workshop, Stockholm, Sweden, 2004,
Co-Authored with Wu Zhan, M. Krishna Erramilli and Duc Tri Nguyen (I am the second author)

"Managing International Technology Transfer Risk: Alternatives and Complements to Ownership Structure" Inaugural Conference of International Association for Chinese Management Research (IACMR), Just 2003

"Managing International Technology Transfer Risk: A Case Analysis of U.S. High-Tech Firms in Asia", 2002 Hawaii International Conference on Business, June 2002
Co-authored with Mark Cannice and John D. Daniels (equal authorship).

“An Analysis of Foreign Expansion of Small Firms, the Impact of Domestic Alternatives and Prior Foreign Business Involvement” International Conference on the Chinese Economy, "Achieving Growth with Equity", Beijing, July 2001
(co-authored with Marc Martin—I am the lead author)

“Strategic Alliance and Product Development: an Empirical Study of the U.S. Semiconductor Start-Up Firms”, Presented at the Academy of Management Annual Meeting, Chicago, 1999
Co-authored with Mingfang Li (I am the lead author)

“An Analysis of China’s Economic Development Policies and Prospects”.
Presented at the Third International Conference on Management (ICM’98), July 1998, Shanghai, China.
Co-authored with Lingjun Yan (I am the lead author)

“The Interaction Effect of Firm Capability & Market Demand Change on Strategic Alliance Formation”, Academy of Management Annual Meeting, Boston, 1997

“Academic Presidents’ Perceptions of Strategic Decision Making Skill Usage, Organizational Social Responsibility & Faculty Performance” Academy of Management Annual Meeting, Boston, 1997
(Co-authored with Marc Martin (lead author) and Kenneth Aupperle
“Long Term Cooperation Prospects in International Joint Ventures—Perspectives of Chinese Firms” , Academy of International Business Annual Meeting, (abstract published in the conference proceeding) Monterrey, Mexico. 1997.
Co-authored with David Boggs (I am the lead author).

“International Technology Transfer Follows Global Strategy: A Case Analysis of Ten US High-Tech Firms in China and South-East Asia” , Academy of International Business Annual Meeting, Monterrey, Mexico. 1997.

Co-authored with Mark Cannice (I am the lead author).

“Factors Affecting Cooperative Commitment-The Perspectives of Chinese Firms”

Presented at the Eastern Academy of Management International Conference-Managing in a Global Economy VII., 1997.

“Organizational Resources Increase Firm Ability to Deal with Market Changes-An Analysis of Strategic Alliance Formation”,

Presented at the 38th Western Annual Academy of Management Conference, California, 1997.

“Organizational Social Responsibility as Perceived by Academic Presidents: An Empirical Inquiry”,

Presented at the Academy of Management Annual Meeting Cincinnati, 1996

Co-authored with Marc Martin (lead author) and Kenneth Aupperle

“Academic Strategic Leaders’ Perceptions of their Environment and its Relationship to the Strategic Planning Process”, International Association of Management Proceedings, Editor, Charles W. Rudiger, Toronto, Ontario, Canada Co-authored with Marc Martin (lead author) and Kenneth Aupperle, August, 1996.

“The Long Term Cooperative Commitment of Chinese Firms in International Cooperation”,

Accepted for presentation at the Second International Symposium on Multinational Business Management”
Najing, China. 1996.

"Missing Data in Longitudinal Studies: An Evaluation of Bias, Efficiency, and Standard Solutions"

Presented at the Academy of Management Annual Meeting , Dallas., 1994

Co-authored with Jack W. Brittain (I am the lead author)

"The Impact of Business Risk and Comparative Advantages on Small Firms' Foreign Expansion".

Presented at the Academy of Management Annual Meeting, Atlanta, 1993

"Learning From Organizational Change Episodes: A Punctuated Learning Model".

Presented at the Academy of Management Annual Meeting, Atlanta, 1993

Co-Authored with David Loree and Jack Brittain (I am the lead author)

PROFESSIONAL ACTIVITIES:

Panel Organizer and Moderator: “New Business Incubation at Large Corporations---Experience of IBM, HP, Cisco and EMC”---Sponsored by Association of Strategic Planning, April, 2010.

Member of Scientific Committee, Academy of Innovation and Entrepreneurship (AIE)
2008 Conference

Invited Speaker, 2009 Hong Kong University of Science and Technology MBA Alumni Association

Invited Speaker, 2006 Northern California Human Resource Annual Conference

Co-founding editor in Chief, “Journal of Asia Business Studies” (JABS) (2005 to present).

Co-founding editor, “Silicon Valley Review of Global Entrepreneurship Research” (2005, 2006)

Executive Panel Moderator, “Incubating New Business”, organized by Association of Strategic Planning
and the panel invited executives from IBM, HP, Cisco, and EMC. (April 15th, 2010).

Conference co-chair, 2005 San Francisco-Silicon Valley Global Entrepreneurship Conference

Member of review/expert committee: to review and advise on “The Bay Area’s Economic Links to Greater China” report published by Silicon Valley Bay Area Economic Development Forum, 2006 (only two academicians, the other one is from U.C. Berkeley, are invited to join the committee).

Chief Organizer, EMBA Programs of Shanghai Jiao Tong University at USF 2004 to 2005
(responsibilities include designing and organizing lectures, panel discussions and site visits to Microsoft, Google and Salesforce.com etc)

USF Chief Co-Organizer, 2005 HongKong-GuanDong China Business Conference

Coordinator, Leadership, Management and Communication Academic Group, School of Business and Management of University of San Francisco, 1999 to 2001

Chair, faculty development committee of School of Business and Management of University of San Francisco, 2001 to present.

Chair, “China” Session, Academy of Management Annual Meeting, 1997

Chair, “Strategic Alliance” Session, Eighth Annual Texas Conference on Organizations, April 1993
Discussant of “Strategic Alliances” Session, Academy of International Business 1997 Annual Meeting
Ad hoc reviewer for Academy of Management Journal (2000 to present)

Reviewer for the Academy of Management Annual Meeting (1993, 1994, 1996, 1997, 1998, 1999)

Reviewer for the Academy of International Business Annual Meeting (1997, 1998, 1999)

Reviewer for the Eighth Annual Texas Conference on Organizations, February 1993

MEDIA COVERAGE AND PUBLIC ACTIVITIES

I have been frequently interviewed by news media (including Miami Herald, Xing Dao Daily, KTSF TV etc). I have also been invited to speak to managers of Silicon Valley High-Tech companies, venture capitalists and researchers.

INDUSTRY and CONSULTING EXPERIENCE

November 1998 to Present. Consulting Vice President of Silicon Valley Business Forum.

-Responsibilities: managing research projects, facilitating business alliances and providing consulting and research services. Clients include Panasonic, NIKKO Capital and many Japanese and Silicon Valley High-Tech companies.

November 1999 to March 2001, Founding Member and Vice President, JKREN.com

Responsibilities: Business Development

January 1998 Worked with Stanford Research Institute (SRI) on a research project.

-Responsibility: Analyzing business competition in China

January 1995-August 1995. Senior consultant, AsiaInfo Services, Inc (U.S.A).

-Responsibility: Involved in consulting projects for companies such as Caterpillar Inc. etc.

February 1990-May 1992. Marketing Department, Galaxy Electronics Inc (U.S.A).

-Responsibility: customer service, market survey and sales analysis.

December 1987-November 1988. Participated in a consulting project for Bristol-Myers Squibb Co.--
Shanghai subsidiary, China.

-Responsibility: Overhauling and improving strategic management and human resource policies.

June. 1986-June 1987. Consulting Manager. Production Department. Shanghai NanXiang Bulb
Factory. Shanghai, China.

-Responsibility: Quality control, scheduling and employee training.

EDUCATION

Ph.D. in Strategy and International Management. University of Texas at Dallas. Fall 1996

M. S. in Industrial Engineering. Shanghai Jiao Tong University, China. 1986

B. S. in Operations Management. Shanghai Engineering and Science University, China. 1983