

GEORGE Z PENG

Associate Professor

Hill Business School, University of Regina

Regina, Saskatchewan, S4S 0A2, Canada

Phone: +1 (306) 337-8485

Email: George.Peng@URegina.ca

EDUCATION

- **PhD** Western University, 2009
Dissertation: *Multinational Corporations' International Experience and Subsidiary Performance: Learning, Knowledge Transfer, and Dynamic Capability Perspectives*
- **MBA** Clemson University, 2004
- **M.S.** Clemson University, 2001
- **M.S.** Nanyang Technological University, 2000
- **B. S.** Dalian University of Technology, 1989

ACADEMIC POSITIONS

- **2013 / ~** Associate Professor, University of Regina
- **2009 / 2013** Assistant Professor, University of Regina

AWARDS AND HONORS

- **(2018)** Best Paper Award
Academy of International Business Southeast Asia Regional Conference (AIBSEAR)
- **(2016)** Best Paper
Academy of Management Annual Meeting (International Management Division)
- **(2015)** Emerging Chinese Global Competitors Case Award
European Foundation for Management Development Case Writing Competition
- **(2010)** Best Paper & Finalist for the Temple / AIB Best Paper Award
Academy of International Business Annual Meeting
- **(2008)** Best Paper & Doug Nigh Award
Academy of Management Annual Meeting
- **(Permanent)** Member, the Honor Society of Beta Gamma Sigma

RESEARCH

A. Research Interests

International Business Theory
International Joint Ventures and Alliances
CSR / Ethics in International Business
Culture and International Business
Emerging Markets
Foreign Direct Investment

B. Publications

B1. Refereed Publications in Academic Journals

- **Peng** GZ, Beamish PW (2019). 'Subnational FDI Legitimacy and Foreign Subsidiary Survival'. *Journal of International Management*, 25(3): Article 100662.
- **Peng** GZ, Beamish PW (2014). 'The Effect of Host Country Long Term Orientation on Subsidiary Ownership and Survival'. *Asia Pacific Journal of Management*, 31(2): 423–453.
- **Peng** GZ, Beamish PW (2014). 'MNC Subsidiary Size and Expatriate Control: Resource-Dependence and Learning Perspectives'. *Journal of World Business*, 49(1): 51–62.
- **Peng** GZ (2012). 'FDI Legitimacy and Subsidiary Control: From Legitimation to Competition'. *Journal of International Management*, 18(2): 115–131.
- **Peng** GZ, Beamish PW (2008). 'The Effect of National Corporate Responsibility Environment on Japanese Foreign Direct Investment'. *Journal of Business Ethics*, 80(4): 677–695.
- Wilkinson TJ, **Peng** GZ, Brourthers LE, Beamish PW (2008). 'The Diminishing Effect of Cultural Distance on Subsidiary Control'. *Journal of International Management*, 14(2): 93–107.
- **Peng** GZ, Beamish PW (2007). 'Evolving FDI Legitimacy and Strategic Choice of Japanese Subsidiaries in China'. *Management and Organization Review*, 3(3): 373–396.

B2. Refereed Books

- **Peng** GZ (2021). *Toward Behavioral Transaction Cost Economics: Theoretical Extensions and an Application to the Study of MNC Subsidiary Ownership*. Cham: Palgrave Macmillan.
Hardcover ISBN 978-3-030-46877-4 / Softcover ISBN 978-3-030-46880-4 /Online (eBook) ISBN / 978-3-030-46878-1. [377 pages]

B3. Refereed Book Chapters

- Beamish PW, **Peng** GZ, Nkongolo-Bakenda J-M (2019). ‘Ethical Issues in Japanese Foreign Direct Investment in Developed versus Developing countries’. In LC Leonidou, CS Katsikeas, S Samiee, and CN Leonidou (Eds.), *Socially-Responsible International Business: Critical Issues and the Way Forward*, Chapter 11, 284-312. Cheltenham: Edward Elgar.

B4. Refereed Publications in Professional Journals

- Beamish PW, Goerzen A, **Peng** GZ (2007). ‘Alliance network diversity: Does it help or hurt? 联盟网络多元性：利弊孰多?’ *Peking University Business Review* 《北大商业评论》, 378(8): 28–31.

B5. Refereed Publications in Conference Proceedings

- **Peng** GZ (2023). ‘National Corporate Responsibility Institutions as a Determinant of FDI: A Subdimensional Analysis’. *Proceedings of the 2023 Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand, December 6-8, 2023.
- **Peng** GZ (2018). ‘The Effects of Opportunism and Bounded Rationality on MNC Subsidiary Ownership: Institutional and Psychological Perspectives’. *Proceedings of the 2018 Academy of International Business Southeast Asia Regional Conference*. ISBN: 978-962-8134-19-9. Hong Kong, China, December 6-8, 2018. [**Best Paper Award**]
- **Peng** GZ, Beamish PW (2017). ‘Age Dependence in MNC Subsidiary Mortality: The Inverted S-Curve Hypothesis’. *Proceedings of the 2017 Academy of International Business Southeast Asia Regional Conference*. ISBN: 978-962-8134-18-2. Chiang Mai, Thailand, December 7-9, 2017.
- **Peng** GZ, Beamish PW (2016). ‘Sequential Entry Timing and the Survival of MNC Subsidiaries’. In John Humphreys (Ed.), *Best Paper Proceedings of the 76th Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561. Anaheim, California, August 5-9, 2016. [**Best Paper**]
- **Peng** GZ, Beamish PW (2011). ‘MNC Subsidiary Size and Expatriate Control: Resource Dependence and Embeddedness / Learning Perspectives’. *Proceedings of the 37th European International Business Academy (EIBA) Annual Conference*, vol. CD-ROM. ASE, Bucharest, Romania, December 8-10, 2011. ISBN 978-606-505-499-8.
- **Peng** GZ (2008). ‘The Effect of National Corporate Responsibility Environment on Japanese MNCs’ Location Choice’. *Best Paper Proceedings of the 68th Annual Meeting of the Academy of Management*. Anaheim, California, August 8-13, 2008.

[Winner of the Doug Nigh Award], which was given by the International Management Division of the Academy of Management to the most innovative paper that adopts an interdisciplinary perspective]

[Media coverage:

<https://www.businesswire.com/news/home/20181001006011/en/Wharton-Research-Data-Services-Announces-Addition-Toyo>. Business Wire. October 01, 2018. ‘Wharton Research

Data Services Announces Addition of Toyo Keizai, its First Japanese Database — Bringing Coverage for Listed Companies on Multiple Japanese Exchanges’]

- **Peng Z, Wang JY, Kao CM, Tay JH, Xu HL (2003).** ‘Sorption of Polycyclic Aromatic Hydrocarbons onto Singapore Marine Clay’. In Tay JH, Englehardt AJ, Sun DD (Eds.), Asia Environmental Technology 2001: Proceedings of the First IWA Asian Environmental Technology 2001, 694-701. [Held in Singapore, October 30-November 1, 2001]. London: IWA Publishing.

C. Refereed Conference Presentations

- **Peng GZ (2023).** ‘National Corporate Responsibility Institutions as a Determinant of FDI: A Subdimensional Analysis’. *Academy of International Business Asia Pacific Regional Conference*. Bangkok, Thailand.
- **Peng GZ (2022).** ‘Subnational FDI Legitimacy and MNC Subsidiary Location Strategy: Organizational Ecology and Identity Perspectives’. *Academy of International Business U.S. Northeast Chapter Annual Conference*, Washington, D.C.
- **Peng GZ (2020).** ‘Subnational FDI Legitimacy and MNC Subsidiary Location Strategy: Organizational Ecology and Identity Perspectives’. *International Association for Chinese Management Research (IACMR) 2020 Conference*, Xi’an, China. [Accepted but withdrawn due to Covid-19]
- **Peng GZ (2019).** ‘A Behavioral TCE Perspective on MNC Subsidiary Ownership’. *Western Business & Management (WBM) 2019 International Research Conference*, Dijon, France.
- **Peng GZ (2018).** ‘The Effects of Opportunism and Bounded Rationality on MNC Subsidiary Ownership: Institutional and Psychological Perspectives’. *Academy of International Business Southeast Asia Regional (AIBSEAR) Conference 2018*, Hong Kong. **[Best Paper Award]**
- **Peng GZ, Beamish PW (2017).** ‘Age Dependence in MNC Subsidiary Mortality: The Inverted S-Curve Hypothesis’. *Academy of International Business Southeast Asia Regional (AIBSEAR) Conference 2017*, Chiang Mai, Thailand.
- **Peng GZ, Beamish PW (2016).** ‘Sequential Entry Timing and the Survival of MNC Subsidiaries’. *Academy of Management Meeting*, Anaheim, California. **[Best Paper]**
- **Peng GZ, Camp R (2015).** ‘Temporal Distance and Subsidiary Control’. *Academy of*

Management Meeting, Vancouver, British Columbia, Canada.

- **Peng** GZ, Beamish PW (2014). 'Subnational FDI Legitimacy and the Survival of Foreign Subsidiaries'. *Academy of Management Meeting*, Philadelphia, Pennsylvania.
- **Peng** GZ, Nkongolo-Bakenda J-M (2013). 'The Effect of National Ethical Environment on Japanese FDI in Developing and Developed Countries'. *Academy of International Business Annual Meeting*, Istanbul, Turkey.
- **Peng** GZ, Beamish PW (2012). 'The Effect of National Ethical Environment on Subsidiary Ownership: Transaction Cost and Learning Perspectives'. *Academy of Management Meeting*, Boston, Massachusetts.
- **Peng** GZ, Beamish PW (2011). 'MNC Subsidiary Size and Expatriate Control: Resource Dependence and Embeddedness / Learning Perspectives'. *The 37th European International Business Academy (EIBA) Annual Conference*, Bucharest, Romania.
- **Peng** GZ, Beamish PW (2011). 'FDI Legitimacy and Subsidiary Control: From Legitimation to Competition'. *Academy of Management Meeting*, San Antonio, Texas.
- **Peng** GZ, Beamish PW (2010). 'The Effect of Long Term Orientation Subsidiary Ownership, Expatriate Staffing, and Subsidiary Survival'. *Academy of International Business Annual Meeting*, Rio de Janeiro, Brazil.

[AIB Best Paper & Finalist for the Temple / AIB Best Paper Award]

- **Peng** GZ (2008). 'The Effect of National Corporate Responsibility Environment on Japanese MNCs' Location Choice'. *Academy of Management Meeting*, Anaheim, California.

[Best Paper & Winner of the Doug Nigh Award], which was given by the International Management Division of the Academy of Management to the most innovative paper that adopts an interdisciplinary perspective]

[Media coverage:

<https://www.businesswire.com/news/home/20181001006011/en/Wharton-Research-Data-Services-Announces-Addition-Toyo>.

Business Wire. October 01, 2018. 'Wharton Research Data Services Announces Addition of Toyo Keizai, its First Japanese Database — Bringing Coverage for Listed Companies on Multiple Japanese Exchanges']

- **Peng** GZ (2008). 'Japanese ODA and Entry Strategies of Japanese MNCs in China'. *Academy of International Business Annual Meeting*, Milan, Italy.
- **Peng** GZ, Beamish PW (2007). 'Corporate Governance and Japanese MNCs' Internationalization Strategies'. *Academy of Management Meeting*, Philadelphia, Pennsylvania.
- **Peng** GZ, Beamish PW (2006). 'The Effect of National Corporate Responsibility Environment on Japanese Foreign Direct Investment'. *Academy of International Business Annual Meeting*, Beijing, China.
- **Peng** Z, Wang JY, Kao CM, Tay JH, Xu HL (2001). 'Sorption of Polycyclic Aromatic Hydrocarbons onto Singapore Marine Clay'. *The First IWA Asian Environmental Technology*

Conference, Singapore.

- Wang JY, Peng Z, Tay JH (2001). 'Sorption Study of PAHs onto Marine Clay'. *The Seventh Mainland-Taiwan Environmental Protection Academic Conference*, Wuhan, China.

D. Cases and Teaching Notes

- Peng GZ, Beamish PW (2013). 'Yancoal: The Saskatchewan Potash Question'. Case No.: 9B13M124, Ivey Publishing. Also available in Simplified Chinese [兗煤：萨斯喀彻温省钾盐问题].

[Winner of the "Emerging Chinese Global Competitors" category, the 2014 European Foundation for Management Development (EFMD) Case Writing Competition]

[Media Coverage: <https://www.efmd.org/index.php/blog/view/327-efmd-is-delighted-to-announce-the-winners-of-the-2014-efmd-case-writing-competition>. European Foundation for Management Development (EFMD). June 11, 2015. 'EFMD is Delighted to Announce the Winners of the 2014 EFMD Case Writing Competition']

- Peng, GZ, Beamish PW (2013). 'Teaching Note for [Yancoal: The Saskatchewan Potash Question]'. Case No.: 8B13M124, Ivey Publishing.
- Peng GZ, Beamish PW (2012). 'Phase Separation Solutions (PS2): The China Question'. Case No.: 9B12M032, Ivey Publishing. Also available in Simplified Chinese [相位分离解决方案：中国问题].

[Reprinted in:

- ❖ Beamish PW (2015). *Cases in Strategic Management (11th Ed.)*. Toronto: McGraw Hill-Ryerson.
- ❖ Hitt MA, Ireland RD, Hoskisson RE (2015). *Strategic Management: Competitiveness and Globalization (Concepts and Cases) (11th Ed.)*: 310-322. Mason, OH: South-Western Cengage Learning.
- ❖ Mu F, Schotter A (2013). *Legal-Business Management Cases (Vol. 4: Foreign Business)* [法商管理案例（第四辑）：外企篇]: 14-33 (In Simplified Chinese). Beijing, China: The Economy & Management Publishing House.

[Media Coverage: <http://www.marketwire.com/press-release/west-mountain-capital-corp-ps2s-entry-into-china-be-widely-studied-as-business-case-tsx-venture-wmt-1825498.htm>.

Marketwired. August 28, 2013. 'West Mountain Capital Corp.: PS2's Entry into China to be Widely Studied as Business Case'.

- Used as the case for the 2012 Holland America Line Global Case Competition, Foster School of Business, University of Washington
- Featured on CasePlace.org (2012)
- Peng GZ, Beamish PW (2012). 'Teaching Note for [Phase Separation Solutions (PS2): The

China Question]’. Case No.: 8B12M032, Ivey Publishing.

- Beamish PW, **Peng** GZ (2007). ‘Yunnan Baiyao: Traditional Medicine Meets Product / Market Diversification’. Case No.: 9B06M088, Ivey Publishing. Also available in Traditional Chinese [雲南白藥：傳統醫藥實現產品和市場多元化], Simplified Chinese [云南白药：传统医药实现产品 and 市场多元化], and Japanese [雲南白藥：伝統的な漢方薬が製品・市場多角化の機会に触れる].

Reprinted in:

- ❖ Wang L, Schotter A (2013). *Legal-Business Management Cases (Vol. 5: Emerging Industries)* [法商管理案例（第五辑）：新兴产业篇]: 146-161 (In Simplified Chinese). Beijing, China: The Economy & Management Publishing House.
- ❖ Beamish PW (2012). *Cases in Strategic Management (10th Ed.)*: 231-246. Toronto: McGraw Hill-Ryerson.
- ❖ James SW, Deighan M (2012). *StratSim China: China Focused Strategy Simulation*. Charlottesville, VA: Interpretive Software, Inc. <http://www.interpretive.com/>.
- ❖ Beamish PW (2009). *Cases in Strategic Management (9th Ed.)*: 208-224. Toronto: McGraw Hill-Ryerson.
- ❖ Deighan M, James SW (2008). *StratSim China: The Strategy Simulation with a Focus on China*: 173-188. Charlottesville, VA: Interpretive Software, Inc.
- Beamish PW, **Peng** GZ (2007). ‘Teaching Note for [Yunnan Baiyao: Traditional Medicine Meets Product/Market Diversification]’. Case No.: 8B06M88, Ivey Publishing.

TEACHING EXPERIENCE

- (2009 — Present) Taught the following courses at the University of Regina:

Undergraduate Level:

BUS 306: Business Ethics

BUS 308: International Business

BUS 309: International Trade Management

BUS 400: Business Strategy

Graduate Level:

MBA 835: Transnational Management

- (2012 — 2012) Faculty Coach (Strategic Management), University of Regina ICBC Case Competition Team.
- (2009 — 2010) Faculty Coach, University of Regina JDC West Team. International business team 2nd place finish 2010. Received a Saskatchewan Governor’s commendation for leadership in coaching the international business team.

- (2008) Taught an MBA course (*Transnational Management*) at Hohai Business School, Hohai University, using the case method.
- (2008) Conducted workshops on case writing and case learning for faculty members at Hohai Business School, Hohai University.

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Member

- Academy of Management
- Academy of International Business
- Administrative Sciences Association of Canada
- European International Business Academy
- International Association for Chinese Management Research (IACMR)

Ad Hoc Reviewer

Journals:

- Academy of Management Journal
- Asia Pacific Journal of Management
- Asian Business & Management
- Canadian Journal of Administrative Sciences
- Emerging Markets Finance and Trade
- Global Strategy Journal
- International Journal of Emerging Markets
- International Journal of Human Resource Management
- Journal of International Management
- Journal of Management Studies
- Journal of World Business

Conferences:

- AIB: Academy of International Business
- AIBSEAR: Academy of International Business Southeast Asia Regional Conference
- AOM: Academy of Management
- EIBA: European International Business Academy
- IACMR: International Association for Chinese Management Research

Grants:

- Grant review for National Science Foundation (2010)
(Proposal title withheld to ensure confidentiality)

Conference Session Chair

- Academy of International Business Southeast Asia Regional Conference (2018)
Session 8A: *MNEs and FDI II*
- Academy of Management Annual Meeting (2016)
Session 18919: *Multinational Subsidiary Conflicts and Managerial Action*
- Academy of International Business Annual Meeting (2013)
Session 3.3.13: *Interactions between Foreign-Owned and Indigenous Firms*

Judge

- 2018 SYSBS-Ivey International Business Case Competition and Forum (Nov. 9-11, 2018)
<https://www.ivey.com.hk/case-centre/sysbs-ivey-international-business-case-competition-forum-event-highlights/>
(Served as a judge in the qualifying round)

Discussant

- Administrative Sciences Association of Canada (ASAC) Annual Conference, Ottawa (2007)