

## GEORGE Z. PENG

Associate Professor in International Business  
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### EDUCATION

- **Ph.D.**, Ivey Business School, Western University, Canada, 2009.  
Dissertation: *Multinational Corporations' International Experience and Subsidiary Performance: Learning, Knowledge Transfer, and Dynamic Capability Perspectives* (© George Z. Peng 2009).  
Supervisor: Paul W. Beamish

### ACADEMIC POSITIONS

- **2013 - Present:** Associate Professor (tenured), University of Regina, Canada
- **2009 - 2013:** Assistant Professor, University of Regina, Canada

### AWARDS AND HONORS

- **(2016)** Academy of Management Annual Meeting Best Paper.
- **(2015)** Emerging Chinese Global Competitors Case Award, the 2014 European Foundation for Management Development (EFMD) Case Writing Competition.
- **(2010)** AIB Best Paper & Finalist for the Temple / AIB Best Paper Award, Academy of International Business (AIB) Conference.
- **(2008)** Doug Nigh Award, annual best paper award given by the International Management Division of the Academy of Management (AOM) to the most innovative paper that adopts an interdisciplinary perspective.
- **(Permanent)** Member, the Honor Society of Beta Gamma Sigma

### RESEARCH

#### A. Research Interests

International Business Strategy and Management / International Joint Ventures and Alliances / Corporate Social Responsibility in International Business / Corporate Governance and International Business / Culture and International Business / Ethics in International Business

## B. Publications

### B1. Refereed Publications in Academic Journals

- Peng, G.Z., & Beamish, P.W. (2014). ‘The Effect of Host Country Long Term Orientation on Subsidiary Ownership and Survival’. *Asia Pacific Journal of Management*, 31(2): 423–453. doi: <http://dx.doi.org/10.1007/s10490-013-9362-8>.
- Peng, G.Z., & Beamish, P.W. (2014). ‘MNC Subsidiary Size and Expatriate Control: Resource-Dependence and Learning Perspectives’. *Journal of World Business*, 49(1): 51–62. doi: <http://dx.doi.org/10.1016/j.jwb.2012.11.001>.
- Peng, G.Z. (2012). ‘FDI Legitimacy and Subsidiary Control: From Legitimation to Competition’. *Journal of International Management*, 18(2): 115–131. doi: <http://dx.doi.org/10.1016/j.intman.2011.12.001>.
- Peng, G.Z., & Beamish, P.W. (2008). ‘The Effect of National Corporate Responsibility Environment on Japanese Foreign Direct Investment’. *Journal of Business Ethics*, 80(4): 677–695. doi: <http://dx.doi.org/10.1007/s10551-007-9462-9>.
- Wilkinson, T.J., Peng, G.Z., Brouthers, L.E., & Beamish, P.W. (2008). ‘The Diminishing Effect of Cultural Distance on Subsidiary Control’. *Journal of International Management*, 14(2): 93–107. doi: <http://dx.doi.org/10.1016/j.intman.2007.08.003>.
- Peng, G.Z., & Beamish, P.W. (2007). ‘Evolving FDI Legitimacy and Strategic Choice of Japanese Subsidiaries in China’. *Management and Organization Review*, 3(3): 373–396. doi: <http://dx.doi.org/10.1111/j.1740-8784.2007.00079.x>.

### B2. Refereed Publications in Professional Journals

- Peng, G.Z. (2012). ‘What Do SMEs Need to Know When Entering the China Market?’ *SMEE Review / Revue PMEE*, 4(2): 28–33.
- Beamish, P.W., Goerzen, A., & Peng, G.Z. (2007). ‘Alliance network diversity: Does it help or hurt? [联盟网络的多元性：利弊孰多?]’ *Peking University Business Review* [《北大商业评论》], 378(8): 28–31. (In Chinese)

### B3. Refereed Publications in Conference Proceedings

- Peng, G.Z., & Beamish, P.W. (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.

- Peng, G.Z., & Beamish, P.W. (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, G.Z. (2008). 'The Effect of National Corporate Responsibility Environment on Japanese MNCs' Location Choice'. *Academy of Management Best Paper Proceedings*. Anaheim, California, August 8-13, 2008.  
doi: <http://dx.doi.org/10.5465/AMBPP.2008.33716548>.

### C. Cases and Teaching Notes

- Peng, G.Z., & Beamish, P.W. (2013). 'Yancoal: The Saskatchewan Potash Question'. Case No.: 9B13M124, Ivey Publishing. Available in English and Simplified Chinese [兖煤：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.
  - Used as the case for the International Business Track, 2014 JDC West Case Competition, Hill School of Business, University of Regina.
  - Media coverage about this case:
    - ❖ European Foundation for Management Development (EFMD). June 11, 2015. 'EFMD is Delighted to Announce the Winners of the 2014 EFMD Case Writing Competition'. <https://www.efmd.org/index.php/blog/view/327-efmd-is-delighted-to-announce-the-winners-of-the-2014-efmd-case-writing-competition>.
- Peng, G.Z., & Beamish, P.W. (2013). 'Teaching Note for Yancoal: The Saskatchewan Potash Question'. Case No.: 8B13M124, Ivey Publishing.
- Peng, G.Z., & Beamish, P.W. (2012). 'Phase Separation Solutions (PS2): The China Question'. Case No.: 9B12M032, Ivey Publishing. Available in English and Simplified Chinese [相位分离解决方案：中国问题].
  - 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)
  - Reprinted in:
    - ❖ Beamish, P.W. (2015). *Cases in Strategic Management (11<sup>th</sup> Ed.)*. Toronto: McGraw Hill-Ryerson.
    - ❖ Hitt, M.A., Ireland, R.D., & Hoskisson, R.E. (2015). *Strategic Management: 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 about this case:
  - ❖ Marketwired. August 28, 2013. 'West Mountain Capital Corp.: PS2's Entry into China to be Widely Studied As Business Case'. <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>.
- Peng, G.Z., & Beamish, P.W. (2012). 'Teaching Note for Phase Separation Solutions (PS2): The China Question'. Case No.: 8B12M032, Ivey Publishing.
- Beamish, P.W., & Peng, G.Z. (2007). 'Yunnan Baiyao: Traditional Medicine Meets Product / Market Diversification'. Case No.: 9B06M088, Ivey Publishing. Available in English, 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：傳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, P.W. (2012). *Cases in Strategic Management (10<sup>th</sup> Ed.)*: 231-246. Toronto: McGraw Hill-Ryerson.
  - ❖ Beamish, P.W. (2009). *Cases in Strategic Management (9<sup>th</sup> Ed.)*: 208-224. Toronto: McGraw Hill-Ryerson.
  - ❖ M. Deighan and S.W. James (2008). *StratSim China: The Strategy Simulation with a Focus on China*: 173-188. Charlottesville, VA: Interpretive Software, Inc.
- Beamish, P.W., & Peng, G.Z. (2007). 'Teaching Note for Yunnan Baiyao: Traditional Medicine Meets Product/Market Diversification'. Case No.: 8B06M88, Ivey Publishing.

#### D. Refereed Conference Presentations

- Peng, G.Z., & Beamish, P.W. (2016). 'Sequential Entry Timing and the Survival of MNC Subsidiaries'. *Academy of Management Meeting*, Anaheim, California.
- Peng, G.Z., & Camp, R. (2015). 'Temporal Distance and Subsidiary Control'. *Academy of Management Meeting*, Vancouver, British Columbia, Canada. Abstract at: <http://proceedings.aom.org/content/2015/1/11840.abstract>. doi: <http://dx.doi.org/10.5465/AMBPP.2015.11840abstract>.
- Peng, G.Z., & Beamish, P.W. (2014). 'Subnational FDI Legitimacy and the Survival of Foreign Subsidiaries'. *Academy of Management Meeting*, Philadelphia, Pennsylvania. Abstract at: <http://proceedings.aom.org/content/2014/1/14264.short>.

doi: <http://dx.doi.org/10.5465/AMBPP.2014.14264abstract>.

- Peng, G.Z., & Nkongolo-Bakenda, J.-M. (2013). 'The Effect of National Ethical Environment on Japanese FDI in Developing and Developed Countries'. *Academy of International Business Conference*, Istanbul, Turkey.
- Peng, G.Z., & Beamish, P.W. (2012). 'The Effect of National Ethical Environment on Subsidiary Ownership: Transaction Cost and Learning Perspectives'. *Academy of Management Meeting*, Boston, Massachusetts.
- Peng, G.Z., & Beamish, P.W. (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, G.Z., & Beamish, P.W. (2011). 'FDI Legitimacy and Subsidiary Control: From Legitimation to Competition'. *Academy of Management Meeting*, San Antonio, Texas.
- Peng, G.Z., & Beamish, P.W. (2010). 'The Effect of Long Term Orientation Subsidiary Ownership, Expatriate Staffing, and Subsidiary Survival'. *Academy of International Business Conference*, Rio de Janeiro, Brazil.
  - ❖ [ This paper was selected as an *AIB Best Paper & Finalist for the Temple / AIB Best Paper Award* at the conference. ]
- Peng, G.Z. (2008). 'The Effect of National Corporate Responsibility Environment on Japanese MNCs' Location Choice'. *Academy of Management Meeting*, Anaheim, California. Abstract at: <http://proceedings.aom.org/content/2008/1/1.264.abstract>. doi: <http://dx.doi.org/10.5465/AMBPP.2008.33716548>.
  - ❖ [ This paper was the *Winner of the Doug Nigh Award*. The Doug Nigh Award is an annual best paper award given by the International Management Division of the Academy of Management to the most innovative paper that adopts an interdisciplinary perspective. ]
- Peng, G.Z. (2008). 'Japanese ODA and Entry Strategies of Japanese MNCs in China'. *Academy of International Business Conference*, Milan, Italy.
- Peng, G.Z., & Beamish, P.W. (2007). 'Corporate Governance and Japanese MNCs' Internationalization Strategies'. *Academy of Management Meeting*, Philadelphia, Pennsylvania.
- Peng, G.Z., & Beamish, P.W. (2006). 'The Effect of National Corporate Responsibility Environment on Japanese Foreign Direct Investment'. *Academy of International Business Conference*, Beijing, China.

## E. Work in Progress

### E1. Working papers

- Peng, G.Z., & Beamish, P.W. (2015). 'Subnational FDI Legitimacy and the Survival of Foreign Subsidiaries'. Status: ready for submission; target: *Management and Organization Review*.

- Peng, G.Z., & Beamish, P.W. (2015). ‘Subsequent Entry Timing and Subsidiary Survival: A Resource-Based Perspective’. Status: empirical part finished; target: *Strategic Management Journal*.
- Peng, G.Z., Camp, R.D., & Beamish, P.W. (in preparation). ‘Temporal Distance and Subsidiary Control’.
- Peng, G.Z., & Beamish, P.W. (in preparation). ‘Host Country Long Term Orientation and MNC Expatriate Staffing: From Transaction Cost to Transaction Value’.
- Peng, G.Z., & Beamish, P.W. (in preparation). ‘The Effect of National Ethical Environment on MNC Subsidiary Ownership: Transaction Cost and Learning Perspectives’.
- Peng, G.Z. (in preparation). ‘The Effect of National Corporate Responsibility Environment on Japanese MNCs’ Location Choice’.
- Peng, G.Z., & Beamish, P.W. (in preparation). ‘Corporate Governance and Japanese MNCs’ Internationalization Strategies’.

## ***E2. Cases and teaching notes in preparation***

- Peng, G.Z., & Beamish, P.W. Titles withheld.

## **TEACHING EXPERIENCE**

- (2009 — Present) Taught the following courses at the University of Regina:
  - Undergraduate Level:*
  - BUS 308:** International Business
  - BUS 309:** International Trade Management
  - BUS 306:** Business Ethics
  - 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

### **Ad Hoc Reviewer**

#### Journals:

- Academy of Management Journal
- Journal of World Business
- Journal of Management Studies
- Asia Pacific Journal of Management
- Journal of International Management
- Canadian Journal of Administrative Sciences
- Emerging Markets Finance and Trade

#### Conferences:

- Academy of International Business (AIB)
- European International Business Academy (EIBA)
- Academy of Management (AOM)

#### Grants:

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

### **Conference Session Chair**

- Academy of International Business Conference (2013):  
Session 3.3.13: Interactions between Foreign-Owned and Indigenous Firms

### **Discussant**

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

## **ADMINISTRATIVE SERVICE**

- Member of the Undergraduate Scholarship Committee, Faculty of Business Administration, University of Regina, 2009-2010.
- Member of the University of Regina International Faculty Committee, University of Regina, 2010-2011.
- Member of the Undergraduate Program Committee, Faculty of Business Administration, University of Regina, 2011-2012.
- Member of the Dean's Advisory Committee, Faculty of Business Administration, University of Regina, 2013-2015.