

GEORGE Z PENG

Associate Professor

Hill Business School, University of Regina
Regina, Saskatchewan, S4S 0A2, Canada
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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 2010) (Supervisor: Paul W. Beamish)
OCLC Number/Unique Identifier: 738400023
ISBN: 9780494543276 / 0494543272
Available at *Library and Archives Canada*:
<https://www.collectionscanada.gc.ca/obj/thesescanada/vol2/002/NR54327.PDF>
- **MBA** College of Business
Clemson University, South Carolina, United States, 2004
- **M.S.** Major: Project Management
Department of Civil Engineering
Clemson University, South Carolina, United States, 2001
- **M.S.** Major: Environmental Engineering
School of Civil and Environmental Engineering
Nanyang Technological University, Singapore, 2000
Thesis *Sorption of PAHs onto Marine Clay* (© Z. Peng 2002)
(Co-Supervisors: Jing-Yuan Wang 王靖元 / Andrew Joo-Hwa Tay 郑俊华)
doi: <https://hdl.handle.net/10356/11977>
- **B. S.** Major: Civil Engineering
Dalian University of Technology, Dalian, China, 1989

ACADEMIC POSITIONS

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

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 (2025). 'National Corporate Responsibility Institutions as a Determinant of FDI: A Subdimensional Analysis'. *SN Business & Economics*, 5(5), Article 39: 1–48.
doi: <https://doi.org/10.1007/s43546-025-00804-z>
- **Peng** GZ, Beamish PW (2019). 'Subnational FDI Legitimacy and Foreign Subsidiary Survival'. *Journal of International Management*, 25(3), Article 100662: 1–19.
doi: <https://doi.org/10.1016/j.intman.2018.12.003>
- **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.
doi: <http://dx.doi.org/10.1007/s10490-013-9362-8>
- **Peng** GZ, Beamish PW (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** GZ (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** GZ, Beamish PW (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 TJ, **Peng** GZ, Brouthers LE, Beamish PW (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** GZ, Beamish PW (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 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. [393 pages]
doi: <https://doi.org/10.1007/978-3-030-46878-1>
<https://link.springer.com/book/10.1007/978-3-030-46878-1>
<https://www.palgrave.com/gp/book/9783030468774>

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. ISBN 978-1-78811-411-0. Cheltenham: Edward Elgar.
doi: <http://dx.doi.org/10.1111/j.1740-8784.2007.00079.x>
<https://www.elgaronline.com/view/edcoll/9781788114110/9781788114110.00021.xml>

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.
doi: <http://vip.hnadl.cn/article/detail.aspx?id=25027383>

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 (Extended Abstracts)*. Bangkok, Thailand, December 6-8, 2023.
doi: <https://doi.org/10.1007/s43546-025-00804-z>
- **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***]
doi: <http://dx.doi.org/10.2139/ssrn.3438818>
- **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.
doi: <http://dx.doi.org/10.2139/ssrn.3920020>
- **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***] Abstract at:
doi: <https://doi.org/10.5465/ambpp.2016.109>
- **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.
doi: <http://dx.doi.org/10.2139/ssrn.3920020>
- **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.
doi: <http://dx.doi.org/10.5465/AMBPP.2008.33716548>
<http://dx.doi.org/10.2139/ssrn.1957441>
[***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-](https://www.businesswire.com/news/home/20181001006011/en/Wharton-Research-Data-Services-Announces-Addition-Toyo)

[Services-Announces-Addition-Toyo](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 Sun DD, Englehardt AJ, Tay JH (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** (2025). ‘The Impact of Origin and Destination Country Time Orientations on FDI Inflow: Unravelling the Profile and Distance Effects’. *Academy of International Business Middle East & North Africa 2025 Chapter Conference*. Dubai, United Arab Emirates.
- **Peng GZ** (2024). ‘Host Country FDI Legitimacy and Inward FDI: A Hierarchical Identity-Enhanced Organizational Ecology Perspective’. *Academy of International Business U.S. Northeast Chapter Annual Conference*, Boston, Massachusetts.
- **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.
doi: <https://doi.org/10.1007/s43546-025-00804-z>
- **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.
doi: <http://dx.doi.org/10.2139/ssrn.3941716>
- **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, China.
[**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**] Abstract at:
doi: <http://dx.doi.org/10.5465/AMBPP.2016.109>
- **Peng GZ, Camp R (2015).** ‘Temporal Distance and Subsidiary Control’. *Academy of Management Meeting*, Vancouver, British Columbia, Canada. Abstract at:
doi: <http://dx.doi.org/10.5465/AMBPP.2015.11840abstract>
- **Peng GZ, Beamish PW (2014).** ‘Subnational FDI Legitimacy and the Survival of Foreign Subsidiaries’. *Academy of Management Meeting*, Philadelphia, Pennsylvania. Abstract at:
doi: <http://dx.doi.org/10.5465/AMBPP.2014.14264abstract>
- **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. Abstract at:
doi: <http://dx.doi.org/10.5465/AMBPP.2008.33716548>
[**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, October 30-November 1, 2001.
- Wang JY, **Peng** Z, Tay JH (2001). 'Sorption Study of PAHs onto Marine Clay'. *The Seventh Mainland-Taiwan Environmental Protection Academic Conference*, Wuhan, China, April 21-25, 2001.

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：传统医药实现产品和市场多元化], 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 – 2008**

Taught an MBA course (*Transnational Management*) at Hohai Business School, Hohai University, using the case method.

▪ **2008 – 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
- AIBMENA: Academy of International Business Middle East & North Africa
- 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)
NSF Proposal Number 1027516:
Foreign firm Survival: The Effect of Competition, Legitimation and Learning
Investigators: Yuping Zeng & Dean Xu

Books

- Review panel member (2016):
Transnational Management: Text, Cases and Readings in Cross-Border Management (8th Ed.)
Authors: Christopher Bartlett & Paul Beamish
Publisher: Edward Elgar Publishing

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)