


Curriculum Vitae for XMUM Official Website

	Name	YANG Junjie
	Current Position	Associate Professor
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BIOGRAPHY

Dr. YANG Junjie is an Associate Professor at the School of Economics and Management (SEM), Xiamen University Malaysia (XMUM). He was jointly trained by Nankai University China and Nanyang Technological University Singapore, and received his PhD degree in Management. Before he joined XMUM, he worked as research fellow at Asian Business Case Centre, Nanyang Business School, Nanyang Technological University, Singapore. He is also an Adjunct Research Fellow at Center for Belt & Road Economic Development Research, Shandong University of Finance and Economics, China.

RESEARCH INTERESTS

International Business, Strategic Management, ESG

EDUCATIONAL BACKGROUND

- PhD in Management, China Academy of Corporate Governance/Business School, Nankai University, China (2016)
- Joint training PhD student, Nanyang Business School, Nanyang Technological University, Singapore (2014)

WORKING EXPERIENCE

- Associate Professor, School of Economics and Management, Xiamen University Malaysia (2022- present)
- Assistant Professor, School of Economics and Management, Xiamen University Malaysia (2018- 2021)
- Adjunct Research Fellow, Business School, Northwest Normal University, China (2019-2022)
- Adjunct Research Fellow, Center for Belt & Road Economic Development Research, Shandong University of Finance and Economics, China (2018- present)
- Research Fellow, The Asia Business Case Centre, Nanyang Business School, Nanyang Technological University, Singapore (2016-2018)

RESEARCH EXPERIENCE / GRANTS

- Principal Investigator. Industrial Research Project: Tourism market analysis reports (Malaysia and Indonesia), China Cultural Centre in Kuala Lumpur, Malaysia (2022-2023)
- Principal Investigator. Implementation of political corporate social responsibility as strategy to manage business-government-society relationship in China, Xiamen University Malaysia (2022-2024)
- Principal Investigator. The regime changes in host country, legitimacy crisis of cross-border investments and non-market strategies: The case study of “the Belt and Road Initiative” investment projects in Southeast Asia. Guangdong Basic and Applied Basic Research Foundation(2021A1515110970), China (2021-2024)
- Principal Investigator. Ali Living Water (Huoshui) Plan Research Project: Teaching case study - Practical cases, mechanism of action and the promoting value of platform economy in the rural vitalization, Ali Research Institute (Alibaba Group), China (2021-2022)
- Principal Investigator. A report on infrastructure construction projects of “the Belt and Road Initiative”, China Construction Bank (Asia), Hong Kong, China (2019-2020)
- Principal Investigator. The internationalization of state-owned multinational enterprises (SOMNEs): How does home-country support firms to gain legitimacy in host markets, Xiamen University Malaysia (2019-2022)
- Collaborator. The firm founders’ resource endowment, and its interaction with the anti-takeover provisions: The theoretical studies and applications, National Natural Science Foundation of China Research Project (71702114), China (2018-2020)
- Collaborator. The formation and impacts of "dual level" human resource flexibility in the dynamic environment, National Natural Science Foundation of China Research Project (71702131), China (2018-2020)
- Collaborator/Co-PI. Overcoming core stigma: The case of Chinese firm expansion into the United States, MOE Academic Research Fund Tier-1 Project, Nanyang Technological University, Singapore (2016-2019)
- Collaborator. Identity management by MNCs to maintain legitimacy in the changing Chinese institutional environment, MOE Academic Research Fund Tier-1 Project, Nanyang Technological University, Singapore. Singapore (2016-2019)
- Collaborator. Hybrid strategies to manage competing institutional logics: A comparative case study of Chinese SOEs, MOE Academic Research Fund Tier-1 Project, Nanyang Technological University, Singapore (2015-2018)

REPRESENTATIVE PUBLICATIONS

Journals:

- **Yang, J. J.**, Tsui-Auch, L. S. and Wang, X. L. 2021. De-hybridization in the face of the Party-state: A Longitudinal Case Study of a Chinese SOE’s Corporate Governance Responses to Institutional Change. *Journal of Business Ethics*. (FT 50, ABDC A, SSCI Q1)
- Tsui-Auch L.S., Huang, D.D., **Yang, J.J***, & Koh, S.Z. 2021. 2022. Double trouble: Containing public disapproval arising from an interplay of stigmatized categories. *Journal of*

Management Studies, 59(8), 2101-2123. (*the corresponding author) (FT 50, ABDC A*, SSCI Q1)

- Liu, X. X., Tsui-Auch, L. S., **Yang, J. J.***, Wang, X. L., Chen, A. H., & Wang, K. 2019. The Color of Faults Depends on the Lens: MNCs' Legitimacy Repair in Response to Framing by Local Governments in China. *Management and Organization Review*, 15(2): 429-458. (*the corresponding author) (ABDC A, SSCI Q2)

Book Chapters:

- Yap, T. L., **Yang, J. J.***, & Zhang, Y. H. 2021. *Towards Integration of Green Finance and Belt and Road Initiatives in ASEAN* In H. N. Au Yong, X. Yuan, & L. Low (Eds.), *China's Belt and Road Initiative: Going Global and Transformation in the Global Arena*: 99-120. Singapore: World Scientific Publishing.
- Tsui-Auch, L. S., **Yang, J. J.**, & Yoshikawa, T. 2016. *Change and Continuity in Corporate Governance Structures: A Study of Korea, Malaysia and Singapore* In W. Whitley, & X. Zhang (Eds.), *Changing Asian Business Systems*: 209-228. Oxford, UK.: Oxford University Press.

Conferences/workshops:

- Tsui-Auch, L. S., **Yang, J.J.***. 2022. Interplays of political ties and social evaluation of emerging market multinational corporations. Paper presented at the **82nd Annual Meeting of the Academy of Management (AOM)**, August 5-9, Seattle, Washington, U.S. (Online).
- **Yang, J.J.**, Wang, Z. Y. 2021. Ownership structure, perceived identity and strategic behavior: A view of institutional logic. Paper accepted to be presented at **2021 International Association for Chinese Management Research (IACMR) Conference**, June 17-21, Xi'an, China (Online).
- Tsui-Auch, L. S., Huang, D.D., **Yang, J.J.***, & Koh S, Z. 2020. Sailing against the current: Emerging market firms amid local legitimacy concerns. Paper accepted to be presented at **2020 Academy of International Business (AIB) Conference**, July 2-6, Miami, U.S. (Online).
- **Yang J.J.**, Tsui-Auch, L. S., Wang, X. L. 2018. Hybrid Structure to Manage Stakeholder Conflicts: An In-Depth Case Study of a Chinese State-Owned Enterprise. Paper presented at **Strategic Management Society (SMS) Special Conference**, June 7-9, Oslo, Norway.
- **Yang J.J.**, Tsui-Auch, L. S., Wang, X. L., & Lee, C. 2018. Tackling Stigmatization When Making Cross-border M&A: An Exploratory Study of a Chinese SOMNE. Paper accepted to the Paper Development Workshop organized by **Global Strategy Journal**, June 7, Oslo, Norway.
- Tsui-Auch, L. S., Liu, X. X., **Yang, J. J.**, Wang, X. L., Chen, A. H., & Wang, K. 2017. MNCs in Varying Local Environments: Legitimacy Repair in Response to Framing by Governments. Paper presented at the **77th Annual Meeting of the Academy of Management (AOM)**, August 4-8, Atlanta, U.S.

Teaching Cases:

- Sia, S. K, **Yang, J. J.**, & Lim, W. K., 2019. Giving data a voice: The rise of TalkingData, *Asian Business Case Centre*, Case Reference No. ABCC-2019-007. Distributed by **Harvard Business Publishing**.
- **Yang, J. J.**, & Choo, C. 2018. China Eastern Airlines (CEA): Strategic Pathway to Internationalize. *Asian Business Case Centre*, Case Reference No. ABCC-2018-020. Distributed by **Harvard Business Publishing**.
- **Yang, J. J.**, Wang, X. L., & Tsui-Auch, L. S. 2018. Yankuang Group Company (YGC): The Internationalization Strategy of a Chinese Mining State-Owned Enterprise (Cheng zhang wei kua guo ju tou de zhong guo guo you qi ye-Yankuang ji tuan gong si de guo ji hua zhan lue). *Asian Business Case Centre*, Case Reference No. ABCC-2017-023CH. Qualified case of **2017 Global Contest for the Best China-Focus Cases**, No. GC-17-033, Distributed by **Global Platform of China Cases, China Europe International Business School, Shanghai MBA Case Library**.
- **Yang, J. J.**, Wang, X. L., & Tsui-Auch, L. S. 2017. Yankuang Group Company (YGC): The Internationalization Strategy of a Chinese Mining State-Owned Enterprise. *Asian Business Case Centre*, Case Reference No. ABCC-2017-023. Distributed by **Harvard Business Publishing**.
- Xie, R, **Yang, J. J.**, & Chen, G. 2017. China's State-owned Enterprise Reforms: Then and Now. *Asian Business Case Centre*. Case Reference No. ABCC-2017-004. Distributed by **Harvard Business Publishing**.
- Wu, L. D., Wang, K., **Yang, J. J.**, Jiang, J., Wang, Z. Y., Yang, Z. W., & Yuan, F. 2014. Diversification Strategy and Change of Corporate Governance Structures in CHINALCO (Zhong guo lv ye gong si duo yuan hua zhan lue zhuan xing yu qi ye ji tuan zhi li jie gou bian ge). *China Management Case-sharing Center*, Case Reference No. CPGN-0058.

HONORS/AWARDS

- Ali Living Water (Huoshui) Plan Scholar, Ali Research Institute (2021)
- Special Appreciation Award for Faculty Advisor, Lions Clubs International (2020)
- Winner of the Top 100 Management Case Awards, National MBA Education Supervisory Committee, China (2014)