

Qingjiu (Tom) Tao

OFFICE ADDRESS

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EDUCATION

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|------|---|--|
| 2004 | Katz Graduate School of Business
University of Pittsburgh
Ph.D. in Strategic Planning and Public Policy
Major Field: Strategic Management
Minor Field: International Business | Pittsburgh, PA, U.S.A. |
| 1994 | China Aero-Information Center
School of Management
Beijing University of Aeronautics and Astronautics
Master of Science | Beijing, China
Beijing, China |
| 1991 | Beijing University of Aeronautics and Astronautics
Bachelor of Aerospace Engineering with Honors | Beijing, China |

EMPLOYMENT HISTORY

- 08/2020-Present Assistant Professor, Lerner College of Business and Economics,
University of Delaware, Newark, DE
- 08/2015- 2020 **Assistant Professor**, college of Integrated Science and Technology,
James Madison University, Harrisonburg, VA
- 08/2009- 2014 **Assistant Professor**, college of business, James Madison University
Harrisonburg, VA
- 01/2004-07/2009 **Assistant Professor**, College of Business, Lehigh University
Bethlehem, PA
- 01/2003-12/2004 **Instructor**, Lehigh University Bethlehem, PA
- 01/1996-06/1996 **Deputy Chief Editor** Beijing, China
China Aero Information Center
- 04/1994-01/1996 **Industry Analyst** Beijing, China
China Aero Information Center

PUBLICATIONS

Qingjiu Tao, (1994). U.S. Aerospace Industry in Transition. *International Aviation*, Vol. 11, 27-30; Vol. 12, 14-17

Zhang, Z, Tao, Q and Wang, L. (1996). *Survey of World Aerospace Industry*, Beijing, Aviation Industry Press.

Bao, C., Tao, Q., and Dai, L., (1998). The Developing Chinese Competitive Intelligence Professionals, *Competitive Intelligence Review*, Vol. 9 (4), 42-47.

Tao, Q., and Prescott, J., (2000). China: Competitive Intelligence Practices in an Emerging Market Environment. *Competitive Intelligence Review*. Vol. 11(4), 65-78

Qingjiu Tao, (2005). Race to the Great Wall—Multinational Corporations in China's Passenger Car Market. In Mike Peng (Ed.) *Global Strategy*. Thomson-Southwestern. 165-170.

Qingjiu Tao, (2008). Competing in China's Auto Market. In Mike Peng (Ed.) *Global Business*. Spring 2008 Thomson-Southwestern.

Joy Jiang, Qingjiu Tao, and Mike Santoro (2010), Alliance Portfolio Diversity and Corporate performance—The case of global automobile industry. *Strategic Management Journal*. Vol 31 (10), 1136-1144.

Jinsong Wang, Xiting Gong, Qiwen Wang, and Qingjiu Tao. (2010). The impact of market, government and environment on research output of Chinese Medical Field. *International Journal of Information Systems and Change Management*, Vol. 4 (3). 258-271.

Qingjiu Tao. (2010). All roads led to Beijing—the developing Chinese Auto Industry. In Mike Peng (Ed.) *Global Strategy, third edition*.

Qingjiu Tao. (2010). BYD and Shanghai Baoshan Steel Corporation. On "A guide to Top 100 Companies in China", Edited by Wenxian Zhang and Ilan Alon, Edward Elgar Publishing.

Qingjiu Tao. 2010. Competitive Intelligence and Outward Foreign Direct Investment. On "*Progress in Competitive Intelligence Research and Practices (2010)*", Edited by Professor Xinzhou Xie. Beijing: Peking University Press.

Tao, Q. , Prescott, J. E., Tsu, S. (2011) Smarter Mover Advantage: A Longitudinal Analysis of International Joint Ventures in China's Auto Market,. *Strategic Alliances In a Globalizing World*. Edited by T.K. Das. Information age publishing.

Qingjiu Tao. 2011. On evaluating and effectively using competitive intelligence software. On “*Progress in Competitive Intelligence Research and Practices (2011)*”, Edited by Professor Xinzhou Xie. Beijing: Peking University Press.

Qingjiu Tao. 2013. Competitive Intelligence and Due Diligence—the case of Muddy Water Research. *The development of Competitive Intelligence -- Case Analysis*. Edited by Professor Xinzhou Xie. Peking University Press.

Qingjiu Tao, Joy Jiang and Mike Santoro. 2014. Expand or retrench? Alliance portfolio adaptation to environmental jolts. Accepted for publication. *International Journal of Business Environment*.

Qingjiu Tao, Joy Jiang. 2014. Pace of Expansion and FDI Performance: The Case of Auto FDI in China. Accepted for publication. *American Journal of Industrial and Business Management*

Qingjiu Tao. 2015. The Difference between American and Chinese Competitive Intelligence Practices. *Competitive Intelligence*. Vol 11 (2). 42-45.

Qingjiu Tao. 2015. Competitive Intelligence Support for Cross-Border M&A. *2015 SCIP/CICI China Competitive Intelligence Summit Conference Proceeding*. 174-187.

Wen Hongjian and Qingjiu tao. 2016. Dialogue: Competitive Intelligence Education in China and the U.S. *I am SCIP Magazine*. Vol 3 (1), 91-105.

Olex Osiyevskyy, Qingjiu Tao, Joy Jiang, and Mike Santoro. 2017. Opportunity is in the Eye of Beholder: The Rational and Behavioral Drivers of Alliance Portfolio Adaptation to Performance Shortfalls and Environmental Jolts. *International Journal of Entrepreneurship and Innovation*. 18(2), 115-127. Sage.

Working Papers and Projects

Qingjiu Tao, Oleksiy Osiyevskyy (Northeast University), Joy Jiang (Oakland University) and Mike Santoro (Lehigh University). Casting a wide net in familiar and unfamiliar waters. Underreview in Academy of Management Annual Conference.

Qingjiu Tao and Cipher systems. 2018. White paper on the State of Competitive Intelligence in life science sectors.

Qingjiu Tao and Council of CI Fellows. 2019. A survey of Competitive Technical Intelligence Practice in the U.S.

Qingjiu Tao and Hui h. Sono. Liability of Foreignness and market entry strategies—International Joint ventures in China’s auto market.

Qingjiu Tao, John Prescott, Sean Tsu, Jing Sun. Market entry, resource development and environment change—a longitudinal study of alliances in China’s auto industry. Being prepared for Strategic Management Journal.

Qingjiu Tao, Ongoing war of a standard, the case of WIFI V.S. WAPI. This is a case I am writing up after an interview I did with the CEO of IWNCOMM.

Qingjiu Tao. The development of Green Auto Index (With PVMI and BIT)

Instructional Materials (unpublished cases)

Qingjiu Tao. 2012. Competitive Intelligence in Action--how Muddy Water attacked listed firms.

Qingjiu Tao. 2011. The age of fighting sail—The secret behind Royal Navy’s Success.

RESEARCH PROJECTS AND COMPETITIVE GRANTS

- 2016 CISE Mini-Grant, \$750 for Software Purchase
- 2015 National Retail Foundation Conference Grant, \$1500

- 2012 Faculty Research Fund from James Madison University, \$6500.
- 2011 Research Fund from JMU Center of Entrepreneurship, \$3000
- 2011 Faculty Teaching Fund from James Madison University, \$6500.
- 2010 Faculty Research Fund from James Madison University, \$6500.
- 2009 Faculty Research Fund from James Madison University, \$6500.

- 2007 Faculty Research Fund from Martindale Center, \$10,000 with Mike Santoro, on Alliance Portfolio Evolution.

IMVP (International Motor Vehicle Program) Competitive Grant on Alliance Portfolio Strategies in China’s Auto Market, \$8000.

- 2005 Lehigh University Faculty Research Grant \$2400.

- 2004 Joint Faculty Research Fund from College of Business and Economics, \$10,000 with Mike Santoro and Joy Jiang

- 2003 Constructing a longitudinal database on Chinese automobile manufacturers from 1981 to 2003, with RA support from Lehigh University, \$12,000

- 2002 Follow-up Data Collection on China’s Auto Industry
Sponsored by International Business Center,
University of Pittsburgh, \$1000

- 2001 A field study of International Joint Ventures in China’s Auto Industry
Sponsored by International Business Center,
University of Pittsburgh, \$3000

- 2000 Alliance formation in China's Auto industry, Sponsored by International Business Center, University of Pittsburgh, \$3300
- 1999-2000 A field Study of Competitive Intelligence in China
Sponsored by International Business Center, \$6500
University of Pittsburgh, w/John Prescott
- 1999 Survey of Competitive Intelligence Practices in China
Sponsored by Society of Competitive Intelligence Professionals, \$4500
W/John Prescott
- 1998 Transformation of SOE in China
Sponsored by International Business Center, \$5000
University of Pittsburgh, w/ Raghu Nath

EDITORIAL BOARD MEMBERSHIP

- 2003-2009 Editorial board of JCIM (Journal of Competitive Intelligence and Management).
- 2010-2016 Editorial board of Advance in Competitive Intelligence (Peking University).
- 2014 Guest Editor of International Journal of Technology Transfer and Commercialization
- 2015-2019 Editorial board of Competitive Intelligence (Shanghai)

CONFERENCE PRESENTATIONS/PANEL DISCUSSIONS

Invited Presentations and Panel Discussions

- Qingjiu Tao. October 2018. War Gaming for business in time of Crisis. Beijing, China.
- Qingjiu Tao. August 2018. Technology Innovation and Due Diligence. Shenzhen. China
- Qingjiu Tao and Arik Johnson. June 2018. Next Generation of Competitive Intelligence. Shanghai Jiaotong University. Shanghai. China.
- Qingjiu Tao. June 2018. Competitive Intelligence in Action—Due Diligence in stock markets. Nankai University. Tianjin, China.
- Qingjiu Tao. June 2018. IP and technology commercialization in the U.S. International forum on IP operation. Shanghai, China
- Qingjiu Tao. June 2018. Technology commercialization in U.S. universities. Sanjiang IP forum. Zhenjiang, China.
- Qingjiu Tao. October, 2017. Global technology scouting and due diligence. Exploring emerging technologies conference hosted by Shanghai Library. Shanghai, China.

Qingjiu Tao. August 2017. Intellectual property due diligence and innovation. Seminar on Science and Technology, Beijing Institute of Science and Technology. Beijing, China.

Qingjiu Tao. March 2017. Opportunities for investing in technology startups. World Association of Chinese Technology Managers (WACTM) annual conference at Hollywood, FL.

Qingjiu Tao. Nov. 2016. Panelist. Competitive Technical Intelligence Conference. Beijing. China.

Qingjiu Tao. April 2016. How Two Top Universities Are Preparing the Next Generation of Intelligence Analysis. Webinar from Aurora WDC.

Qingjiu Tao and Fang Gu. April 2016. Conducting Competitive Intelligence in China. Reconverge G2 conference at Madison, Wisconsin.

Qingjiu Tao. Feb 2016. Chinese outward FDI in high-tech industries. Association of University Technology Managers (AUTM) annual conference at San Diego, CA.

Qingjiu Tao. Nov. 2015. Panelist. CI summit. 21 annual conference of SCIC. Xian, China.

Qingjiu Tao. Nov. 2015. Competitive Analysis Methods. Seminar for National Science and Technology Library at Beijing, China.

Qingjiu Tao. Nov. 2015. Competitive Intelligence and Due Diligence. Peking University.

Qingjiu Tao. August 2015. How to Analyze and Interpret China's Recent Stock Market Turmoil. Webinar from Aurora WDC.

Qingjiu Tao. July, 2015. How Chinese Companies Make Investment Decisions in the U.S.. Webinar from Aurora WDC

Qingjiu Tao. July, 2015. How to Perform Due Diligence on Companies Operating in China. Webinar from Aurora WDC

Qingjiu Tao. July, 2015. Yin and Yang, China's Innovation Effort in EV development. Strasburg, Germany.

Qingjiu Tao. March, 2015. CI support for Cross-border M&A. Shanghai. SCIP 2015 Shanghai Summit.

Qingjiu Tao. 2014. Situation room--where big data and CI meet to create competitive advantage. ICCI 2014 International Conference on Competitive Intelligence. Beijing, China.

- Qingjiu Tao. 2014. Chair the session: Temporary Advantages and Firm Strategy. Academy of Management Annual conference, Philadelphia, PA.
- Qingjiu Tao. 2014. Challenges in conducting CI in China. SCIP annual conference at Orlando, FL.
- Qingjiu Tao. 2013. Green auto index and China's auto market. PVMI (Program on Vehicle and Mobility Innovation) conference at Wharton School. Philadelphia, PA.
- Qingjiu Tao, Mike Santoro, Paul Bierly. 2013. Alliance Portfolio Strategy in China's Auto Industry. For AOM PDW from (Auto)mobile to mobility and Industrial Corporate Change special issues. Orlando, FL.
- Qingjiu Tao, Joy Jiang and Mike Santoro. 2013. Expand or retrench? Alliance portfolio adaptation to environmental jolts. Mid-atlantic Strategy Colloquium at Virginia Tech.
- Tao, Q. Dec. 2012. Competitive Intelligence in Action: The Case of Muddy Water's attack on listed firms. ICCI 2012 International Conference on Competitive Intelligence. Beijing, China.
- Qingjiu Tao, Ruihua Jiang and Mike Santoro. 2012. Environmental jolts and alliance portfolio diversity: A real options perspective. 2012 Annual conference of IACMR (International Association of Chinese Management Research), paper development workshop.
- Tao, Q. Nov. 2011. Evaluating Competitive Intelligence Software. Peking University.
- Tao, Q. (Presenter & Author), IMVP 2011 Annual Researchers' Meeting, University of Tokyo and Hosei University, Tokyo, Japan, "China's New Energy Vehicle Strategy", International, Invited. (March 2, 2011).
- Tao, Q. (Presenter & Author), International conference on technological innovation and competitive technical intelligence 2010, Beijing University and CNKI and SPRINGER, Beijing, China, "CI and global oriented Chinese enterprises", International, published in proceedings, Invited. (November 2010).
- Qingjiu Tao, Nov 8th, 2009. The development of Green Auto Index. Speech at IMVP Berlin Conference. Berlin, Germany.
- Qingjiu Tao, July 9th, 2009. The Strategic Value of Competitive Intelligence and Establishing CI Function. Speech at Commercial Airplane Corporation of China, LTD. (COMAC), Shanghai, China.
- Qingjiu Tao, June 11st, 2009. Competitive Intelligence and Strategic Management. China Aerospace Development Research Center, Beijing, China.

Qingjiu Tao, April 16, 2009. Competing in China's Auto Market. "Focus on the Future" Automotive Research Conference at University of Michigan. Ann Arbor, Michigan.

Qingjiu Tao, March 6th, 2009. World Economic Crisis and Chinese Auto Industry. IMVP researcher's conference at University of Tokyo, Tokyo, Japan.

Qingjiu Tao, July 16th, 2008. R&D and Technological Advances in Chinese Auto Industry. Testimony for U.S. –China Economic & Security Commission at Senate Office Building, Washington, DC.

Qingjiu Tao, June 13th. Timing, resource commitment, resource development and sustained inter-firm performance differences. 2007 IMVP Researcher's Meeting and Automotive Mini-Conference, Wharton School of Business, University of Pennsylvania, Philadelphia, PA.

Qingjiu Tao, Nov 6-7th. Smart Mover Advantage: Timing, resource commitment and market entry performance. 2004 INFORMS College on Organization Science Conference, Dartmouth College, Hanover, NH

Qingjiu Tao, Dec 8th. In Search for rigor--Challenges in International CI Research. 2000 Academic Conference of Society of Competitive Intelligence Professionals, Philadelphia, PA

Qingjiu Tao, April. The Impact of National Culture and Organizational Culture on CI Practices. The 13th Annual Conference of Society of Competitive Intelligence Professionals, Chicago, IN (1998)

Refereed Presentations

Qingjiu Tao, Joy Jiang, Mike Santoro and Olex Osiyevskyy. Opportunity is in the Eye of Beholder: The Rational and Behavioral Drivers of Alliance Portfolio Adaptation to Performance Shortfalls and Environmental Jolts. The 6th Israel Strategy Conference. Jerusalem, Israel. Dec 2015.

Osiyevskyy, O; Qingjiu Tao; Joy Jiang and Mike Santoro. Rational and Behavioral Drivers of Alliances Portfolio Adaptation to Performance Shortfalls and Environmental Jolts. Oct 2015. Strategic Management Society Annual Conference in Denver, CO.

Qingjiu Tao, Joy Jiang and Mike Santoro. 2014. Expand or retrench? Alliance portfolio adaptation to environmental jolts. Academy of Management annual conference at Philadelphia, PA.

Qingjiu Tao. The development of green auto index: a global alliance approach. Presented at Industry Studies Association Annual Conference, Pittsburg, PA. May 2011.

Qingjiu Tao, Mike Santoro, Joy Jiang and Zhen Tang. Evolution of Alliance Portfolio Diversity and Firm Performance—The Case of Global Telecom Industry. Presented at Academy of Management Annual Conference, Philadelphia, PA. August 2007.

Qingjiu Tao and Ruihua (Joy) Jiang. Pace of Expansion and FDI Performance: The Case of Auto FDIs in China. Presented at Annual Conference of Association of International Business, the leading conference in the area of international business, Beijing, China. June 2006.

Qingjiu Tao, Mike Santoro and Joy Jiang, Alliance Portfolio Diversity and Corporate performance—The case of global automobile industry. Presented at Academy of Management Annual Conference, Atlanta, Georgia. August 2006.

Qingjiu Tao and John E. Prescott. Roads to Success--Sustained Inter-firm Performance Differences in China's Automobile Market 1983-2002. August 2005. Academy of Management Annual Conference, Honolulu.

Qingjiu Tao and John E. Prescott. "Timing, Resource Commitment, Resource Development and Performance—International Joint Venture in China's Auto Market. Academy of Management Annual Conference, New Orleans, (2004),

Qingjiu Tao. "The Road to Success—A Resource-based View on the Evolution of IJVs in China's Auto Industry". Academy of Management Annual Conference, Seattle, WA (August, 2003)

Qingjiu Tao and John E. Prescott. "Competitive Intelligence Practice in Emerging Market Environment—The China Case". The 15th Annual International Conference of Society of Competitive Intelligence Professionals, Seattle, WA (March, 2001)

Qingjiu Tao and Ragu Nath. "The transition of SOE in China-a comparative management perspective". International Comparative Management Conference, Kaoxiong, Taiwan (Dec, 2000)

Qingjiu Tao. "Alliance Formation in Emerging Markets—An Institutional Perspective", Academy of Management Annual Conference Chicago, IN (August, 1999)

Qingjiu Tao and Ragu Nath. "The Transformation Management in China (1978-1998)" International Conference on Economic Reform in Russia, China and India. Michigan State University, East Lansing, MI (October, 1998)

ACADEMIC FELLOWSHIPS, SCHOLARSHIPS, AND AWARDS

2018	Inductee for CI fellow in Council of CI fellows
2007	Recipient of Competitive IMVP grant
2005	Junior Faculty Consortia, BPS Division, Academy of Management
2004	Junior Faculty Consortia, IM Division, Academy of Management

2001 Doctoral Consortia, IM Division, Academy of Management
 2000 Doctoral Consortia, BPS Division, Academy of Management
 1998-2000 Recipient of CIBER Research Grant
 1996-2000 Katz Ph.D. Program Fellowship
 1996-1997 GAR Foundation Fellowship

Recent Executive Teaching Experience

Dec 2018 Strategy Simulation, Hongkong University of Science and Technology, EMBA
 Nov 2018 War Game on Competitive Dynamics, Alibaba, Shanghai.
 Aug 2017 Innovation Camp, Beijing
 Dec 2016 Strategy Simulation, Mandray Corp. Shenzhen
 Aug 2016 Marketplace Simulation, ZTE, Shenzhen

TEACHING AND ADVISING

Summer 2019 Competitive Intelligence and Org Design, Georgetown University, SCS
 Fall 2018 Capstone Project 440, Advance CI IA 370, CTI IA 480,
 Hack4diplomacy (Design Thinking) IA 480
 Spring 2018 Capstone Project IA 450, Global CI IA 210, Understanding China
 Fall 2017 Capstone Project IA 440, CTI IA 480, Issues in CI IA 480
 Summer 2017 Strategy and Competitive Intelligence, MBA, Hohai University
 Spring 2017 Capstone Project IA 450, Global CI IA 210
 Fall 2016 Competitive Technical Intelligence IA 480
 Fall 2016 Capstone Project IA 440, Advance CI IA 480
 Summer 2016 Strategy and Competitive Intelligence, MBA, Hohai University
 Spring 2016 Global Competitive Intelligence, IA 210
 Fall 2015 Special topics on Competitive Intelligence, IA 480
 Fall 2015 Law and Ethical Issues in Intelligence Analysis
 Fall 2009-2015 Strategic Management James Madison University
 Summer 2013 Sustainable development strategy UIBC (University of International
 Business and Economics), Beijing, China. Teaching Evaluation 95/100
 Summer 2009 Global Strategy and Policy-BiMBA at Peking University
 Teaching Effectiveness 4.23/5.00

Fall 2007 **Strategic Management-MBA (Management 406)**
Teaching effectiveness : 4.03/5.00 (n=29, including distance students)

Spring 2007 **Strategic Management (Management 301)**
Teaching effectiveness : 4.75/5.00 (n=24), 4.93/5.00 (n=27), 4.83/5.00 (n=29)

Fall 2006 **Strategic Management-MBA (Management 406)**
 Assistant Professor, Lehigh University
Teaching effectiveness : 4.35/5.00 (n=20)

Spring 2006 **Strategic Management (Management 301)**
 Assistant Professor, Lehigh University
Teaching effectiveness : 4.26/5.00 (n=24) 5.00/5.00 (n=26)
Business Strategy (BUS 326)
Teaching effectiveness : 4.59/5.00 (n=27)

Fall 2005 **Strategic Management (Management 301)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.73/5.00 (n=33) 4.87/5.00 (n=31)

Spring 2005 **Strategic Management (Management 301)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.68/5.00 (n=22) 4.70/5.00 (n=10)

Fall 2004 **Strategic Management (Management 301)**
Teaching effectiveness : 4.47/5.00 (n=30) 4.80/5.00 (n=25)
Assistant Professor, Lehigh University

Spring 2004 **Strategic Management (Management 301)**
Teaching effectiveness : 4.70/5.00 (n=33) 4.69/5.00 (n=32)
Assistant Professor, Lehigh University

Fall 2003 **Strategic Management (Management 301)**
Teaching effectiveness : 4.44/5.00 (n=9) 4.88/5.00 (n=17)
Instructor, Lehigh University

Spring 2003 **Strategic Management (Management 301)**
Teaching effectiveness : 4.64/5.00 (n=28) 4.66/5.00 (n=29)
Instructor, Lehigh University

Summer 2001 **Strategic Management**
Required Course for Senior Undergraduate Students
Part-time lecturer
College of Business Administration, University of Pittsburgh

Spring 2000 **Competing in Global Environment**
Core Strategy Course for Senior MBA students
Teaching Assistant, lecture in several sessions
Katz Graduate School of Business, University of Pittsburgh

Fall 2000 **Strategic Management**
Required Course for Senior Undergraduate Students
Part-time lecturer
College of Business Administration, University of Pittsburgh

Summer 2000 **Strategic Management**
Required Course for Senior Undergraduate Students
Graduate Student Instructor.
College of Business Administration, University of Pittsburgh

Spring 2000 **Competing in Global Environment**
Core Strategy Course for Senior MBA students
Teaching Assistant
Katz Graduate School of Business, University of Pittsburgh

Fall 1999-
Spring 2000 **Managing in Complex Environment**
Required Course for junior Undergraduate Students
Teaching Assistant, in charge of entrepreneurship projects.
College of Business Administration, University of Pittsburgh

SERVICE AND PROFESSIONAL ACTIVITIES

Fall 2018 Running CISE open house for IA program

2017-2018 Invited Reviewer for Journal of Management Studies, a leading journal in the field of strategic management, three papers reviewed.

Fall 2018 Committee member for CISE party on the patio for homecoming.

2018-2019 Scholarship Committee for School of Integrated Sciences

2018 Steering Committee for CISE homecoming event

2018-2019 Disciplinary Accreditation/APT Steering Committee

Spring 2018 IA capstone award committee

Fall 2017-2019 IA assessment committee, coordinator

Spring 2018 Expert commentator for global business TV programs, CGTV

Spring 2018 Presented at two CHOICE program for prospective IA students

Fall 2017 Expert commentator for global business TV programs, CGTV

Fall 2017 Advise a business student team on Booz Allen Hamilton Case Challenge

Fall 2017 Volunteered for IA senior night

Summer 2017 APT Rater for the Center for Assessment & Research Studies at JMU for a week, went through seven programs and give evaluation ratings and feedbacks.

Summer 2017 Reviewer for Journal of Business Research

Fall 2015-2017 Faculty advisor for Jim Mathew's Intelligence Excellence Competition

Fall 2016-2017 Chair, search committee for Cyber Intel position at IA program

Fall 2016-2018 FLAG committee at CISE

Fall 2015-2016 Faculty Advisor for SCIP chapter at JMU

Fall 2015-2016 Coordinator for Aurora WDC Project with JMU

Fall 2015-2016 Coordinator for Siemens Project with JMU

Fall 2015 Recruitment committee member for IA department

Spring 2015 Reviewer for AOM

Spring 2015 Reviewer for AIB

Spring 2015 Reviewer for AOM

Fall 2014-2015 Reviewer for Industrial and Corporate Change, three rounds

Fall 2014 Reviewer for Journal of Business Research

Spring 2014 Serve on Global PDW and course evaluation committee at Association of University Technology Managers.

Fall 2013, 2014. Reviewer for Academy of Management

Summer 2012 Reviewer for Strategic Management Society Mini Conference

Summer 2012 Reviewer for Technovation

Fall 2011-Spring 2015 University EAC Committee

Nov 2011 Served as a speaker/panel expert for COB student diversity society meeting.

Fall 2011 Department curriculum change committee, purple team

Fall 2011 Dalian Science and Technology University EMBA visit

Spring 2011 Interviewed by VOA TV on Chinese 12th five year plan

Fall 2010 Volunteered for JMU PREFACE

Spring 2010 Interviewed by VOA TV on Chinese Auto Market

Fall 2008 Testified before Congressional Commission on R&D in China's auto industry

Fall 2004-2008 Advising undergraduate students on course selection

Fall 2007 Mentor/Advisor for visiting scholar, Dr. Chen from Wuhan University
 Fall 2006 Mentor/Advisor for visiting scholar, Dr. Tang from Hehai University
 2007-2008 Member of Tauck Scholar Committee
 2005-2008 Member of Undergraduate Core Curriculum Committee at CBE
 2006-2008 Member of MBA Core Curriculum Committee at CBE
 2006 Active participation in the exploration of potential joint MBA program with leading Chinese universities.
 2006-2008 Reviewer for Academy of International Business
 2005 Attendance to Faculty Seminar on Global Citizenship Program at Lehigh
 2003-2004 Attendance to University meetings
 Attendance to College Meetings and Academic Advisor for Students Recruiting (meetings at school; meetings at Academy of Management Conference)
 2004 Reviewer for Journal of International Marketing
 2004 Reviewer for International Journal of Technological Management
 2003-2008 Reviewer for The Journal of Competitive Intelligence and Management
 2002 Reviewer for Strategic Management Journal Special Issue on Innovation
 2001-2008 Reviewer for Academy of Management (BPS and IM divisions)
 1998-2004 Ad hoc Reviewer for Eastern Academy of Management
 1996-2008 Member of Academy of Management, Strategic Management Society, Academy of International Business, Society of Competitive Intelligence Professionals, American University Technology Managers
 1996-2008 Founding member of Society of Competitive Intelligence of China
 2003-2008 Founding member of International Association for Chinese Management Research

PROFESSIONAL DEVELOPMENT

Program assessment coordinator forum Spring 2018 and Fall 2017

Pogil (Process Oriented Guided Inquiry Learning) training workshop at May Symposium 2016.

Qualitative Analysis Methods, Center for Faculty Innovation, JMU, January 2016

Academic Portfolio Institute, Center for Faculty Innovation, JMU, May 2014.

Using Debate in Classroom Workshop, JMU, May 2014.

Association of University Technology Management seminar on Technology Evaluation, San Francisco, CA. Feb, 2014.

Association of Industry Studies, Early Career Faculty Consortium, Pittsburgh, June 2011.

Seminar , "Life cycle analysis method", James Madison University, Harrisonburg, VA, Full JMU Funding Received. (May 13, 2010).

Workshop 2011, Teaching Hybrid Courses for Graduate Students. James Madison University, CIT

Workshop 2010, "Professional Grant Development Workshop", James Madison University, Harrisonburg, VA, Full JMU Funding Received. (May 10, 2011 - May 12, 2011). Grant development workshop delivered by grant training center in D.C.

NSF Washington Conference on Competitive Funding Application, April, 2007

BPS Division Junior Faculty Consortium, Academy of Management, August 2005.

IM Division Junior Faculty Consortium, Academy of Management, August 2004.
IM Division Doctoral Consortium, Academy of Management, August 2002
BPS Division Doctoral Consortium, Academy of Management, August 2001.