

# GUI-DENG SAY

Lee Kong Chian School of Business

50 Stamford Road, Singapore 178 899 (Room 5014)

Email: [gdsay@smu.edu.sg](mailto:gdsay@smu.edu.sg)

Webpage: <https://faculty.smu.edu.sg/profile/say-gui-deng-1316>

Updated Sep 2025

## CURRENT POSITION

<b>Assistant Professor of Strategy and Entrepreneurship (Education)</b>	2024
<b>Assistant Professor of Strategic Management</b>	2019
Lee Kong Chian School of Business	
Singapore Management University	

## EDUCATION

<b>Carlson School of Management, University of Minnesota</b>	2018
▪ Ph.D. in Business Administration	
▪ Dissertation: Essays on the role of stakeholders in firms' learning and strategic response to failures	
○ Advisor: Gurneeta Vasudeva	
○ Chair: Shaker Zahra	
○ Member: Daniel Forbes	
<b>HEC School of Management Paris, London School of Economics and Political Science</b>	2011
▪ CEMS Master's in International Management	
<b>National University of Singapore</b>	
▪ M.S., Management (CEMS MIM Scholarship recipient)	2011
▪ Bachelor of Engineering (Environmental)	2011

## RESEARCH INTERESTS

- Organizational failures; Institutional and social activism; Entrepreneurship in emerging economies

## GRANTS AND FELLOWSHIPS

<b>SMU Internal Grant, Lee Kong Chian School of Business, Singapore Management University</b>	2022
▪ Principal investigator, with Trang Pham (U.Missouri)	
▪ Project Title: Diversity Risks and Diversity Leaders Characteristics: A Comparative Study of Corporations and Higher Education Institutions	
▪ Award amount: \$39,050	
<b>Dean's Small Grant, Lee Kong Chian School of Business, Singapore Management University</b>	2021
▪ Principal investigator, with Parthiban David (American U) and Sarv Devaraj (U.Notre Dame)	
▪ Project Title: Not All Resilience Are The Same: Evidence from Firm Responses to Product and Conduct Risk Events (1825-2021)	
▪ Award amount: \$30,000	
<b>Dean's Small Grant, Carlson School of Management, University of Minnesota</b>	2015-2016
▪ Co-investigator with Daniel Forbes (U.Minnesota)	
▪ Project Title: The decision processes of Vietnamese micro-entrepreneurs: An Inductive Study.	

- Award amount: \$7,975

## **PUBLICATIONS**

- [1] Say, Gui Deng and Vasudeva, Gurneeta. 2020 Learning From Digital Failures?: The Effectiveness of Firms' Divestiture and Management Turnover Responses to Data Breaches. *Strategy Science*, 5(2), 71-145.
- [2] Vasudeva, Gurneeta., Nachum, Lilac. and Say, Gui Deng. 2018 A Signaling Theory of Institutional Activism: How Norway's Sovereign Wealth Fund Investments Affect Firms' Foreign Acquisitions. *Academy of Management Journal*, 61(4), 1583-1611.

## **WORKING PAPERS**

- [5] Say, Gui Deng and Forbes, Daniel. Aging in Place: Entrepreneurs' Adaptive Responses to Aging in Rural Vietnam
- [6] Say, Gui Deng and Pham, Trang. Diversity Risks and Diversity Leaders' Characteristics: A Comparative Study of Corporations and Higher Education Institutions (data analysis, target: AMJ).
- [7] Say, Gui Deng. Learning from near failures?: Evidence from Cybersecurity Vulnerabilities

## **SELECTED PRESENTATIONS AND CONFERENCES**

- SMU Faculty Teaching Forum: Authenticity in Teaching, 27<sup>th</sup> November 2024, Invited speaker (2024)
- Centre for Teaching Excellence: Let's Chat Together: Innovating Teaching in the Age of AI Tools, 14<sup>th</sup> April 2022, Invited panelist (2023)
- SMU Faculty Teaching Forum, 12<sup>th</sup> August 2022, Invited speaker (2022)
- SMU Faculty Teaching Forum, 2<sup>nd</sup> December 2021, Invited speaker (2021)
- Departmental Seminar, 11<sup>th</sup> May 2021, at London Business School (2021)
- ESSEC Business-Government Conference Singapore (2021, 2019)
- DIANA, Female Entrepreneurship and Family Firms IPAG France (2021)
- Xi'an Jiaotong University doctoral seminar: Managing the PhD and dissertation journey (2021)
- National Cybersecurity R&D – Tel Aviv University (NCR-TAU) Virtual Grant Call Workshop (2020)
- AOM Atlanta Dissertation Consortium (2017), Vancouver (2015), Chicago (2018), Boston (2019)
- SMS Denver (2015), Santiago (2015), Minneapolis (2019)
- Sustainability, Ethics and Entrepreneurship (SEE) Conference Denver (2016)
- Alliance for Research on Corporate Sustainability (ARCS) Chicago (2015)
- INSEAD Doriot Entrepreneurship Conference (IDEC) Fontainebleau, France (2016)
- Great Lakes Entrepreneurship Network (GLEN) Conference Syracuse (2017), Minneapolis (2019)
- RightsCon Brussels, Belgium (2017): Interview data collection

## **CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

- Committee member for Academy of Management Strategy Division (STR) Member Engagement Committee 2025-2027
- Reviewer for *Journal of Management* (2023), *Organization Science* (2023), *Strategic Management Journal* (2023), *Academy of Management Journal* (2020 – current), *Long Range Planning* (2020 – current), *Strategic Entrepreneurship Journal* (2019 – current), *Strategy Science* (2025)

## TEACHING EXPERIENCE

<b>Course instructor for MGMT 330: The Design of Business (undergraduate business capstone)</b>	2026
<b>Course instructor for MGMT 682: Strategic Management (MBA)</b>	2024-current
▪ Most recent faculty rating: 6.96/7. 99 <sup>th</sup> percentile	
<b>Course instructor for MGMT 102: Strategy (undergraduate core)</b>	2019-current
▪ Average faculty rating across years: 6.9/7. 95 <sup>th</sup> percentile	
▪ SMU Excellent Teacher Award Winner (university-level)*	2024
▪ Bachelor of Business Management (BBM) Best Instructor Award (school-level)	2023, 2024
▪ SMU Most Promising Teacher Award Winner (university-level)*	2021
▪ Dean's Teaching Honor List (school-level)	2019-current
▪ Certification: Teaching with Cases: Energize and Challenge Your Students (Harvard Business Publishing Education)	1 Aug 2022
 <b>Course instructor for MGMT 3001: Fundamentals of Management</b>	 Fall 2014
▪ Faculty rating: 5.4/6	
▪ Teaching award recipient (competitive) for Carlson School of Management AY 2014/2015	
* <a href="https://cte.smu.edu.sg/teaching-excellence-awards/recipient-nominees/history">https://cte.smu.edu.sg/teaching-excellence-awards/recipient-nominees/history</a>	

## UNIVERSITY SERVICE

▪ Adjunct Faculty Coordinator (Strategy and Entrepreneurship Department)	2020-current
▪ Faculty advisor for SMU COGNITARE (SMU Case competition club)	2025-current
▪ Mentor and judge for Business Family Institute (BFI) Case Jam and Three Minute Thesis (3MT), Nanyang Technological University HR Consulting case competition	2024-current
▪ PhD Recruitment Committee (Strategy and Entrepreneurship Department)	2023
▪ Dissertation committee member:	
CHAN Mui Pin (DBA): <i>"Innovation labs in the Fintech Industry in Singapore"</i>	2025
Erik Eugene FORD (DBA) <i>"The Effect of Culture on Paying for and Playing Free-to-play Mobile Games: A Comparative Study between China and the United States"</i>	2021-2023
Yah Ling Joann LIEW (PhD): <i>"Essays on Corporate Social Responsibility and Strategic Choices"</i>	2021-2023
Lan YANG (PhD) <i>"Material CSR and Firm Performance Outcomes: The Role of CSR Endorsement and Stakeholder Perceptions"</i>	2020-2022
Mikko Samuli NIEMELAE (DBA): <i>"Do Hacker Groups Pose a Risk to Organizations?: A Study on Financial Institutions Targeted by Hacktivists"</i>	2020-2023
▪ Faculty mentor for Jessie Li Ling (Doctoral student at HEC Montreal)	2023
▪ Independent study advisor for He BEI (PhD in Business)	April – Dec 2022
▪ Reviewer for SMU faculty reappointment as Senior Lecturer	Aug 2022
▪ Faculty teaching mentor for Eugene TUNG (PhD in Business)	2021
▪ Faculty advisor for Joyed Learning (student led startup)	Oct – 19 - current

## OTHER WORK EXPERIENCE

<b>Ministry of Education (MOE) Curriculum Review Committee (CRC): Commerce</b>	2025
<b>Principal Investigator at Sparkassenstiftung Fur Internationale Kooperation and TYM</b>	Mar 12 – Dec 12
▪ Conducted socioeconomic impact assessment on microfinance borrowers (TYM 2012 Impact study)	
▪ Keynote speaker at TYM 20 <sup>th</sup> anniversary celebration	

**Lieutenant, Manpower Officer at *Military Service: Singapore Armed Forces***

2003-2005

- First Officer to Head of Manpower, Basic Military Training School

## **OTHER PROFESSIONAL AFFILIATIONS**

- PADI Scuba diving instructor, MSDT #4179819, AIDA4 Master Freediver

2009-current