

FANGWEN LIN

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ACADEMIC POSITION

2025-Now **Singapore Management University**
Assistant Professor of Strategy and Entrepreneurship

EDUCATION

2020-2025 **National University of Singapore**
Ph.D. in Strategy & Policy

2024 **Columbia University**
Visiting at Management Division, Columbia Business School

2014-2018 **Chinese University of Hong Kong, Shenzhen**
B.B.A in Supply Chain & Logistics Management, First-Class Honors

RESEARCH INTERESTS

Emerging Market Strategy; Nonmarket Strategy; Organizational Theory; Social Impact; Entrepreneurship

PUBLICATION (* Ph.D. collaborator when starting the project)

[1] Cai, Y. *, Yue, L. Q., **Lin, F.**, Yan, S., & Yang, H. (2025). **CSR as Hedging Against Institutional Transition Risk: Corporate Philanthropy After the Sunflower Movement in Taiwan.** *Administrative Science Quarterly*, 70(2), 367-402. (Equal Contribution)

WORKING PAPERS

[2] “**MNC Sociopolitical Activism in the Host Country**”. With Ishva Minefee and Lori Yue. (Revise and resubmit at *Organization Science*)

- Nominated for *Best Paper Prize*, SMS Annual Conference. 2025
- Nominated for *Best PhD Paper Prize*, SMS Annual Conference. 2025

[3] “**Boycott and Restaurant Evaluation**”. With Lori Yue, Shipeng Yan, and Yishu Cai*

- Finalist of *OMT Responsible Research Award*, AOM Annual Conference. 2022

[4] “**Geopolitical Tensions and Product Strategy**”. With April Yun Hou*

- Nominated for *Best Paper Prize*, SMS Annual Conference. 2023
- Nominated for *Best PhD Paper Prize*, SMS Annual Conference. 2023
- *Kwok Leung Dissertation Grant Award*, International Association for Chinese Management Research Conference. 2023

WORK IN PROGRESS

- [5] “Buycott-Boycott and Firm Entry and Exit”. (Data analysis)
- [6] “Global Capital and Gender Representation”. (Data collection)
- [7] “Geopolitical Tensions and Product Repositioning Strategy”. (Data collection)

INVITED PRESENTATIONS & WORKSHOPS (* Coauthor Presentation)

- [1] **“Bilateral Tensions and Cosmetic Product Innovation”**
 - Non-Market Strategy Research Community PhD Conference 2024 (Virtual)
 - Wharton Innovation Doctoral Symposium 2024 (Philadelphia)
 - AIB 2024 (Seoul), SMS 2023 (Toronto), AOM 2023 (Boston)
 - PDW on Social Movements, Stakeholders, and Nonmarket Strategy 2023 (Boston)
- [2] **“Evidence of Corporate Voices in Hong Kong Protests”**
 - Nagymaros Conference 2024* (Madrid), SMS 2022 (London), AOM 2022 (Seattle)
 - AOM STR Dissertation Consortium 2024, AOM OMT Doctoral Consortium 2023, AOM STR Doctoral Consortium 2022
- [3] **“An Unintended Spillover: Political Movement and Corporate Social Responsiveness”**
 - Strategy & the Business Environment (SBE) Conference 2024* (Washington DC)
 - AOM 2020 (Virtual)
- [4] **“Executive Sent-Down Experiences and Corporate Engagement in Poverty Alleviation”**
 - Nominated for *Best PhD Paper Prize* SMS 2021 (Virtual), AOM 2021 (Virtual)
- [5] **“Walking or Talking CSR? Corporate Strategic Responses to Social Controversies”**
 - American Marketing Association Winter Conference 2020 (San Diego)
 - Journal of Marketing Research Development Workshop 2019 (Hong Kong)

AWARDS AND FELLOWSHIP

2025	Conference Best Paper and PhD Paper Prize Nomination, SMS Annual Conference.
2024	AIB Travel Stipend Award, AIB Annual Conference.
2024	Overseas Research Immersion Award, National University of Singapore.
2024	Research Incentive Award, National University of Singapore.
2023	Conference Best Paper and PhD Paper Prize Nomination, SMS Annual Conference.
2023	Kwok Leung Dissertation Grant Award, IACMR Conference.
2022	OMT Responsible Research Award Finalist, AOM Annual Conference.
2021	Conference Best PhD Paper Prize Nomination, SMS Annual Conference.
2020-2024	President’s Graduate Fellowship, National University of Singapore.
2017	CFA Institute Research Challenge Outstanding Performance, Asian Pacific Region.
2016	Supply Chain Kick-off Case Competition Winner, Copenhagen Business School.

TEACHING

- Undergrad Core: **Managerial Economics** (2022)
- Tutorial Instructor

PhD Seminar: **Nonmarket Strategy Research Community Seminar** (2023-2024)

- Teaching Assistant for professors Leandro Pongeluppe and Kate Odziemkowska

MBA and MSc in Management: **Entrepreneurial Management** (2022-2023)

- Teaching Assistant for Mr. Julian Pan, Executive Chairman at SEMICAPS Corporation

Undergrad Core: **Strategic Management** (2021-2022)

- Teaching Assistant for professor Arzi Adbi

SERVICE

Reviewer for AOM, SMS, and AIB Annual Conferences

Volunteer interviewer for OMT Division

2022 [Interview with Best Symposium Award Winners](#) Jillian Chown (Northwestern Kellogg), Nathan Wilmers (MIT Sloan), Callen Anthony (NYU Stern) and Teddy DeWitt (University of Massachusetts Boston)

2021 [Interview with Louis Pondy Award Winner](#) Kylie Jiwon Hwang (Northwestern Kellogg)

INDUSTRY EXPERIENCE

2017 Deutsche Bank (Shenzhen) - Research Analyst

2015 Zinger Media (Hong Kong) - Internship

SKILLS

Programming and software: STATA, R, Python, Tableau

Language: English, Mandarin, Hokkien