

## CHEN, LIANG (陈亮)

09/02/2026

Lee Kong Chian School of Business  
50 Stamford Rd, #5021  
Singapore 178899

Phone: +65 68289650  
Email: liangchen@smu.edu.sg  
Google Scholar: <https://bit.ly/3uWs5g2>

### ACADEMIC EMPLOYMENT

Singapore Management University	Singapore
Associate Professor (tenured) of Strategy & Entrepreneurship	Feb 2023
Lee Kong Chian Fellow	2024-2025
University of Melbourne	Melbourne, Australia
Associate Professor (tenured) of Strategic Management	Jan 2022
Senior Lecturer in Management	Oct 2018
University of Sussex	Brighton, UK
Lecturer in Strategy and Harry Kroto Research Fellow	Feb 2016

### EDUCATION

University of Leeds	Leeds, UK
Ph.D. in Business and Economic Studies	2011-2015
M.Sc. in Management	2010-2011
Fudan University	Shanghai, China
B.Sc. in Business Administration	2006-2010

### FEATURED PAPERS

- [1] He, W., Chen, L., Tong, T., He, Z., & Lu, J. 2026. Patent regime shift and firm innovation strategy: Evidence from the second amendment to China's patent law. *Strategic Management Journal*, in press.
- [2] Zhang, P., Chen, L., Li, S., & Yang, Y. 2025. Marching to the beat: The role of complementor alignment in the architectural evolution of ecosystems. *Journal of Management*, in press.
- [3] Chen, L., Zhou, Z., & Chan, L. 2024. Algorithm envelopment in platform markets. *Academy of Management Review*, 51(1): 187-206.
- [4] Yi, J., Li, J.T., & Chen, L. 2023. Ecosystem social responsibility in international digital commerce. *Journal of International Business Studies*, 54(1): 24-41. (equal contribution).
- [5] Chen, L., Zhang, P., Li, S., & Turner, S. 2022. Growing pains: The effect of generational product innovation on mobile games performance. *Strategic Management Journal*, 43(4), 792-821.
- [6] Chen, L., Yi, J., Li, S., & Tong, T. 2022. Platform governance design in platform ecosystems: Implications for complementors' multihoming decisions. *Journal of Management*, 48(3), 630-656.
- [7] Chen, L., Tong, T., Tang, S., & Han, N. 2022. Governance and design of digital platforms: A review and future research directions on a meta-organization. *Journal of Management*, 48(1), 147-184.
- [8] Chen, L., Li, S., Wei, J., & Yang, Y. 2022. Externalization in the platform economy: Social platforms and institutions. *Journal of International Business Studies*, 53(8), 1805-1816.
- [9] Brouthers, K., Chen, L., Li, S., & Shaheer, N. 2022. Charting new Courses to enter foreign markets: Conceptualization, theoretical framework, and research directions on non-

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- traditional entry modes. *Journal of International Business Studies*, 53(9), 2088-2115. (equal contribution).
- [10] Chen, L., Wang, M., Cui, L., & Li, S. 2021. Experience base, strategy-by-doing and new product performance. *Strategic Management Journal*, 42(7), 1379-1398.
- [11] Li, J.T., Chen, L., Yi, J., Mao, J-Y., & Liao, J. 2019. Ecosystem-specific advantages in international digital commerce. *Journal of International Business Studies*, 50(9), 1448-1463.
- Lead article, *JIBS 50<sup>th</sup> Anniversary Issue "Changing the World: How IB Research Makes a Difference"*
- [12] Chen, L., Shaheer, N., Yi, J., & Li, S. 2019. The international penetration of ibusiness firms: Network effects, liabilities of outsidership, and country clout. *Journal of International Business Studies*, 50(2), 172-192.
- [13] Buckley, P. J., Chen, L., Clegg, L. J., & Voss, H. 2018. Risk propensity in the foreign direct investment location decision of emerging multinationals. *Journal of International Business Studies*, 49(2), 153-171.

#### OTHER PAPERS

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- [14] Yang, Y., Chen, L., Wei, J., & Liu, Y. 2026. Winner-take-all in international markets? Performance persistence of social platforms. *Management and Organization Review*, in press.
- [15] Li, S., Stallkamp, M., Shaheer, N., & Chen, L. 2025. Multinational platforms and legitimacy spillovers. *Asia Pacific Journal of Management*, 42(4): 2151-2170.
- [16] Reuber, B., Prashantham, S., & Chen, L. 2024. Becoming an effective JIBS reviewer (Editorial). *Journal of International Business Studies*, 55(5), 515-521.
- [17] Shaheer, N., Chen, L., Yi, J., Li, S., & Su, H. 2024. Network effects, word of mouth, and entry performance: A study of digital freemium products. *Journal of World Business*, 59(6), 101569.
- [18] Stallkamp, M., Chen, L., & Li, S. 2023. Boots on the ground: Digital firm's foreign direct investment. *Global Strategy Journal*, 13(4), 805-829.
- [19] Buckley, P., Cui, L., Chen, L., Li, Y., & Choi, Y. 2023. Following their predecessors' journey? A review of EMNE studies and avenues for interdisciplinary inquiry. *Journal of World Business*, 58(2), 101422.
- [20] Yi, J., Chen, L., Meng, S., Li, S., & Shaheer, N. 2023. Bribe payments and state ownership: The impact of state ownership on bribery propensity and intensity. *Business & Society*, 62(5), 1103-1135.
- [21] Strange, R., Chen, L., & Fleury, M. 2022. Digital transformation and international strategies. *Journal of International Management*, 28(4), 100968.
- [22] Wu, S., Fan, D., & Chen, L. 2022. Revisiting the internationalization-performance relationship: A twenty-year meta-analysis of emerging market multinationals. *Management International Review*, 62(2), 203-243.
- [23] Chen, L., Li, Y., & Fan, D. 2021. Who are the most inclined to learn? Evidence from Chinese multinationals' internationalization in the European Union. *Asia Pacific Journal of Management*, 38(1), 231-257.
- [24] Buckley, P. J., Chen, L., Clegg, L. J., & Voss, H. 2020. The role of endogenous and exogenous risk in FDI entry choices. *Journal of World Business*, 55(1), 101040.
- Best Paper Award 1<sup>st</sup> Runner-up, *Journal of World Business*, 2019
- [25] Shaheer, N., Yi, J., Li, S., & Chen, L. 2019. State-owned enterprises as bribe payers: The role of institutional environment. *Journal of Business Ethics*, 159(1), 221-238.
- [26] Clegg, L.J., Voss, H., & Chen, L. 2019. Can VUCA help us generate new theory within international business?. In van Tulder R, Verbeke A. (Ed.) *Progress in International Business Research*. Bingley: Emerald.
- [27] Chen, L., Li, Y., & Fan, D. 2018. How do emerging multinationals configure political connections across institutional contexts?. *Global Strategy Journal*, 8(3), 447-470.

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- [28] McDonald, C., Buckley, P. J., Voss, H., Cross, A., & Chen, L. 2018. Place, space and foreign direct investment into peripheral cities. *International Business Review*, 27(4), 803-813.
- [29] Fan, D., Li, Y., & Chen, L. 2017. Configuring an innovative society: Dual perspective of institutional and cultural varieties, *Technovation*, 66-67, 43-56.
- [30] Buckley, P. J., Chen, L., Clegg, L. J., & Voss, H. 2016. Experience and FDI risk-taking: A microfoundational reconceptualization. *Journal of International Management*, 22(2), 131-146.

#### OTHER PUBLICATIONS

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- [31] Chen, L., Cheah, SM., Huang, C., & Liu, G. 2025. Alibaba: Building advanced intellectual property governance for e-commerce marketplaces. *Asian Management Insights*, 12(2), 1-8.
- [32] Chen, L., Cheah, SM., Huang, C., & Liu, G. 2024. Alibaba's innovation-driven approach to intellectual property rights. SMU Center for Management Practice (Teaching Case).
- [33] Speculand, R., Chen, L., Bhattacharya, L., & Yu, L. 2024. Bosch: Joining the digital revolution of automotive aftermarket in China. SMU Center for Management Practice (Teaching Case).
- [34] Chen, L., 2024. Supplier-complementor alliances: Enhancing value creation for the ecosystem. *Asian Management Insights*, 11(2), 40-47.
- [35] Kim, K., Li, S., Chen, L., Shaheer, N. 2023. The lithium ion battery: From industry to diverse ecosystems. SMU Center for Management Practice (Teaching Case).
- [36] Kim, H., Li, S., Chen, L., & Shaheer, N. 2023. Growing on YouTube: Eric Kim's story. SMU Center for Management Practice (Teaching Case).
- [37] Chen, L., Li, S., Shaheer, N., & Stallkamp, M. 2022. 3 obstacles to globalizing a digital platform. *Harvard Business Review*, May 3.
- [38] Tong, T., Guo, Y., & Chen, L. 2021. How Xiaomi redefined what it means to be a platform: Three factors enabled the electronic giant's unique business model. *Harvard Business Review*, September 9.
- [39] Noman, S., Woo, M., Stallkamp, M., Li, S., & Chen, L. 2021. Dropbox: A digital firm's journey abroad. Ivey Publishing (Teaching Case).
- [40] Chen, L., Yang, Y., Wei, J., & Li, S. 2020. Three strategies for social platforms' foreign expansion (社交平台出海三策略). *Harvard Business Review (China)*, October Issue.
- [41] Wang, M., Shaheer, N., Li, S., Chen, L., & Yi, J. 2019. TikTok's rise to global markets. Ivey Publishing (Teaching Case).
- [42] Chen, L., Yi, J., & Li, S. 2018. Four strategies for platforms' internationalisation (平台开拓海外市场的四种战略). *Harvard Business Review (China)*, November Issue.

#### MEDIA CONTRIBUTIONS

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- CNBC, "TikTok was thriving in the U.S., even before a joint venture saved it from a potential ban", 23/01/2026
  - South China Morning Post (南华早报), "Singapore's retail ownership data sparks debate about foreign chains' influence", 20/01/2026
  - South China Morning Post (南华早报), "Singapore businesses list rising costs and tariffs as their biggest challenges", 11/01/2026
  - ThinkChina, "How the US rewired TikTok - without pulling the plug", 24/09/2025
  - ThinkChina, "China's tech leapfrog: Time to lead?", 27/02/2025
  - Lianhe Zaobao (联合早报), "Chinese netizens fight against price discrimination on platforms", 19/01/2024
  - Weekendavisen, "Truslen fra Temu (The threat of Temu)", 11/11/2024
  - Podcast Talking about Platforms, "Platform governance design with Liang Chen", 03/01/2024
  - ThinkChina, "Can Chinese e-commerce platforms Shein and Temu thrive in US and overseas markets?", 22/05/2023

## EDITORIAL AND REFEREE DUTIES

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- Deputy Editor, *Management and Organization Review*, 2023-
- Field Editor, *Advanced Management Studies* (管理学研究), 2025-
- Senior Editor, *Management and Organization Review*, 2022-2023  
*International Business Review*, 2021-
- Consulting Editor, *Journal of International Management*, 2022-
- Guest Editor, *Journal of International Business Studies* Special Issue “Rethinking firm international involvement in a changing world of complex realities”, 2024
- Guest Editor, *Journal of International Management* Special Issue “The impact of digital technologies for firms’ international strategies”, 2021
- Editorial Board, *Journal of International Business Studies*  
*Journal of Management*
- Ad hoc reviewer, *Academy of Management Journal*, *Strategic Management Journal*,  
*Organization Science*, *Strategy Science*, *Research Policy*, *Academy of Management Perspectives*, *Organization Studies*, *Journal of World Business*, *Global Strategy Journal*, *Journal of Business Venturing*

## TEACHING & SERVICE EXPERIENCES

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### Postgraduate

- DBA chair supervisor, SMU-CKGSB, SMU-SJTU, SMU-ZJU
- MGMT623 *International Business*, SMU
- Doctoral Supervision and Research Report Examiner, Melbourne
  - Supervised two PhD students to completion
- Subject Coordinator, IBUS90006 *Advanced International Business* (PhD), Melbourne
- Subject Coordinator, IBUS90003 *The Multinational*, Melbourne
- Subject Coordinator, IBUS90008 *Global Value Chains*, Melbourne
- Subject Lecturer, MGMT90195 *Advanced Management Theory*, Melbourne
- Subject Lecturer, MGMT90200 *Advanced Strategic Management*, Melbourne
- Subject Coordinator, 742N1 *Research Methods (International Management)*, Sussex
- Subject Coordinator, 726N1 *Research Project (International Management)*, Sussex
- Sessional Lecturer, LUBS3815 *Contemporary Topics in International Business*, Leeds
- Dissertation Module Convenor and Supervisor, Sussex
- External Examiner, EMBA, MBA & MSc International Business, University of the West Indies

### Undergraduate

- MGMT102 *Strategic Management*, SMU
- Subject Coordinator, MGT3210 *Strategic Management*, CUHK-SZ
- Subject Coordinator, N1544 *Research Methods (International Business)*, Sussex
- Seminar Tutor, LUBS3860 *International Strategic Management*, Leeds
- Sessional Lecturer, N1082/N1082E *International Business Environment*, Sussex
- Dissertation Supervisor, Sussex

### Service

- Strategy & Entrepreneurship Faculty Recruitment Committee Chair, SMU, 2024-
- Program Director, Master of International Business, Melbourne, 2020-2022
- Department Research Committee, Academic Program Committee, & Doctoral Selection Committee, Melbourne
- Deputy Programme Director, BSc International Business, Sussex

## HONORS, FELLOWSHIPS, & GRANTS

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- Co-Investigator, National Natural Science Fund of China Special Project #72442018 (“Strategic Human Capital Resources in the Age of Generative Artificial Intelligence”), 2025-2028, RMB2,000,000
  - Distinguished Deputy Editor Award, Management and Organization Review, 2025, 2024
  - Best Reviewer, Journal of International Business Studies, 2025, 2024, 2023, 2020
  - Co-Investigator, National Natural Science Fund of China General Project #72372152 (“The Impact of Digital Technology Applications on Inventors' R&D Behavior: Big Data Analysis Based on Patent Inventors”), 2024-2027, RMB410,000
  - Co-Investigator, National Social Science Fund of China Major Project #22&ZD154 (“On the Construction and Implementation Path of National Innovation Consortia Aiming for Breakthroughs in Key Strategic Materials”), 2023-2026, RMB600,000
  - AOM IM Division FIU Business Emerging Scholar Award, 2022
  - Best Senior Editor Award, Management and Organization Review, 2022
  - Co-Investigator, Key Projects of Philosophy and Social Sciences Research, Ministry of Education of China, 2022.
  - Co-Investigator, National Natural Science Fund of China General Project (72072160), 2021-2024, RMB480,000
  - Finalist, SMS Annual Conference Best Conference Paper Prize, 2021
  - Finalist, SMS Corporate Strategy IG Best Paper Award, 2021
  - Co-Investigator, “Projects to platforms: Investigating new forms of collaboration”, Cooperative Research Centre, AUD\$437,867
  - Co-Investigator, National Natural Science Foundation of China (72072160), 2021-2024, RMB480,000
  - The University of Melbourne Early Career Researcher Grant, 2020-2021, AUD\$25,000
  - Best Paper Award 1<sup>st</sup> Runner-up, Journal of World Business, 2019
  - Joint Funding by the Faculty of Business and Economics and Melbourne School of Engineering, 2019, AUD\$20,000
  - Finalist, Alan M. Rugman Most Promising Young Scholar Award, AIB 2018
  - Best Reviewer, Chinese Management Studies, 2017
  - Inaugural Harry Kroto Fellowship (in honor of the Nobel Laureate), University of Sussex, 2017
  - Research Development Fund, University of Sussex Business School, 2017
  - Michael Z Brooke Prize for Best Doctoral Paper at 2015 AIB-UKI Annual Conference
  - Outstanding Academic Performance Prize for PhD, Leeds University Business School, 2015
  - Leeds University Business School Full Studentship, 2011-2014
  - Research Visit Grant, Universities' China Committee in London (UCCL), 2013
  - Academy of International Business Doctoral Travel Grant, 2013

#### SEMINARS AND CONFERENCE PRESENTATIONS

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- Symposium Panellist, AOM (2024, 2022, 2021, 2018), IACMR (2025, 2023), ANZIBA (2021), JIBS Webinar on Digital Internationalization (2020), AIB (2018)
- Mentor, JIBS PDW (EIBA 2020), JIM PDW (EIBA 2020), AIB Oceania PDW (2019)
- Invited seminar, CEIBS (2025), National Taiwan U (2025), XJTU (2025), BNU (2025), Nankai (2025), Peking (2025, 2024), SJTU (2024), SHUFE (2024), Nanjing (2024), ESSEC (2024), CUHK (2023), Cufe (2025, 2023), U of Sydney (2022, 2019), Monash (2022), CUHK SZ (2022), Tongji (2022, 2019), Zhejiang Gongshang U (2022), SMU (2021), CityU HK (2021), Zhejiang U (2023, 2021, 2020, 2019, 2018), Alibaba Business School (2019), Nanjing U (2024, 2019), Renmin U of China (2024, 2023, 2019, 2018, 2017), Communication U of China (2019), U of Queensland (2019), Australian National U (2019), Tsinghua U (2018), UIBE (2018)
- AOM Copenhagen (2025), Chicago (2024), Boston (2023), Seattle (2022), Boston (2019), Surrey (2018)
- AIB Oceania Chapter, Brisbane (2022), Canberra (2019), Melbourne (2018)

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- AIB Seoul (2024), Minneapolis (2018), Dubai (2017), New Orleans (2016), Vancouver (2014), Istanbul (2013)
  - SMS Istanbul (2024), London (2022), Berlin (2016), Copenhagen (2014)
  - EIBA Vienna (2016), Brighton (2012)
  - AIB UKI Chapter London (2016), Manchester (2015)

#### NETWORKING AND COMMUNITIES

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- Elected Global Representative-at-Large, Competitive Strategy Interest Group, Strategic Management Society, 2025-2027
- Committee Member, AOM IM Division Research Methods Committee, 2020-
- Junior Faculty Consortium, AOM STR Division 2019
- Junior Faculty Consortium, AIB 2018
- Visiting Scholar, Renmin University of China, 2017
- Visiting Ph.D., Zhejiang University, China, 2013-2014
- Doctoral Consortium, AIB 2013
- The Nordic Research School of International Business (NORD-IB), 2012-2013
- COST Think Tank Doctoral Consortium, EIBA 2012