

CHEN, LIANG (陈亮)

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

EDUCATION

University of Leeds <i>Ph.D. in Business and Economic Studies</i> <i>M.Sc. in Management</i>	Leeds, UK 2011-2015 2010-2011
Fudan University <i>B.Sc. in Business Administration</i>	Shanghai, China 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, JT., & 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-

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 50th 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

[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 1st 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.

- [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

- [31] Chen, L., Cheah, S.M., 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, S.M., 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

- 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

- 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

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

- 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 1st 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

- 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)

- 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

- 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