

CHEN, LIANG (陈亮)

30/08/2025

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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] Zhang, P., **Chen, L.**, Li, S., & Yang, Y. Marching to the beat: The role of complementor alignment in the architectural evolution of ecosystems. *Journal of Management*, in press.
- [2] **Chen, L.**, Zhou, Z., & Chan, L., Algorithm envelopment in platform markets. *Academy of Management Review*, in press.
- [3] 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).
- [4] **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.
- [5] **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.
- [6] **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.
- [7] **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.
- [8] Brouters, 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).
- [9] **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.

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- [10] 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"
 - [11] **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.
 - [12] 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

- [13] Li, S., Stallkamp, M., Shaheer, N., & **Chen, L.** 2024. Multinational platforms and legitimacy spillovers. *Asia Pacific Journal of Management*, in press.
- [14] Reuber, B., Prashantham, S., & **Chen, L.** 2024. Becoming an effective JIBS reviewer (Editorial). *Journal of International Business Studies*, 55(5), 515-521.
- [15] 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.
- [16] Stallkamp, M., **Chen, L.**, & Li, S. 2023. Boots on the ground: Digital firm's foreign direct investment. *Global Strategy Journal*, 13(4), 805-829.
- [17] 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.
- [18] 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.
- [19] Strange, R., **Chen, L.**, & Fleury, M. 2022. Digital transformation and international strategies. *Journal of International Management*, 28(4), 100968.
- [20] 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.
- [21] **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.
- [22] 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
- [23] 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.
- [24] 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.
- [25] **Chen, L.**, Li, Y., & Fan, D. 2018. How do emerging multinationals configure political connections across institutional contexts?. *Global Strategy Journal*, 8(3), 447-470.
- [26] 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.
- [27] Fan, D., Li, Y., & **Chen, L.** 2017. Configuring an innovative society: Dual perspective of institutional and cultural varieties, *Technovation*, 66-67, 43-56.
- [28] 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

- [29] **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).
- [30] 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).
- [31] **Chen, L.**, 2024. Supplier-complementor alliances: Enhancing value creation for the ecosystem. *Asian Management Insights*, 11(2), 40-47.
- [32] 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).
- [33] Kim, H., Li, S., **Chen, L.**, & Shaheer, N. 2023. Growing on YouTube: Eric Kim's story. SMU Center for Management Practice (Teaching Case).
- [34] **Chen, L.**, Li, S., Shaheer, N., & Stallkamp, M. 2022. 3 obstacles to globalizing a digital platform. *Harvard Business Review*, May 3.
- [35] 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.
- [36] Noman, S., Woo, M., Stallkamp, M., Li, S., & **Chen, L.** 2021. Dropbox: A digital firm's journey abroad. Ivey Publishing (Teaching Case).
- [37] **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.
- [38] Wang, M., Shaheer, N., Li, S., **Chen, L.**, & Yi, J. 2019. TikTok's rise to global markets. Ivey Publishing (Teaching Case).
- [39] **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

- 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*
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TEACHING & SERVICE EXPERIENCES

Postgraduate

- DBA chair supervisor, SMU-CKGSB, SMU-SJTU, SMU-ZJU
- 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), 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), 2024-2027, RMB410,000
- Co-Investigator, National Social Science Fund of China Major Project (22&ZD154), 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

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- 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
 - Fellow, Higher Education Academy UK
 - 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 (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, Peking (2024), SJTU (2024), SHUFE (2024), Nanjing (2024), ESSEC (2024), CUHK (2023), CUFU (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 (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