

GUI-DENG SAY

Lee Kong Chian School of Business

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CURRENT POSITION

Assistant Professor of Strategic Management 2019
Lee Kong Chian School of Business
Singapore Management University

EDUCATION

Carlson School of Management, University of Minnesota 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

HEC School of Management Paris, London School of Economics and Political Science 2011

- CEMS Master's in International Management

National University of Singapore

- 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

SMU Internal Grant, Lee Kong Chian School of Business, Singapore Management University 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

Dean's Small Grant, Lee Kong Chian School of Business, Singapore Management University

- 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) 2021
- Award amount: \$30,000

Dean's Small Grant, Carlson School of Management, University of Minnesota

- Co-investigator with Daniel Forbes (U.Minnesota) 2015-2016
- 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.

DRAFT PAPERS TO BE SUBMITTED

[3] Say, Gui Deng and Vasudeva, Gurneeta. Culling Black Sheep to Better the Flock? Social Divestments as a Disciplining Tactic by Norway's Sovereign Wealth Fund and Firms' Investment Versus Divestment Responses.

[4] Lan, Yang., Wang, Heli., and Say, Gui Deng. Material CSR and Firm Performance Outcomes: The Role of CSR Endorsement and Stakeholder Perceptions. **Nominated for 2023 Strategic Management Society Annual Conference Best Paper Prize.**

[5] Say, Gui Deng and Forbes, Daniel. Aging in Place: Entrepreneurs' Adaptive Responses to Aging in Rural Vietnam

EARLY STAGE PROJECTS

[6] Say, Gui Deng., David, Parthiban and Devaraj, Sarv. Not All Resilience Are The Same: Evidence from Firm Responses to Product and Conduct Risk Events (preparing manuscript, target: SMJ).

- Basic premise: What doesn't kill you should make you stronger. Yet, firms can learn differently from different negative events. Not accounting for different risk events results in an oversimplified understanding of firms' failure learning process
- Obtained internal grant (competitive) for purchasing leading insurance risk dataset along with litigation data.
- Preliminary findings: Positive effect of corporate governance risk events on stock price volatility and Tobins Q, but not ROA, suggesting the primacy of financial investors as a key audience. Environmental and Social risk events have a negative moderating effect.

[7] 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).

- Basic premise: individual characteristics matter in formulating responses to diversity risk events, neglected by literature.
- Constructed unique firm-person-year dataset of employees holding diversity positions in the U.S. using LinkedIn data.
- Counterintuitive preliminary findings: Racial diversity matters more than gender diversity for hiring a diversity leader. White women with liberal arts degrees more like to be diversity leader. Advisen vs Reprisk datasets give opposing results.
- Next steps to examine internal promotions versus external hires, financial vs non-financial backgrounds, location within the organization to unpack performative versus substantive hiring strategies. Also explore difference in education setting.

[8] Say, Gui Deng. Do Technological Weaknesses Matter For Financial Markets?: Evidence From The Announcements Of Zero-Day Cybersecurity Vulnerabilities (data analysis, target SMJ).

- Basic premise: Is the discovery of a cyber vulnerability a good thing? It may avert a catastrophic data breach. But could also suggests systemic weaknesses.
- Collected data from the 'zero-day initiative' and performed event study.
- Counterintuitive preliminary findings: Zero-day announcements lead to 4% value destruction. Effect is amplified for firms that rely more on platform ecosystems for core business, suggesting that platforms do not provide shared resilience.
- Next steps: Explore why early warnings like zero-day vulnerabilities get punished, but provide good learning akin to near-failures

[9] Say, Gui Deng and Kumar, Pankaj. Board networks as sponges for learning: The Moderating Effect of Structural Holes and Closure on Firms' Learning from Peers' Digital Failures. (data analysis, target AMJ).

- Basic premise: Beyond direct experience and vicarious learning, board networks could play a role in helping firms learn from technological failures.
- Next steps: Explore the role of board diversity, long vs short term orientation, co-opted directors.

[10] Say, Gui Deng. It Was Said You Would Destroy the Sith, Not Join Them: Evasive Failure Learning and Data Leaks of Firms' Suspicious Financial Transactions (data analysis, target SMJ).

- Basic premise: Suspicious Activity Reports allow money-laundering banks to 'fly under the radar' to avoid detection from regulators

- Collected data from International Consortium of Investigative Journalists regarding the FinCEN files, Panama, Paradise, and Pandora papers.
- Next steps, examine the extent to which firms engaging in money-laundering were involved in other undesirable financial transactions such as tax evasion and bribery.

[11] Liew, Yahling and Say, Gui Deng. Monitoring or Legitimizing?: The Role of Government Contracting In Firms' Emissions Reduction and Green Innovations. (data analysis, target SMJ).

- Basic premise: Government contracts trigger environmental behaviors such as reduced emissions and green innovations.

SELECTED PRESENTATIONS AND CONFERENCES

- Centre for Teaching Excellence: Let's Chat Together: Innovating Teaching in the Age of AI Tools, 14th April 2022, Invited panelist (2023)
- SMU Faculty Teaching Forum, 12th August 2022, Invited speaker (2022)
- SMU Faculty Teaching Forum, 2nd December 2021, Invited speaker (2021)
- Departmental Seminar, 11th 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

- Reviewer for Organization Science (2023)
- Reviewer for Strategic Management Journal (2023)
- Reviewer for Academy of Management Journal (2020 – current)
- Reviewer for Long Range Planning (2020 – current)
- Reviewer for Strategic Entrepreneurship Journal (2019 – current)
- Reviewer for Academy of Management Meeting (OMT and BPS; 2015 – current)
- Strategic Management Society

TEACHING EXPERIENCE

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| Course instructor for MGMT 102: Strategy (undergraduate core course) | 2019 - current |
| ▪ Bachelor of Business Management (BBM) Best Instructor Award (school-level) | 2023 |
| ▪ Faculty rating: 6.94/7 (2023), 6.93/7 (2022), 6.90/7 (2021), 6.87/7 (2020), 6.76/7 (2019) | 2019-2023 |
| ▪ SMU Most Promising Teacher Award Winner (university-level) https://cte.smu.edu.sg/teaching-excellence-awards/recipients-nominees | 2021 |
| ▪ SMU Innovative Teacher Award Nominee (university-level) | 2021 |
| ▪ Dean's Teaching Honor List (school-level) | 2019-2023 |
| ▪ Certification: Teaching with Cases: Energize and Challenge Your Students (Harvard Business Publishing Education) | 1Aug 2022 |
| Course instructor for MGMT 3001: Fundamentals of Management | Fall 2014 |
| ▪ Faculty rating: 5.4/6 | |
| ▪ Teaching award recipient (competitive) for Carlson School of Management AY 2014/2015 | |

UNIVERSITY SERVICE

- Adjunct Faculty Coordinator (Strategy and Entrepreneurship Department) 2020-current
- PhD Recruitment Committee (Strategy and Entrepreneurship Department) 2023
- Dissertation committee member for Yah Ling Joann LIEW (PhD in Business) 2021
- Dissertation committee member for Lan YANG (PhD in Business) 2020-2022
“*Material CSR and Firm Performance Outcomes: The Role of CSR Endorsement and Stakeholder Perceptions*” (Assistant Professor at University of International Business and Economics, Beijing)
- Dissertation committee member for Mikko Samuli NIEMELAE (Doctor of Business Administration) 2020-current
“*Do Hacker Groups Pose a Risk to Organizations?: A Study on Financial Institutions Targeted by Hacktivists*”
- 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

- Principal Investigator at Sparkassenstiftung Fur Internationale Kooperation and TYM** Mar 12 – Dec 12
 - Conducted socioeconomic impact assessment on microfinance borrowers (TYM 2012 Impact study)
 - Keynote speaker at TYM 20th 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 2009-current