

GUI-DENG SAY

Lee Kong Chian School of Business

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CURRENT POSITION

Assistant Professor of Strategy and Entrepreneurship (Education)	2024
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	2021
▪ 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)	
▪ Award amount: \$30,000	
Dean's Small Grant, Carlson School of Management, University of Minnesota	2015-2016
▪ Co-investigator with Daniel Forbes (U.Minnesota)	
▪ 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.

WORKING PAPERS

- [3] Yang, Lan., Wang., Heli and Say, Gui Deng. Standards Gone Awry: The unintended effects of sustainability metrics with financial implications.
- [4] Say, Gui Deng and Forbes, Daniel. Aging in Place: Entrepreneurs' Adaptive Responses to Aging in Rural Vietnam
- [5] Say, Gui Deng and Pham, Trang. Diversity Risks and Diversity Leaders' Characteristics: A Comparative Study of Corporations and Higher Education Institutions
- [6] Say, Gui Deng. Learning from near failures?: Evidence from Cybersecurity Vulnerabilities

SELECTED PRESENTATIONS AND CONFERENCES

- SMU Faculty Teaching Forum: Authenticity in Teaching, 27th November 2024, Invited speaker (2024)
- 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

- Committee member for Academy of Management Strategy Division (STR) Member Engagement Committee 2025-2027
- Reviewer for *Journal of Management* (2023), *Organization Science* (2023), *Strategic Management Journal* (2023), *Academy of Management Journal* (2020 – current), *Long Range Planning* (2020 – current), *Strategic Entrepreneurship Journal* (2019 – current), *Strategy Science* (2025), *Organization Studies* (2026)

TEACHING EXPERIENCE

- Course instructor for MGMT 330: The Design of Business (undergraduate business capstone)** 2026
- Most recent faculty rating: 6.97/7. 99th percentile
- Course instructor for MGMT 682: Strategic Management (MBA)** 2024-current
- Most recent faculty rating: 6.9/7. 99th percentile

Executive Education

▪ Peking University Graduate School of Management (PKUGSM) MBA Immersion Program: Strategic Management in Southeast Asia	July 2026
▪ Frankfurt Inbound Week Exchange (Frankfurt School of Management MBA): Strategic Management in Asia	August 2026
Course instructor for MGMT 102: Strategy (undergraduate core)	2019-current
▪ Average faculty rating across years: 6.9/7. 95 th percentile	
Course instructor for MGMT 3001: Fundamentals of Management	Fall 2014
▪ Faculty rating: 5.4/6	

TEACHING AWARDS

SMU Excellent Teacher Award Winner (university-level)*	2024
SMU Most Promising Teacher Award Winner (university-level)*	2021
2026 Lee Kong Chian School of Business Excellence in Teaching Award (school-level)	2026
Bachelor of Business Management (BBM) Best Instructor Award (school-level)	2023, 2024, 2026
Dean's Teaching Honor List (school-level)	2019-current
Certification: Teaching with Cases: Energize and Challenge Your Students (Harvard Business Publishing Education)	1 Aug 2022
Teaching award recipient (competitive) for Carlson School of Management AY 2014/2015	2015
* https://cte.smu.edu.sg/teaching-excellence-awards/recipients-nominees/history	

UNIVERSITY SERVICE

▪ LKCSB Representative for Faculty Advisory Committee for Teaching and Learning (FACTL, University level)	2026
▪ Course Coordinator for MGMT 330 (The Design of Business)	2026
▪ Course Coordinator for COR-MGMT 1302 (Business Government and Society)	2026
▪ Adjunct Faculty Coordinator (Strategy and Entrepreneurship Department)	2020-current
<i>Recruit, manage and coach adjunct faculty on teaching pedagogy</i>	
▪ Faculty advisor for SMU COGNITARE (SMU International Case Competition Club)	2025-current
▪ Mentor and judge for Business Family Institute (BFI) Case Jam and Three Minute Thesis (3MT), Nanyang Technological University HR Consulting case competition	2024-current
▪ PhD Recruitment Committee (Strategy and Entrepreneurship Department)	2023
▪ Dissertation committee member:	
CHAN Mui Pin (DBA): <i>"Innovation labs in the Fintech Industry in Singapore"</i>	2025-current
Erik Eugene FORD (DBA) <i>"The Effect of Culture on Paying for and Playing Free-to-play Mobile Games: A Comparative Study between China and the United States"</i>	2021-2023
Yah Ling Joann LIEW (PhD): <i>"Essays on Corporate Social Responsibility and Strategic Choices"</i>	2021-2023
Lan YANG (PhD) <i>"Material CSR and Firm Performance Outcomes: The Role of CSR Endorsement and Stakeholder Perceptions"</i>	2020-2022
Mikko Samuli NIEMELAE (DBA): <i>"Do Hacker Groups Pose a Risk to Organizations?: A Study on Financial Institutions Targeted by Hacktivists"</i>	2020-2023

- Faculty mentor for Jessie Li Ling (Doctoral student at HEC Montreal) 2023
- 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

- Ministry of Education (MOE) Curriculum Review Committee (CRC): Commerce** 2025- current
- 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, AIDA4 Master Freediver 2009-current