

WHITNEY ZHANG WEI

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POSITIONS HELD

SENIOR LECTURER Lee Kong Chian School of Business, Singapore Management University (SMU), Singapore	2015 – present
BASKET COORDINATOR FOR MANAGING College of Integrative Studies, SMU	2022 – present
COURSE COORDINATOR (COR1703 Managing in a VUCA Context)	2017 – present
ADJUNCT LECTURER Lee Kong Chian School of Business, SMU, Singapore	2012—2015
SENIOR LECTURER Amity Global Business School, Singapore, Singapore	2012
BUSINESS ANALYST, New Business Development Medipurpose, Atlanta, Georgia, U.S.	2008
PRO-BONO CONSULTANT The Sullivan Center, Atlanta, Georgia, U.S.	2007

TEACHING ACTIVITIES

- Social Entrepreneurship, SMU Global Summer Program
 - Social Innovation and Entrepreneurship, PEELI Summer Program
 - Pitching and Story Telling, PEELI Summer Program
 - Managing Strategic Change and Digital Transformation, SMU undergraduate and Global Summer Program
 - Managing in a VUCA context, SMU undergraduate
 - Strategy, SMU undergraduate and MiM Program
 - Technology and world change (TWC), SMU undergraduate
 - Strategic Human Resource Management, Amilty Global Business School
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- Program Director for SMU-Ferring Reproductive Medicine and Maternal Health Summit 2002
 - Collaborated with the Centre for Teaching Excellence at SMU to design and develop a web-based teaching and learning application, Mini Cube Challenge, in 2025

RESEARCH INTERESTS

- Competitive Strategy
- Innovation & Entrepreneurship
- Inter and Intra-organizational Relationships
- Strategic Alliances and Joint Ventures

AWARDS, RECOGNITION AND HONORS

- Dean's Teaching Honors list, Lee Kong Chian School of Business, Singapore Management University, 2014, 2015, 2016, 2018, 2019, 2020
- Best Paper Proceedings of 2011 Academy of Management Meeting, San Antonio, TX, USA, August 12-16, 2011

SCHOLARSHIPS

- Full Merit-based Scholarship, School of Chemical Engineering, Georgia Tech, 2003—2009
- Merit-based Oglesby Fellowship, the College of Management, Georgia Tech, 2007—2008
- Full Merit-based Scholarship, Department of Biological Systems Engineering, Virginia Tech, 2001—2003

SELECTED PUBLICATIONS

- Geng, Xue Song, Sindhvani, Saumya and Zhang, Whitney. 2017, Co-Founders of the North: A Strategy simulation game, case# SMU-17-0004, Singapore Management University Case Center (Center for Management Practice)
- Rothaermel, F.T. and Zhang, W. Genentech: After the acquisition by Roche. Written case for *Strategic Management: Concepts and Cases*, Rothaermel, F.T., McGraw-Hill College, 2012.
- Rothaermel, F.T. and Zhang, W. Numenta—How to make it take off? Written case for *Strategic Management: Concepts and Cases*, Rothaermel, F.T., McGraw-Hill College, 2012.
- Lee J. and Zhang W. Financial capital and startup survival. Best Paper Proceedings of 2011 Academy of Management Meeting, San Antonio, TX, August 12-16, 2011.
- Zhang, W. Computer simulation of secondary structure of biological and synthetic polymer. Ph.D. thesis. 2009
- Zhang, W., Li, Z., and Agblevor, F. A. Microbubble fermentation of recombinant *Pichia Pastoris* for human serum albumin production. (2005). *Process Biochemistry* 40: 2073 – 2078.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, Georgia, U.S.

Ph.D. in Bioengineering	2009
MBA	2008

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY, Virginia, U.S.

M.S. in Biological Systems Engineering	2003
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NANJING UNIVERSITY OF CHEMICAL TECHNOLOGY, Nanjing, China

B.S. in Biochemical Engineering	1998
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