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Education

PhD, University of Toronto, Canada, 2009
Master of Science, National University of Singapore, Singapore, 2001
Master of Engineering, Zhejiang University, China, 1999
Bachelor of Engineering, Shandong University, China, 1996

Academic Appointments

Associate Professor of Strategic Management, Lee Kong Chian School of Business, SMU, Jan 2018 - Present
Assistant Professor of Strategic Management, Lee Kong Chian School of Business, SMU, Jan 2010 - Dec 2017
Lecturer of Management, Lee Kong Chian School of Business, SMU, Aug 2009 - Dec 2009

Academic Administrative Positions

Academic Director, Master of Science in Management, Lee Kong Chian School of Business, SMU, Jan 2024 - Present
Digital Business Research Peak Co-Lead, Lee Kong Chian School of Business, SMU, Jul 2023 - Present
Course Coordinator, Business, Government & Society, Lee Kong Chian School of Business, SMU, Jul 2022 - Present
PGR Coordinator, Strategy & Entrepreneurship, Lee Kong Chian School of Business, SMU, Jul 2020 - Jun 2024
Basket Coordinator for Managing, College of Integrative Studies, SMU, Jul 2020 - Dec 2020
Basket Coordinator for Managing, College of Integrative Studies, SMU, Jul 2019 - Dec 2019

RESEARCH

Research Interests

Institutional Theory, Organizational Learning, Innovation, AI & Digital Business

Publications

Journal Articles [Refereed]

Natural Disasters and Corporate Philanthropy: A Double Movement Perspective, by WAN, Guoguang; WANG, Heli; GENG, Xuesong; HUANG, Kenneth G.. (2023). *Management and Organization Review*, 19 (1), 98-137. <https://doi.org/10.1017/mor.2022.40> (Published)

Habitual entrepreneurship in digital platform ecosystems: A time-contingent model of learning from prior software project experiences, by FAN, Terence; SCHWAB, Andreas; GENG, Xuesong. (2021). *Journal of Business Venturing*, 36 (5), 1-20. <https://doi.org/10.1016/j.jbusvent.2021.106140> (Published)

Rent appropriation of knowledge-based assets and firm performance when institutions are weak: A study of Chinese publicly listed firms, by QIAN, Cuili; WANG, Heli; GENG, Xuesong; YU, Yangxin. (2017). *Strategic Management Journal*, 38 (4), 892-911. <https://doi.org/10.1002/smj.2522> (Published)

Institutional Regime Shift in Intellectual Property Rights and Innovation Strategies of Firms in China, by HUANG, Kenneth G.; GENG, Xuesong; WANG, Heli. (2017). *Organization Science*, 28 (2), 355-377. <https://doi.org/10.1287/orsc.2017.1117> (Published)

Leveraging foreign institutional logic in the adoption of stock option pay among Japanese firms, by GENG, Xuesong; YOSHIKAWA, Toru; COLPAN, Asli M.. (2016). *Strategic Management Journal*, 37 (7), 1472-1492. <https://doi.org/10.1002/smj.2391> (Published)

Rapid capacity expansions and failure: A trap for new airline entrants?, by FAN, Terence P. C.; TAN, Alex Tai Loong; GENG, Xuesong. (2014). *Transportation Research Part E: Logistics and Transportation Review*, 61 (1), 176-191. <https://doi.org/10.1016/j.tre.2013.11.002> (Published)

Research collaboration and research output: A longitudinal study of 65 biomedical scientists in a New Zealand university, by HE, Zilin; GENG, Xuesong; CAMPBELL-HUNT, Colin. (2009). *Research Policy*, 38 (2), 306-317. <https://doi.org/10.1016/j.respol.2008.11.011> (Published)

Auditing the management of technological innovation in Chinese companies, by CHEN, Jin; GENG, Xuesong. (2004). *International Journal of Innovation and Technology Management*, 1 (2), 151-163. <https://doi.org/10.1142/s0219877004000155> (Published)

Book Chapters

Technological innovation audit, by GENG, Xuesong. (2019). In CHEN, Jin; BREM, Alexander; VIARDOT, Eric; WONG, Poh Kam (Ed.), *The Routledge Companion to Innovation Management* New York: Routledge. (Published)

Informal institutions and the geography of innovation: An integrative perspective, by GENG, Xuesong; HUANG, Kenneth G.. (2016). In Stephen E. Little, Frank M. Go, & Teresa Shuk-Ching Poon (Ed.), *Global innovation and entrepreneurship: Challenges and experiences from East and West* (pp. 61-78) Cham: Springer. http://doi.org/10.1007/978-3-319-43859-7_4 (Published)

Conference Proceedings

Corporate social responsibility strategy: Resource conservation or relationship preservation? , by LIEW, Yah Ling; GENG, Xuesong. (2023.0). *Academy of Management Proceedings: 83rd Annual Meeting, Boston, 2023 August 4-8*, Boston: Academy of Management. <https://doi.org/10.5465/AMPROC.2023.16889abstract> (Published)

Learning from prior innovative project experience: A study of entrepreneurs developing Google apps, by SAMIMI, Mehdi; SCHWAB, Andreas; NOSRATI, Masoud; FAN, Terence Ping Ching; GENG, Xuesong. (2019.0). *Academy of Management Proceedings: 2019 AOM, Boston, Briarcliff Manor, NY: Academy of Management*. <https://doi.org/10.5465/AMBPP.2019.19166abstract> (Published)

The effect of experience in developing innovation end-products for commercial use, by FAN, Terence P. C.; GENG, Xuesong. (2017.0). *Proceedings of 77th Annual Meeting of the Academy of Management: At the interface, Atlanta, Georgia, 2017 August 4-8*, Atlanta, USA: <https://doi.org/10.5465/AMBPP.2017.17639abstract> (Published)

A behavioral view of family firm disclosures, by YOSHIKAWA, Toru; DIELEMAN, Marleen; GENG, Xuesong. (2016.0). *Academy of Management Proceedings: AOM 2016, Anaheim, CA, August 5-9*, Briarcliff Manor, NY: Academy of Management. <https://doi.org/10.5465/AMBPP.2016.11795abstract> (Published)

The co-evolution of corporate philanthropy and stakeholder responses in China, by WAN, Guoguang; WANG, Heli; GENG, Xuesong; HUANG, Kenneth G.. (2015.0). *Academy of Management Proceedings: AOM 2015, Vancouver, BC, August 7-11*, Briarcliff Manor, NY: Academy of Management. <https://doi.org/10.5465/AMBPP.2015.15706abstract> (Published)

Substitution or symbolic effects? A reexamination of corporate governance and firm performance, by GENG, Xuesong; HENNESSY, Dean; BATES, Kimberly. (2006.0). *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada 2006 June, Banff*, (pp. 125-135) London, Ont: ASAC. (Published)

Conference Papers

The double-edged sword of artificial intelligence: Exploring the link between AI-related innovation and firm value, by GENG, Xuesong; ZHOU, Bowen. (2023.0). *Strategic Management Society Annual Meeting 2023*, Toronto. (Presented)

How do US sanctions on Chinese high-tech firms affect positioning strategy by the competing firms? , by GENG, Xuesong; ZHOU, Bowen. (2023.0). *Academy of International Business Annual Meeting 2023*, July 5-6, Warsaw, Poland. (Presented)

Evolution of corporate philanthropy in China: Analyzing the effect of Wenchuan earthquake, by WAN, Guoguang; WANG, Heli; GENG, Xuesong; HUANG, Kenneth G.. (2016.0). *International Association for Chinese Management Research Conference 2016*, June 16-19, Hangzhou, China. (Presented)

Collaboration imprint for entrepreneurs in innovative projects, by FAN, Terence P.C.; GENG, Xuesong. (2016.0). *Strategic Management Society Special Conference in Rome: Strategy Challenges in the 21st Century: Innovation, Entrepreneurship and Coopetition, Italy*, 2016 January 5-7, Rome, Italy. (Presented)

Institutions and geography of innovation: A study of innovative outputs of multinational enterprises and domestic firms in China, by GENG, Xuesong; HUANG, Kenneth G.; WANG, Heli. (2014.0). *International Association for Chinese Management Research Conference 2014*, June 19-21, Beijing. (Presented)

Institutional regime shift in intellectual property rights and patenting strategies of firms in China, by HUANG, Kenneth G.; GENG, Xuesong; WANG, Heli. (2013.0). *Academy of International Business Annual Meeting 2013*, July 3-6, Istanbul, Turkey. (Presented)

Institutions and geography of innovation: A study of innovative outputs of MNEs and domestic firms in China, by GENG, Xuesong; HUANG, Kenneth G.; WANG, Heli. (2013.0). *Academy of International Business Annual Meeting 2013*, July 3-6, Istanbul, Turkey. (Presented)

Learning to write killer apps? Implications from a system-wide perspective in developing innovations for the marketplace, by FAN, Terence P. C.; GENG, Xuesong. (2012.0). *Academy of Management Annual Meeting 2012*, August 3-5, Boston, MA. (Presented)

Learning to write killer apps? A system-wide perspective in Facebook, by FAN, Terence Ping Ching; GENG, Xuesong. (2012.0). *DRUID Annual Conference*, Copenhagen, Denmark. (Presented)

Deviating innovations and evaluation bias, by GENG, Xuesong. (2011.0). *Strategic Management Society Annual Conference*, Miami, USA. (Presented)

Vicarious learning among multimarket competitors, by GENG, Xuesong; CHUANG, You-Ta. (2010.0). *The 30th SMS Annual International Conference*, Rome, Italy. (Presented)

Categorical distortion in evaluation of innovation and competition in the stock market, by GENG, Xuesong. (2009.0). *Academy of Management*, Chicago, USA. (Presented)

Categories in evaluation of innovative activities of competing firms, by GENG, Xuesong. (2009.0). *Administrative Sciences Association of Canada Annual Conference 2009*, June, Niagara Falls, Canada. (Presented)

Magazine Articles

Catching the digital wave : Jumbo group shows how digital transformation and its seafood business can go together, by GENG, Xuesong; CHIN, Andrew; LIM, Thomas. (2024, November). *Asian Management Insights*, 11 (3), 62-69. (Published)

How the fast food industry can protect its lunch (and eat it too), by GENG, Xuesong; CHIN, Andrew; CHEN, Andrew. (2022, October). *Asian Management Insights*, 9 (2), 26-33.
<https://cmp.smu.edu.sg/ami/issues/how-fast-food-industry-can-protect-its-lunch-and-eat-it-too>
 (Published)

Research Grants

Singapore Management University

Identify multiple institutional logics in corporate governance of Chinese firms, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): GENG Xuesong, 2021, S\$25,600

Construct patent citation database for AI innovations in China, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): GENG Xuesong, 2020, S\$20,000

TEACHING

Courses Taught

Singapore Management University

Undergraduate Programmes :

Managing Strategic Change and Digital Transformation

Postgraduate Professional Programmes :

AI and Future Trends

Strategic Management

Sustainable Impact

Postgraduate Research Programmes :

Dissertation

Global Strategy and Strategic Management

Independent Study

Introductory Research Project

Pro-Seminar in Strategic Management & Organisation

Strategic Management II

Strategy

Teaching Publications

Cases

JUMBO Group: Transformation recipe for building and scaling a smart F&B business, by GENG, Xuesong; CHIN, Andrew; LIM, Thomas. (2023). SMU-23-0015. <https://cmp.smu.edu.sg/case/5926> (Published)

Building a global omni-channel commerce ecosystem: The Shopify story, by GENG, Xuesong; CHIN, Andrew; ANG, Jovina; CHANG, Jonathan. (2022). SMU-22-0017. <https://cmp.smu.edu.sg/case/5546> (Published)

From broadcaster to National Media Network: Tracing Mediacorp's evolution to a transmedia ecosystem, by GENG, Xuesong; CHIN, Andrew; LIM, Thomas. (2022). SMU-22-0013. <https://cmp.smu.edu.sg/case/5536> (Published)

The rise and demise of Airbus A380, by GENG, Xuesong; BHATTACHARYA, Lipika. (2021). SMU-21-0019. <https://cmp.smu.edu.sg/case/5066> (Published)

Kino Biotech and Kinofy: Shifting from "I" to "We", by YONG, Hsin Ning; GENG, Xuesong; LIM, Wee-Kiat. (2021). SMU-21-0023 [Kinofy]. (Published)

Wistron vs. Luxshare: US-China trade war and its decoupling effects from China, by CHEE, Jonathan; GENG, Xuesong. (2021). SMU-21-0014. (Published)

REC solar: Strategising on a solar coaster, by GENG, Xuesong; BHATTACHARYA, Lipika. (2019). SMU-19-0006. <https://cmp.smu.edu.sg/case/3896> (Published)

Co-founders of the North: A strategy simulation game, by GENG, Xuesong; SINDHWANI, Saumya; ZHANG, Whitney. (2017). SMU-17-0004. <https://www.thecasecentre.org/educators/products/view?id=147314> (Published)

Teaching Notes

JUMBO Group: Transformation recipe for building and scaling a smart F&B business, by GENG, Xuesong; CHIN, Andrew; LIM, Thomas. (2023). SMU-23-0015. <https://cmp.smu.edu.sg/case/5926> (Published)

Building a global omni-channel commerce ecosystem: The Shopify story, by GENG, Xuesong.; ANG, Jovina.; CHIN, Andrew.; CHANG, Jonathan. (2022). SMU-22-0017. <https://cmp.smu.edu.sg/case/5546> (Published)

From broadcaster to National Media Network: Tracing Mediacorp's evolution to a transmedia ecosystem, by GENG, Xuesong; CHIN, Andrew; LIM, Thomas. (2022). SMU-22-0013TN. <https://cmp.smu.edu.sg/case/5536> (Published)

The rise and demise of Airbus A380, by GENG, Xuesong; BHATTACHARYA, Lipika. (2021). SMU-21-0019TN. <https://cmp.smu.edu.sg/case/5066> (Published)

Kino Biotech and Kinofy: Shifting from "I" to "We", by YONG, Hsin Ning; GENG, Xuesong; LIM, Wee-Kiat. (2021). SMU-21-0023 [Kinofy]. (Published)

Wistron vs. Luxshare: US-China trade war and its decoupling effects from China, by CHEE, Jonathan; GENG, Xuesong. (2021). SMU-21-0014TN. (Published)

REC solar: Strategising on a solar coaster, by GENG, Xuesong; BHATTACHARYA, Lipika. (2019). SMU-19-0006. <https://cmp.smu.edu.sg/case/3896> (Published)

Co-founders of the North: A strategy simulation game, by GENG, Xuesong; SINDHWANI, Saumya; ZHANG, Whitney. (2017). SMU-17-0004TN. <https://www.thecasecentre.org/educators/products/view?id=147315> (Published)

UNIVERSITY SERVICE

Singapore Management University

Committee Member, Special Taskforce for Educational Research, Jul 2022 - Dec 2022
Committee Chair, Digital Business Major Coordinator, Oct 2020 - Present
Committee Member, Department Faculty Promotion Review Committee, Jul 2019 - Present
Committee Member, Faculty Advisory Committee (Teaching and Learning), Jan 2019 - Dec 2022
University Senate Service, Faculty Senate, Jul 2018 - Jun 2022
Committee Member, Department Faculty Recruitment Committee, Jul 2017 - Jun 2018
Committee Member, Department PhD Admission Committee, Aug 2015 - Jul 2019
Committee Chair, Summer Research Camp Organizer, Jun 2012
Committee Member, Department Faculty Recruitment Committee, Jul 2011 - Jul 2013
Committee Member, Department Master's Program Admission Committee, Jan 2010 - Jun 2010

EXTERNAL SERVICE – PROFESSIONAL

Editorial Review Board Member, Journal of International Business Studies; Management and Organisational Review; Asia Business and Management; Journal of Business Research, 2022 - 2024
Reviewer Ad Hoc Reviewer, Academy of Management Journal, Organization Science, Management Science, Journal of Business Ethics, Journal of Management Studies, Journal of Management, Asian Business and Management, Strategic Management Journal, Strategic Organization, 2015 - Present