

- Liou, R.**, Rao-Nicholson, R. 2019. “Age matters: the contingency of economic distance and economic freedom in South African firms’ cross-border acquisition performance” *Management International Review*, 59(3), 355-386.
- Liou, R.**, Rao-Nicholson, R. 2019. “Corporate name change: Investigating South African MNCs’ post-acquisition performance” *Thunderbird International Business Review*, 61 (6), 929-941.
- Liou, R.**, Lamb, N. 2018. “Buying to be socially responsible: Emerging market multinational corporations’ cross-border acquisitions and corporate social performance” *Journal of Managerial Issues*, 31(1).
- Ang, T., **Liou, R.**, Wei, S. 2018. “Perceived cultural distance in intercultural service encounters: does customer participation matter?” *Journal of Services Marketing*.
- Liou, R.**, Tan, A., Griggs, B. 2018. “Education for future responsible leaders: International experience, empathy and cultural intelligence.” *Journal of Higher Education Theory and Practice*, 18 (4), 79-89.
- Liou, R.**, Rao-Nicholson, R., Sarpong, D. 2018. “What is in a name? Cross-national distances and subsidiary’s corporate visual identity change in emerging-market firms’ cross-border acquisitions.” *International Marketing Review*, 35(2), 301-319.
- Liou, R.**, Nicholson, R., 2017. “Out of Africa: The role of institutional distance and host-home colonial tie in South African firms’ post-acquisition performance in developed economies.” *International Business Review*, 26(6), 1184-1195.
- Liou, R.**, Lee, K., Miller, S. 2017. “Institutional impacts on ownership decisions by emerging and advanced market MNCs.” *Cross Cultural & Strategic Management*, 24(3), 454-481.
- Liou, R. S.**, Chao, M. C. H., Ellstrand, A. 2017. “Unpacking institutional distance: Addressing human capital development and emerging-market firms’ ownership strategy in an advanced economy” *Thunderbird International Business Review*, 59(3), 281-295.
- Liou, R.**, Chao, C-H., Yang, M. 2016. “Emerging economies and institutional quality: Assessing the differential effects of institutional distances on ownership strategy” *Journal of World Business*, 51(4): 600-611.
- Tsai, H., **Liou, R.** 2016. “Does international experience count in the cross-cultural management course effectiveness?”. *International Journal of Services and Standards*, Vol. 11, No. 4 339-356.
- Liou, R.**, Rose, A. S., Ellstrand, A. E. 2012. “Emerging-market multinational corporations (EMNCs) as agents of globalization: Conflicting institutional demands and the isomorphism of global markets”. *Institutional Theory in International Business*, Devinney, T., Pedersen, T., & Tihanyi, L (Eds). Advances in International Management, 2012 Volume, Oxford, UK: Elsevier/JAI Press.

PAPERS UNDER REVIEW

- Liou, R.**, Faifman, L., Ellis, K., “Protectionism and ownership strategy during cross-border M&As” Paper received R&R at *Management International Review*.

Shang Y., **Liou, R.** Rao-Nicholson, R. “What to Say and How to Say it? Corporate Social Media Communication during the Pandemic” Paper received R&R at *International Journal of Strategic Communication*.

Liou, R. Rao-Nicholson, R., Shang Y. “From Emergency to Emergence: Corporate Stakeholder Management During COVID-19 Pandemic” Paper under review at *Journal of Business Ethics*.

Hasija, D., Abdurakhmonov, M., Brown, L., **Liou, R.** “Unpacking Corporate Political Activity in Cross-Border Acquisitions: Influence of Political Affinity on Acquirer and Target firms’ Lobbying Activities” Paper under review at *Journal of International Business Studies*.

Liou, R., Ting, P., Chen, Y. “The Cost of Foreign Ownership? Voluntary Sustainability Reporting and Financial Performance in an Emerging Economy” Paper under review at *Cross Cultural & Strategic Management Journal*.

Conroy, S., Trzebiatowski, T. **Liou, R.** “Tell or not to tell: Intimate partner violence and stigmatized identity disclosure at work” Paper under review at *Journal of Business Ethics*.

ACADEMIC APPOINTMENTS

Assistant Professor, Department of Management August, 2017 – Present
John H. Sykes College of Business
University of Tampa

- Taught MGT431 Practical Strategic Assessment and coached students’ teams for business case competitions; 3rd place for Jersey Mike’s case in the spring of 2018; Finalist for Raymond James’ case in the fall of 2018; 3rd place for Altieri Adjusters’ case in the fall of 2019; Finalist for Tampa Theatre case in the spring of 2020 and AppraisalVision case in the spring of 2021.
- Redesigned the curriculum of MGT350 International Management
- Designed and implemented an inaugural sustainability project in MGT330 Principles of Management

Assistant Professor, Department of Management June, 2014 –July, 2017
College of Business Administration
Texas A&M University-Central Texas

- Organized and led a study-abroad program to visit China in May of 2016.
- Design the curriculum and teach the graduate level of International Management course, incorporating the sustainability initiative.
- Design the curriculum and teach the undergraduate level of Global Business Environment
- Have taught Research Methods and Fundamentals of Management at the graduate level
- Have taught Principles of Management at the undergraduate level

Visiting Lecturer, Department of Management August, 2012 –May, 2014
Craig School of Business
California State University at Fresno

- Taught Leadership at the undergraduate level.
- Taught International Management at the undergraduate level.
- Taught Global Business at the undergraduate level.

Instructor, Department of Management
Sam M. Walton College of Business
University of Arkansas, Fayetteville, Arkansas

August, 2009—May, 2012

- Taught Data Analysis, International Management and the capstone Strategy courses at the undergraduate level.

CONFERENCE PRESENTATIONS

Liou, R. “Digitalization and Localized Sustainability Practices among MNEs’ Subsidiaries.”

Paper presented at Academy of International Business Online Annual Conference, 2021.

Liou, R., Faifman, L., Ellis, K. “Protectionism and Ownership Strategy in Cross-border Mergers and Acquisitions: Establish Ownership Control to Mitigate Legitimacy Concerns?” Paper presented at Academy of International Business Online Annual Conference, 2021.

Liou, R., Nisar, S., Lee, K., Dixon, D., Pennington, J. “Unpacking Cultural Intelligence: Cultivating Ethnorelativism in International Business Education” Paper presented at Academy of International Business Southeast Chapter Annual Virtual Conference, 2020.

Yang, J., **Liou, R.**, Yu, C., “Individual cultural values and work-related attitudes: Do work value fit and generational difference matter?” Paper presented at Academy of International Business Southeast Chapter Annual Virtual Conference, 2020.

Brown, L., **Liou, R.**, Hasija, D. “EMNCs’ Market and Nonmarket Strategy: Assessing Political Animosity in a Developed Market” Paper withdrew at Academy of International Business Annual Conference in Miami, Florida, 2020.

Lee, K. **Liou, R.**, Lamb, N. “A Deeper Look Into the Linkage Between Corporate Social and Financial Performance” Paper presented at the 2020 Southwest Decision Sciences Institute’s 50th Annual Meeting in San Antonio, TX, March 11-14, 2020.

Liou, R., Lamb, N., Lee, K. “Cultural Imprints: Emerging Market Multinationals’ Acquisitions in the Developed Markets and their Corporate Social Performance” Paper presented and received best paper award at the AIB US Southeast 2019 Conference in San Antonio, TX on October 17-29, 2019.

Yang, J., **Liou, R.**, Yu, C., “Individual cultural values and work-related attitudes: Do work value fit and generational difference matter?” Paper presented at the 29th International Conference on the Pacific Rim Management in Western Washington University, Bellingham, WA on Aug. 3-4, 2019.

Liou, R., Ting, P. “Sustainability Reporting and Foreign Ownership: An Emerging Market Perspective” Paper presented at Academy of International Business Annual Conference in Copenhagen, 2019.

- Liou, R.**, Nisar, S., Lee, K., Dixon, D., Pennington, J. “International Business Education: Cross-cultural Intelligence and Ethnorelativism” Paper presented at Academy of International Business Annual Conference in Copenhagen, 2019.
- Liou, R.**, Nicholson, R., Tung, Y. “Subsidiary Autonomy and Corporate Social Performance in an Emerging Market” Paper accepted/withdrawn at 2019 International Association of Business and Society (IABS) conference in San Diego (March 21-24)
- Liou, R.**, Brown, L. “Navigating the political uncertainty: EMNCs' cross-listing and non-market strategy in a developed market” Paper presented at the AIB US Southeast 2018 Conference in Nashville, TN on November 1-3, 2018.
- Wei, S., Ang, T., **Liou, R.** “Global versus local cause-related marketing: Moderating effects of country-of-origin and individual cultural orientation” Paper presented at the 2018 Summer AMA Conference in Boston, MA on August 10-12, 2018.
- Lee, K. **Liou, R.**, Lamb, N. “Doing good to do well? Does corporate social performance improve financial performance for emerging market multinational corporations entering developed markets?” Paper presented at the 2018 Southwest Finance Association Annual Conference, Albuquerque, New Mexico.
- Liou, R.**, Tan, A., Griggs, B. “Education for future responsible leaders: International experience, empathy and cultural Intelligence.” Paper presented at the 2018 Southwest Decision Sciences Institute’s 49th Annual meeting in Albuquerque, New Mexico.
- Liou, R.**, Nicholson, R. “History matters: Examining firm age, economic distance, and colonial tie in emerging market firms’ cross-border M&A performance” Paper presented at Academy of International Business US Southeast Annual Conference, Washington, D.C., 2017.
- Hasija, D., **Liou, R.**, Ellstrand, A. “Make bilateral relations great again: The effect of political affinity on emerging market multinationals’ post-acquisition performance”. Paper presented at Academy of Management Annual Meeting, Atlanta, Georgia, 2017
- Devers, G., **Liou, R.** “Leading the way in corporate social responsibility (CSR): A case study on Chinese characteristics in CSR”. Paper presented at Southwest Academy of Management Annual Meeting, Little Rock, Arkansas, 2017
- Liou, R.** “Integrating experiential learning in international business curriculum: Existing projects and best practices”, a panelist on the track of The World of International Business Education at Academy of International Business US Southeast Annual Conference, Tampa, Florida, 2016.
- Liou, R.** “Elevating research and collaboration: Developing a research agenda in and on Africa research in and on Africa” PDW presenter at Academy of Management Annual Meeting, Anaheim, California, 2016

- Liou, R.,** Lamb, N. “Emerging market firm’s cross-border acquisitions and corporate social responsibility.” Paper presented at Academy of Management Annual Meeting, Anaheim, California, 2016
- Liou, R.,** Nicholson, R. “Economic distance and colonial tie: South African firms' cross-border M&As” Paper presented at Academy of Management Annual Meeting, Anaheim, California, 2016
- Liou, R.,** Tsai, H. “Assessing cognitive and affective learning outcomes of an introductory global business course”. Paper presented at the 2016 Southwest Decision Sciences Institute’s 47th annual meeting in Oklahoma City, March 9-12, 2016.
- Liou, R.** “EMNCs’ ownership strategy and firm performance”. Paper presented at the Global Strategy and Emerging Markets (GSEM) Annual Conference in Miami, Jan 6-8, 2016.
- Liou, R.,** Nicholson, R. “Cross-national distances and acquired subsidiary’s post-acquisition identity change in emerging-market firms’ cross-border M&As” Paper presented at the Academy of International Business 2015 Bengaluru Conference in India.
- Liou, R.,** Lee, K., & Miller, S. “The institutional impact of entry mode decisions by emerging market and advanced market MNCs”. Paper presented at Academy of Management Annual Meeting, Vancouver, BC, Canada, 2015.
- Liou, R.,** Nicholson, R. “Cross-national distances and acquired subsidiary’s post-acquisition identity change in emerging-market firms’ cross-border M&As” Paper presented at Academy of Management Annual Meeting, Vancouver, BC, Canada, 2015.
- Liou, R.** “A foreign subsidiary’s identity typology: Enabling cooperation in emerging-market multinationals.” Paper presented at the Academy of Management Meeting, Philadelphia, 2014.
- Liou, R.,** Chao, C-H., Yang, M. “Buying to catch up: Examining emerging market corporations’ ownership strategy in cross-border mergers and acquisitions.” Paper presented at the Academy of Management Meeting, Philadelphia, 2014.
- Djurdjevic, E., Conroy, S., **Liou, R.,** Becker, W. “A social perception perspective on managerial HR decisions.” Paper presented at Annual Conference of the Society of Industrial and Organizational Psychology, Honolulu, HI, 2014
- Liou, R.,** Ellstrand, A., Chao, M. “Institutional distance and ownership strategy: An examination of emerging market multinational companies’ cross-border M&As in a developed market.” Paper is presented at the Academy of International Business Southwest USA Conference, Dallas, TX, 2014.
- Liou, R.,** Lee, K., & Miller, S. “The institutional impact of entry mode decisions by emerging market and advanced market MNCs”. Southwestern Finance Association Conference, Dallas, TX, 2014.
- Conroy, S., O’Leary-Kelly, A., **Liou, R.,** Reeves, C. “Stigmatized identity disclosure at work: The role of support in disclosure of the intimate partner violence victim identity.”

Presented at Society for Industrial and Organizational Psychology annual meeting, Houston, TX. 2013.

Liou, R., Lee, K., Miller, S. “Institutions and emerging markets: The differential impact of institutional distance on entry mode decisions by emerging market and advanced market multinational companies” Paper presented at the Academy of International Business Southeast USA Conference, Fort Lauderdale, FL, 2012.

Conroy, S., O’Leary-Kelly, A., **Liou, R.**, Reeves, C. “Identity disclosure by intimate partner violence victims: When do they tell someone at work?” Paper presented in a Divisional Paper Session at the Academy of Management Meeting, Boston, 2012.

Liou, R., Ellstrand, A. E., Anand, V. “Stakeholders’ demands and organizational identity: Enabling parent-subsidiary cooperation in a MNC” Paper presented at the 71st Academy of Management Annual Meeting, San Antonio, TX, 2011.

Liou, R., Ganster, D. “Female breadwinners’ perceived coworker support in dealing with family work conflicts” Paper presented at Annual Conference of the Society of Industrial and Organizational Psychology, Atlanta, GA, 2010.

Liou, R., Djurdjevic, E., Lee, K. “To help or to discriminate? Coworkers’ responses to stigmatized identities” Paper presented at the 70th Academy of Management Annual Meeting, Montreal, Canada, 2010.

Reeves, C., O’Leary-Kelly, A.M., **Liou, R.**, Guerber, A. “Economic empowerment and the rate and severity of intimate partner violence among employees” Paper presented at the 70th Academy of Management Annual Meeting, Montreal, Canada, 2010.

Reeves, C., **Liou, R.**, O’Leary-Kelly, A.M., Guerber, A., Lean, E. “Intimate partner violence among employed individuals: Do demographics really matter?” Paper is presented at Academy of Management Annual Meeting, Chicago, 2009.

Nag, R., **Liou, R.** “Moving beyond replication: Toward a typology of knowledge transfer modes” Paper is presented at Academy of Management Annual Meeting, Chicago, 2009.

Reeves, C., O’Leary-Kelly, A.M., **Liou, R.** “Too much information? Coworker knowledge of intimate partner violence victimization” Paper is presented at Annual Conference of the Society of Industrial and Organizational Psychology, New Orleans, LA, 2009.

SERVICE AND AFFILIATIONS

Departmental Service

- MGT350 International Management Course Redesign Committee in the fall of 2020
- MGT350 course coordinator in the fall of 2020
- Management Faculty Search Committee in the fall of 2018
- Management Major Curriculum Committee in the fall of 2017 at the University of Tampa
- TAMUCT faculty search committee for an international business position in the spring of 2017
- Chair, TAMUCT faculty search committee for two strategy positions in the fall of 2016
- Departmental committee to draft TAMUCT faculty annual evaluation guideline in the spring of 2016

- TAMUCT Faculty search committee for a visiting faculty position in the fall of 2015
- Course redesign for GB344 Global Business and MGT515 International Management at TAMUCT
- Course assessment of identifying learning outcomes and data analysis at TAMUCT from 2014 to 2017

College Service

- Undergraduate Curriculum Committee, starting in August 2020 to present.
 - Collected survey data from core course coordinators on AACSB 2020 new standards
 - Reviewed and approved 9 curriculum change and new course proposals
- Elected to the secretary of International business Committee since September 2018
- International Business Committee between August 2017 and May 2020. Develop and administer a survey for measuring students' cultural competence at University of Tampa.
- Participated in the curriculum committee on course redesign for a master's degree in One Planet Leadership and Management at Texas A&M University-Central Texas
- Led the first study abroad group to China for Texas A&M University-Central Texas in May 2016
- Attended 2016 AACSB International Conference and Annual Meeting (ICAM) in Boston
- Attended 2015 AACSB Assessment Seminar in Austin, Texas

University Service

- Visited Yuan Ze University in Taiwan in the summer of 2019 to facilitate developing a summer exchange program with UT
- Faculty Sustainability Committee at the University of Tampa since August 2018
 - Institutional assessment subcommittee to conduct analysis on UT freshmen survey data on sustainability related issues between 2016 and 2018
 - Pepsi grant subcommittee to hire two student workers facilitating recycling on UT campus in the fall semester of 2020
 - Planned annual Earth Week events
 - Authored 3 Sustainability Corner articles in the monthly Faculty Insider newsletters

Professional Community Service

- Track-chair, "IB Theory, FDI, Trade and Entry Mode Strategies" at Academy of International Business Southeast Chapter Annual Conference from 2019 to 2021.
- Editorial Review Board, *Management International Review*, starting in December 2020
- X-Culture Advisory Board, August 1, 2020-August 1, 2021
- X-Culture Project Library Director, starting in spring semester of 2020
- Task Force, IB Uniqueness Task Force 2.0, Academy of International Business, starting in March 2021
- Reviewing for blind, peer reviewed journal articles
 - British Journal of Management, August 2021
 - Journal of International Business Studies, June 2021
 - Management International Review, February 2019, April 2021

- Journal of Multinational Financial Management, March 2021
- Asia Pacific Journal of Management, October 2020
- Journal of World Business, May 2020
- International Journal of Emerging Markets, February 2020
- Asia-Pacific Journal of Accounting and Economics, February 2020
- Corporate Social Responsibility & Environmental Management Journal, February 2019
- Journal of Asia Business Studies, May 2018
- International Business Review, October 2017
- Reviewing Textbook
 - Participate in the Content and Connect digital review of Chapter Six from Rothaermel, Strategic Management Concepts, 4/e. in 2018
 - Participate in the Content and Connect digital review of Chapter Four from Rothaermel, Strategic Management Concepts, 5/e. in 2021
 - International Business by J. Michael Geringer, Jeanne M. McNett, Michael Minor, and Donald A. Ball, McGrawhill (2nd edition) in 2016
- Reviewing for Conferences
 - Academy of International Business 2011-Present
 - Academy of Management Annual Meeting: IM division 2009- Present
 - Southern Management Association Meeting 2010- 2011

Professional Memberships

- Academy of International Business 2011- Present
- Academy of Management 2009- Present
- Beta Gamma Sigma Society 2004- Present

Community Service

- Participated in the bimonthly Florida Humanistic Management Discussion 2020
- Advised Florida-Africa Business Association 2018
- Director of Curriculum at Austin Chinese School 2015-2017
 - Direct supervision of 15 teachers; provide recruitment and training for teachers.
 - Hold professional development workshops and organize cultural community events.

HONOR AND AWARDS

- 2021 Research Innovation and Scholarly Excellence Award, proposal titled, “Taiwan can help! Corporate response to the COVID-19 pandemic” at University of Tampa
- 2019 AIB US Southeast Annual Conference Best Conference Reviewer Nominee.
- 2019 AIB US Southeast Annual Conference Best Conference Paper Award, “Cultural Imprints: Emerging market multinationals’ post-acquisition CSR performance”.
- 2018-2019 International Collaboration Award Recipient at the University of Tampa
- 2012 Winner of “Academy of International Business 2012 Annual Meeting Travel Stipends”
- 2010 Winner of “From Abstract to Contract: Graduate Student Research Symposium and Career Networking” at University of Arkansas

- Doctoral Academy Fellowship (\$10,000 per year) 2008-2012
Sam M. Walton College of Business
University of Arkansas
- Fujitsu Scholarship (\$30,000) 2003-2004
Japan-America Institute of Management Science

INDUSTRY WORK EXPERIENCE

Financial Service Representative Nov., 2006 – Oct., 2007

MetLife, Arkansas

- Individual financial analysis
- Series 66, Series 7 certified by the National Association of Securities Dealers (NASD)
- Arkansas state insurance license certified

Logistics Coordinator Aug., 2005—Jan., 2006

MicroWorld Corp., California

- Analyzed sales data and forecast inventory needs
- Executed daily inventory control and coordinated with vendors and shipping companies

Intern Aug., 2004—Nov., 2004

Personnel Decision International, Japan

- Analyzed sales data and forecast customer service trends
- Conducted surveys with Japanese firms on HR management practices
- Conducted interviews with in-house consultants to investigate their challenges at work

Financial Consultant July, 2001—Aug., 2002

Cheng-Yeh Consulting Firm, Taiwan

- Analyzed individual financial needs

Store Manager July, 1999—July, 2001

Hi-Life Convenience Store Chain, Taiwan

- Supervised store staff
- Participated in opening and closing stores in various locations
- Analyzed sales data and executed inventory control