
Curriculum Vita

Dr. Ru-Shiun Liou
Assistant Professor of Management
College of Business Administration
1001 Leadership Place
Killeen, TX 76549

EDUCATION

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| PhD | Management <i>Sam M. Walton College of Business</i> <i>University of Arkansas, Fayetteville, Arkansas</i> <ul style="list-style-type: none">• Dissertation title: “Institutional distance and entry mode: How do emerging-market multinational companies overcome competitive disadvantages in a developed market?”• Committee Members: Alan E. Ellstrand (Chair), Jon Johnson, Anne O’Leary-Kelly | May, 2013 |
| MBA | International Business Emphasis <i>University of Hawaii at Manoa and JAIMS</i> | December, 2004 |
| BA | Public Health <i>National Taiwan University, Taipei, Taiwan</i> | June, 1999 |

PEER REVIEWED BOOK CHAPTER

Liou, R., Rose, A. S., Ellstrand, A. E. “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., Chao, C-H., Yang, M. “Strategic asset seeking and institutional distance: Examining emerging market corporations’ ownership strategy in cross-border mergers and acquisitions” Paper received second R&R at *Journal of World Business*.

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 received second R&R at *Cross Cultural Management: An International Journal*.

Liou, R., Ellstrand, A., Chao, C-H. “Unpacking Institutional Distance: Addressing Emerging Markets Firms’ Competitive Disadvantages of Venturing into an Advanced Economy” Paper received second R&R at Thunderbird International Business Review.

Djurdjevic, E., Conroy, S., **Liou, R.,** Becker, W. “The development and influence of discrete social emotions in performance ratings” Paper is under review at Personnel Psychology.

Liou, R., Nicholson, R. “What’s in a name? Cross-national distances and subsidiary’s corporate visual identity change in emerging-market firms’ cross-border acquisitions”. Paper is under review as International Marketing Review.

TEACHING EXPERIENCE

Department of Management June, 2014 –Present
College of Business Administration
Texas A&M University-Central Texas

- Primarily taught Global Business at the undergraduate level and International Management at the graduate level.
- Taught Research Method and Fundamentals of Management at the graduate level.
- Taught Principles of Management at the undergraduate level.

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

- Taught Leadership and International Management classes in 2012 fall and 2013 spring with an average rating of 4 out of 5.
- Taught Global Business and International Management in 2014 fall and 2014 spring with an average rating of 4 out of 5.

Department of Management August, 2009—May, 2012
Sam M. Walton College of Business
University of Arkansas, Fayetteville, Arkansas

- Taught International Management, Capstone course in Strategy, and Data Analysis with an average rating of 4 out of 5.
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CONFERENCE PRESENTATIONS

Liou, R. “EMNCs’ Ownership Strategy and Firm Performance”. Paper will be 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.
- Djordjevic, 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.
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RESEARCH IN PROGRESS

- Liou, R., Nicholson, R.** “Out of Africa: The role of institutional distances and contingency effects of organizational capabilities in performance of African M&As in developed economies”. Target: Global Strategy Journal.
- Liou, R.** “EMNCs’ ownership position and firm performance” Target: Strategic Management Journal.
- Liou, R.**, Ellstrand, A. E., Anand, V. “Divergent Stakeholders’ Demands and a Foreign Subsidiary’s Identity: Enabling Parent-subsidiary Cooperation in Emerging-market Multinationals ” Target: Thunderbird International Business Journal.
- Liou, R.**, Tsai, C. “Students’ cognitive and affective learning outcomes of cross-cultural education course”. Data collection is in progress until summer, 2015.
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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, 2002—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

HONOR AND AWARDS

- 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 Full Scholarship (\$30,000) 2003-2004
Japan-America Institute of Management Science

SERVICE AND AFFILIATIONS

Reviewing

- Academy of International Business 2011-Present
- Academy of Management Annual Meeting: IM division 2009- Present
- Southern Management Association Meeting 2010- Present

Professional Memberships

- Academy of International Business 2011- Present
- Academy of Management 2009- Present

Departmental Service

- Conduct interviews for the faculty positions at the Academy of Management Annual Meeting in Philadelphia on August 2-5, 2014
 - Course redesign for GB344 Global Business in 2014 fall semester
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