



## 杨小华 博士



旧金山大学商学院

### 教育背景

- **博士学位-- 美国堪萨斯大学商学院**  
Ph.D. School of Business, University of Kansas, USA.  
专业： 国际贸易与战略管理 International Business/Strategic Management.  
  
论文 An Analysis of R&D Strategic Alliance Activity in the Evolving Global Competitive Environment (堪萨斯大学)
- **硕士学位-- 美国爱荷华州立大学商学院**  
M.S. College of Business Administration, Iowa State University, USA  
专业： 市场营销与国际贸易 Marketing/International Business.  
  
论文 A Comparative Study of Foreign Investment Incentive Programs in Five East Asian Nations
- **学士学位 --中国上海外国语大学**  
B.A. Shanghai University of International Studies, China  
专业： 英文文学 English Literature

### 研究领域

包括：企业国际化，国际研发战略联盟，外派绩效管理，跨国企业社会责任以及跨文化管理等。

### 教学领域

涵盖本科生课程；MBA, EMBA 课程；国际贸易，全球贸易策略，跨文化协商以及在中国从事商务的研究生课程。

### 工作经历

- 美国旧金山大学商学院 | 国际贸易系  
副教授 2009 –

- 澳大利亚昆士兰科技大学管理学院 | 国际贸易系

高级讲师 2004 – 2009

- 台湾国立中山大学 | 企业管理系

客座副教授 2006 年秋季

- 澳大利亚昆士兰科技大学管理学院 | 国际贸易系

中国学习团负责人 2004 – 2005

- 澳大利亚邦德大学商学院 | 国际贸易系

助理教授 1998 – 2004

合作负责人（与 Rosita Dellios 博士）海外学习团

课程制定和协调人 大庆油田管理培训项目

- 美国瑞兰大学国际工商管理

助理教授 1995 – 1998

国际管理系主任 1995-1998

英国剑桥项目主任 1996-1998

合作负责人（与 Nussara Smith）1998 关于“昆士兰市场进入战略以及昆士兰商业发展”研讨会

合作负责人（与 Jim Lew）1996 关于“国际经济贸易课程 BUAD 339 教学”研讨会

合作负责人（与 Jim Spee）1996 关于“在国际经济贸易课程中运用有效教学方式”研讨会

- 美国堪萨斯大学商学院 | 组织行为学

讲师 spring 1992-Spring 1995

助教（协助 Joe Reitz 教授）1991 秋季

- 美国得梅因社区大学 | 市场营销

兼职讲师 1989 秋季

- 中国杭州电子大学 | 英语

讲师 1983-1986

## 所获荣誉

- 美国旧金山大学商学院杰出贡献奖 2010
- IACMR 杰出贡献奖 2010
- 澳大利亚昆士兰科技大学商务研究计划奖励 2005,2006 及 2007
- 中国四川大学荣誉名誉教授

- 昆士兰州总理颁布的“杰出奖章”
- 黄金海岸城市市长授予的杰出贡献奖
- 昆士兰第 70 届国际妇女节庆祝仪式被授予嘉奖

## 专业背景和服务

- 亚洲商业研究杂志副主编
- 亚太管理杂志特刊共同编辑
- 亚太管理杂志编辑审查委员会会员
- 中国国际交流协会执行委员会成员
- IACMR（中国管理研究国际学会）管理研究部门成员（2008-2010 当选）
- IACMR 实事通讯总编辑
- 中国论坛组委会成员，参与 2008 年 IACMR 两年期会议

## 大学和社区服务

- 博士生导师
- 博士生评委成员， Vicki Chiuhsuan Chiu，“企业研究：在中国大陆的台湾电子公司”，2008 年 5 月.
- 昆士兰理工大学校外研究硕士论文评审员 2000 年
- 黄金海岸商会理事
- 协调专员，管理学院公共研究研讨会系列，2006 年
- 管理学院，研究和发展委员会成员，2006-2007 年
- 澳洲布里斯班中央公立学校家委会代表，
- 澳洲布里斯班圣保罗学校董事，，2007-2008 年
- 澳洲布里斯班 Kinderkraft 管理委员会成员，2006 年.
- 黄金海岸市政府国际关系顾问，2001-2004 年
- 黄金海岸中国俱乐部执行管理委员会成员
- 受邀客座演讲者，“文化多样性和城市发展”，公民与城市发展协会，高雄市政府，台湾，2006 年 12 月
- 受邀客座演讲者，“中国制造的跨国企业的成长：从制度性和历史性的视角”，国立成功大学，台南，台湾，2006 年 10 月
- 受邀客座演讲者，“中国的文化和商业实践：与昆士兰的中国企业的圆桌会议”，由社会学部门和亚洲商业历史中心联合赞助，昆士兰大学，1999 年

### Journal Articles

1. **Yang, X.** Ho, E. and Chang, A. Integrating the resource-based view and transaction cost economics in immigrant business performance, *Asia Pacific Journal of Management*, in print.
2. Carney, M., Gedajlovic, E. and **Yang, X.** 2009. Varieties of Asian capitalism: Toward an institutional theory of Asian enterprise, *Asia Pacific Journal of Management*, 26 (3): 361-380.
3. **Yang, X.** and Rivers, C. 2009. Cross-Border Differences in Company Attitude to Corporate Social Responsibility, *Journal of Business Ethics*, 86: 155-169.
4. Dellios, R. **Yang, X.**, and Yilmaz, N. 2009. Food safety and the role of the government: Implications for CSR Policies in China, *iBusiness*, 1 (2): 75-84.
5. **Yang, X.**, Lim, Y., Sakurai, Y., & Seo, S. 2009. Comparative Analysis of Internationalization of Chinese and Korean Firms, *Thunderbird International Business Review*, 51 (1): 37-51.
6. **Yang, X.**, Jiang, Y., Kang, R., and Ke, Y. 2009. A Comparative Analysis of Internationalization of Chinese and Japanese Firms, *Asia Pacific Journal of Management*, 26 (1): 141-162.
7. **Yang, X.** and Casali, L. 2009. In Search of the Missing Link: An Analysis of Government Influence in CSR, *Sinergie*, 30 Luglio. M. Rapporti di ricerca n. 30 – Dicembre.
8. **Yang, X.**, and Terjesen, S., 2007. In Search of Confidence: Context, Collaboration, and Constraints, 25th anniversary issue of *Asia Pacific Journal of Management*. 24:497-507.
9. Manasserian, T, **Yang, X.** Lim, Y. and Seo, S. 2007. New Realities for international Trade and Political Implications for the Emerging Economics, *Journal of Trade and Industry Studies*, 7 (2): 67-84.
10. Wang, G., Moore, Johnson, M.V. and **Yang, X.**, 2003. China's Revised FDI Laws and WTO Entry Create Changing Patterns of FDI in China: Implications for Investors and Policy Makers, *Journal of Emerging Markets*, Vol. 8 No.3 5-15.
11. **Yang, X.**, and Stoltenberg, C., and Taylor, M. L., 2002. Configurations of R&D strategic alliances and structural stability, *Current Issues in Management*, 1

(2), 115-124.

12. McGrath-Champ, S. and **Yang, X.**, 2002. Cross cultural training, expatriate quality of life and venture performance, *Management Research News*, Pattrington: Vol. 25 (8-10): 135.

13. Wang, G. A., Lim, Y., and **Yang, X.**, 2001. Influences of China Entering into WTO on Foreign Direct Investment, *Policy Making Reference*, 14 (1).

14. **Yang, X.**, Taylor, M., and Stoltenberg, C., 1999. Assessing the effects of structural and project characteristics on R&D strategic alliance performance: A Unified Approach, *Journal of High Technology Management Research*, 10 (1).

15. **Yang, X.**, Antecedents of internationalization in Chinese state-owned enterprises, *Management and Organization Review*, invited to revise and resubmit.

16. Jiang, Y., Peng, M., and **Yang, X.**, Modes and survival of private participation projects, *Journal of International Business Studies*, under review.

17. Davidsson, P., **Yang, X.**, and Terjeson, S. How Entrepreneurship Breeds and Kills Itself: A Multi-Level Analysis and Implications for Present-Day China, *Management and Organization Review*, under review.

18. Fee, A, McGrath-Champ, S., and **Yang, X.** Expatriate Performance Management and Firm Internationalization" *Asia-Pacific Journal of Human Resource Management*, forthcoming.

19. **Yang, X.**, Chen, R. and Kwong, S. Executive Interview: Neusoft Going Global: Developing North American Market through Outsourcing, *Journal of Asia Business Studies*, forthcoming.

20. Wei, W, **Yang, X.**, Chen, R., and Howard, K. Neusoft group: Increasing north American market share, under review.

### **Book Chapters**

**Yang, X.**, Chen, R, Wei, X and J, Zhu (Forthcoming), Business Growth and Globalization of NeuSoft (Chinese Version) in Wei, X (eds), Cross Cultural Business Cases, Shanghai Jiaotong University Press, China

McGrath-Champ, S., Fee, A. and **Yang, X.** 2010. Performance management and human resources in China: Current patterns and future possibilities, in Teo and Connell (eds.). *Strategic HRM: Contemporary Issues in the Asia Pacific Region*, Tilde University Press, 284-306

**Yang, X.** 2010. Internationalization of Business: Trends and Patterns, Appendix on Sixteenth Chapter by M. Pellicano, M.V. Ciasullo in *La visione strategica dell'impresa*, Giappichelli, Torino (edited).

**Yang, X** and Ma, S. 2009. Growth and Success of China National Petroleum Corporation, in *Encyclopedia of Business in Today's World*, ed. Charles Wankel, Sage, 274-276.

**Yang, X.**, and Stoltenberg, C., 2008. Growth of Made-in-China Multinationals: An Institutional and Historical Perspective, in *Globalization of Chinese Enterprises*, eds. Alon and McIntyre, Palgrave, 61-76.

**Yang, X.** International Competition and Strategic Alliances, *The World Economy Today: Current Trends and Developments*, University of Antwerpen, forthcoming.

McGrath-Champ, S, and **Yang, X.**, 2006. Exploring New Realms in International Human Resource Management: Performance Management and Training in Australian Ventures in China, in *Managerial Issues in International Business*, Felicia Fai and Eleanor Morgan eds., Palgrave, 141-161.

**Yang, X.**, and Puia, G., 2003. Taxonomy of R&D strategic alliances: An empirical test, *China's Access to WTO and Global Economy*, Hung-Gay Fung, ed. Yuhong Publishing House, 189-212.

**Yang, X.**, Puia, G., and Wang, G. A., 2002. Porter's diamond and international entry strategies: Implications for multinational corporations in China, a book chapter in *Financial Market and Foreign Direct Investment in Greater China*, Hung-Gay Fung and Kevin Zhang, eds., 269-284.

### **Book Review**

*International Business: Competing in the Global Marketplace*, Charles Hill, Irwin-McGraw Hill, 2000.