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Curriculum Vita

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**EDUCATION**

- Ph.D. Management May 11<sup>th</sup>, 2013  
*Sam M. Walton College of Business*  
*University of Arkansas, Fayetteville, Arkansas*
- Liou, R.** 2013. “*Institutional Distance and Entry Mode: How do Emerging-Market Multinational Companies Overcome Competitive Disadvantages in a Developed Market?*” Dissertation no. 682, University of Arkansas, Fayetteville, AR.
- MBA International Business Emphasis December 2004  
*University of Hawaii at Manoa and JAAMS*
- B.S. Public Health June 1999  
*National Taiwan University, Taipei, Taiwan*

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**PEER-REVIEWED PUBLICATIONS**

- Liou, R. S.**, Ting, P. H., & Chen, Y. Y. 2023. “The cost of foreign ownership: Voluntary sustainability reporting and financial performance in an emerging economy”. *Cross Cultural & Strategic Management*, 3(3), 581-612.
- Conroy, S., Trzebiatowski, T. **Liou, R.** 2023. “Tell or not to tell: Intimate partner violence and stigmatized identity disclosure at work” *Journal of Workplace Behavioral Health*, 38(4), 353-371.
- Brown, L. W., **Liou, R. S.**, & Hasija, D. 2023. “Emerging market multinational corporations' cross-border mergers and acquisitions and political distance: Does corporate political activity matter?” *Thunderbird International Business Review*, 65(5), 533-546
- Liou, R. S.**, Faifman, L., & Ellis, K. 2023. “Navigating political risk: Protectionism and ownership strategy in cross-border M&As”. *Journal of Business Research*, 162, 113885.
- Liou, R.**, Rao-Nicholson, R., & Shang, Y. 2023. “Stakeholder salience: corporate responses during a public health crisis”. *Journal of Management & Organization*, 1-19.
- Nicholson, R., **Liou, R.** 2022. “The Cultural Mosaic of Corporate Social Responsibility: MNEs’ Role in Attaining Sustainable Development Goals”. In: Merchant, H. (eds) *The New Frontiers of International Business. Contributions to Management Science*. Springer, Cham. [https://doi.org/10.1007/978-3-031-06003-8\\_17](https://doi.org/10.1007/978-3-031-06003-8_17)

- Shang Y., **Liou, R.** Rao-Nicholson, R. 2022. “What to Say and How to Say it? Corporate Social Media Communication during the Pandemic” *International Journal of Strategic Communication*.
- Liou, R.**, Lamb, N., Lee, K. 2021. “Cultural Imprints: Emerging Market Multinationals’ Acquisitions in the Developed Markets and their Corporate Social Performance” *Journal of Business Research*, 126, 187-196.
- Liou, R.**, Nicholson, R. 2021. “Multinational Enterprises and Sustainable Development Goals: A Foreign Subsidiary Perspective on Tackling Wicked Problems.” *Journal of International Business Policy*, 4, 136-151.
- Liou, R. S.**, Brown, L. W., Hasija, D. 2021. “Political Animosity in Cross-border Acquisitions: EMNCs’ Market and Nonmarket Strategy in a Developed Market”. *Multinational Business Review*, 29(4), 451-475.
- Liou, R.**, Nisar, S., Lee, K., Dixon, D., Pennington, J. 2021. “Unpacking Cultural Intelligence: Cultivating Ethnorelativism in International Business Education” *Journal of Teaching in International Business*, 32:2, 154-175, DOI: 10.1080/08975930.2021.1960244
- Hasija, D., **Liou, R.**, Ellstrand, A. 2020 “Navigating the New Normal: Political Affinity and Multinationals’ Post-Acquisition Performance.” *Journal of Management Studies*, 57(3), 569-596.
- Wei, S., Ang, T., **Liou, R.** 2020 “Dose the global vs. local scope matter? Contingencies of cause-related marketing in a developed market” *Journal of Business Research*, 108, 201-212.
- 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.

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## CONFERENCE PRESENTATIONS

- Todd, S. E., **Liou, R.**, Lee, K. “The Effects of Culture, Governmental Trust, and Economic Measurements on a Country’s Ownership of Cryptocurrency” Paper presented at Academy of International Business Southeast Chapter Annual Conference, Atlanta, 2023
- Hossain, Md. T. B., Naoumova, I., Nardi, N. K., **Liou, R.** “From Decoupling to a Multi-foci Network Economy: MNCs Adaptive Responses to the Global Challenges” Paper presented at Academy of International Business Southeast Chapter Annual Conference, Atlanta, 2023
- Brown, L., **Liou, R.**, Hasija, D. “EMNCs’ cross-border M&As and political distance: Does corporate political activity matter?” Paper presented at Southern Management Association, Little Rock, Arkansas, 2022
- Ellis, K. **Liou, R.**, Faifman, L “Navigating Political Risks at Home: Institutional Escapism and Emerging Market Multinational Enterprises’ Cross-border Acquisition Ownership Strategy” Paper presented at Southern Management Association, Little Rock, Arkansas, 2022
- Liou, R.** Rao-Nicholson, R., Shang, Y. “Stakeholder Salience: Corporate Responses during a Public Health Crisis” Paper presented at Academy of Management Annual Meeting, Seattle, Washington, 2022
- Liou, R.** “Harnessing the Power of Social Media to Improve Student Engagement in Management Course” Panelist at Academy of Management Annual Meeting, Seattle, Washington, 2022

- Ellis, K. **Liou, R.**, Faifman, L. “Navigating Political Risks at Home: Institutional Escapism and Emerging Market Multinational Enterprises’ Cross-border Acquisition Ownership Strategy” Global Strategy Journal Paper Development Workshop at Academy of International Business, 2022 in Miami, Florida.
- 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

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## SERVICE AND AFFILIATIONS

### *Departmental Service*

- MGT660 Global Sustainable Enterprise new course proposal in the fall of 2023
- Evaluated and drafted letters of decision for pre-tenure and Tenure & Promotion packages, starting in the fall of 2022
- 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

### *College Service*

- Chair, Assurance of Learning Committee, starting in June 2022 to present.
  - Collected and compiled AoL data for the 2018-2023 Continuous Improvement Report
  - Coordinated with graduate and undergraduate curriculum committees in preparation for the AACSB team visit in the fall semester of 2023

- 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 changes and new course proposals
- Elected to the secretary of the 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 the University of Tampa.

#### *University Service*

- President, Beta Gamma Sigma Honor Society University of Tampa Chapter, starting in the fall of 2021
- Visited Yuan Ze University in Taiwan in the summer of 2019 to facilitate the development of a summer exchange program with UT
- Faculty Sustainability Committee at the University of Tampa since August 2018
  - Institutional assessment subcommittee to conduct analysis of 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*

- Executive Board at Academy of International Business Southeast Chapter from 2022 to present.
- Track-chair, "IB Theory, FDI, Trade and Entry Mode Strategies" at the Academy of International Business Southeast Chapter Annual Conference from 2019 to 2022
- 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 the spring semester of 2020
- Task Force, IB Uniqueness Task Force 2.0, Academy of International Business, March-August 2021
- Reviewing for the 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 (2<sup>nd</sup> 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 the 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 the 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