# ZHENG CHENG

Assistant Professor

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**EDUCATION**

University of Kansas, School of Business, Lawrence, Kansas

Ph.D. in Strategic Management

Lanzhou University, School of Management, Lanzhou, China

Masters of Business Administration

Wuhan University, Wuhan, China

Bachelor of Management, Economics and Management School

Bachelor of Law (International Business), WTO School

**AWARDS AND HONORS**

Best Reviewer – 2016 International Association for Chinese Management Research Annual Conference.

Winner of the Best Conference Paper Award ($1,500) – Strategic Management Society 35th Annual Conference, 2015

Dissertation Fellowship ($7,500) – University of Kansas School of Business, 2015

*Competitive – five schoolwide awards in 2015*

Best Paper Award – Oklahoma State University Management Conference, 2015

Graduate Studies Research Fund ($1,500) – University of Kansas Graduate School, 2014

Research Fund ($8,500) – University of Kansas Institute for International Business, 2014

*With collaborator Tailan Chi*

General Research Fund Award ($5,200) – University of Kansas School of Business, 2013, 2014

Summer Fellowship ($5,000) – University of Kansas School of Business, 2012

**RESEARCH**

INTERESTS

Corporate Governance and Strategy, International Management, and Inter-firm Collaboration

REFEREED PUBLICATIONS

Oh, W.Y., Chang, Y.K. & **Cheng, Z**. “When CEO Career Horizon Problems Matter for Corporate Social Responsibility: The moderating roles of industry-level discretion and blockholder ownership.” ***Journal of Business Ethics*** (2014): 1-13.

MANUSCRIPTS UNDER REVIEW

**Cheng, Z**. & Barker, V.L. III. “The Effects of CEO Career Horizon, Power and Education on R&D spending: Evidence from the Software Industry.” Received revise and resubmit at ***Strategic Management Journal***.

BOOK CHAPTERS

Poppo, L. & **Cheng, Z** (forthcoming). “Trust and Contracts: Complements versus Substitutes in Business to Business Exchanges.” In Searle, Nienaber & Sitkin (Eds.), ***Routledge Companion to Trust***.

CONFERENCE PRESENTATIONS

**Cheng, Z**. & Chi, T. “A Reexamination of Internalization Theory: An Event Study” Presented at ***2016 Strategic Management Conference***, Berlin, Germany, September 2016.

Poppo, L., Kemmerer, K., **Cheng, Z**. & Schepker, D. J. “When the Organization is Accused: Company Reputation and Stakeholder Judgements of Media Allegations.” Presented at ***2016 Strategic Management Conference***, Berlin, Germany, September 2016.

**Cheng, Z**. & Chi, T. “The Formation of Equity Joint Ventures: An Empirical Examination of the ‘Hybrid’ and ‘Asset Bundling’ Views in Transaction Cost Economics.” Presented at ***2016 Academy of International Business Annual International Conference***, New Orleans, June 2016.

Poppo, L. & **Cheng, Z**. “Inter-organizational Collaboration, Search Heuristics, and Knowledge Work: The Path of Trust to Innovation.” Presented at ***Strategic Management Society 35th Annual International Conference***, Denver, October 2015.

This paper is the sole winner of **the Best Conference Paper Award** (with a monetary award of 1,500 dollars) for the entire 35th Strategic Management Society conference.

**Cheng, Z**., Wangrow, D.B. & Barker, V.L. III. “Tenure Effects on Cognitive Traits: A Longitudinal Study of CEOs’ Letters to Shareholders.” Presented at ***the 2015 Annual Meeting of the Academy of Management***, Vancouver, Canada, August 2015.

**Cheng, Z**. & Chi, T. “Internalization Theory and the Asset Specificity and Measurement Branches of Transaction Cost Economics: Theoretical Relationships and Empirical Challenges.” Presented at the ***5th Reading-UNCTAD International Business Conference***, Reading, United Kingdom, June 2015.

**Cheng, Z**. & Barker, V.L. III. “The Effects of CEO Career Horizon, Power and Education on R&D Spending: Evidence from the Software Industry.” Presented at ***the 2014 Annual Meeting of the Academy of Management***, Philadelphia, August, 2014.

A later version of this paper was presented and received Best Paper Award at ***Oklahoma State University Management Scholar Professional Development Workshop*,** Stillwater, OK, April 2015.

Oh, W.Y., Chang, Y.K. & **Cheng, Z**. “[When CEO Career Horizon Problems Matter for Corporate Social Responsibility?](http://proceedings.aom.org/content/2014/1/10177.short)” Presented at ***the 2014 Annual Meeting of the Academy of Management***, Philadelphia, August, 2014.

OTHER CONFERENCE APPEARANCES

Session Chair – “International Organizational Behavior”, the 2015 Annual Meeting of the Academy of Management

Session Chair – “Strategic Leadership and Corporate Strategy”, Strategic Management Society 35th Annual International Conference, 2015

Invited Participant to Doctoral Consortium, the 2015 Academy of International Business Annual Conference

New Doctoral Students Consortium, the 2012 Annual Meeting of the Academy of Management

DEVELOPED DATABASES

U.S. prepackaged software industry from 1992 to 2012. Panel data from *Compustat, Execucomp, Proxy Reports, CEOs’ Letters to Shareholders,* and *BusinessWeek*.

Cross-border collaboration and performances from 1979 to 2014. Panel data from *Thomson Reuters SDC, Compustat, Dun & Bradstreet,* and *Eventus*.

Inter-firm exchanges (contracts, equity joint ventures, and merger & acquisitions) among U.S. public firms from 1994 to 2014. Cross sectional dyadic data from *Thomson Reuters SDC,* and *Compustat*.

Buyer-supplier relationship in 2008 and 2011. Survey data collected in China on contracting, trust, collaboration process, national institution, negotiation process, knowledge and innovation, and performance.

Ownership (state-owned, private, public, international joint ventures, and foreign subsidiaries) and firm performance from 1995 to 2009. Panel data from Annual Survey of Chinese Industrial Firms.

**TEACHING EXPERIENCES**

Lanzhou University (China), 2010-2011

Strategic Management Online Course (Continue Education)

Teaching Assistant (Online Exams and Tutoring)

The Open University of Gansu, 2009-2011

Microeconomics

Autonomous Instructor with control of class content

University of Kansas, 2011- present

Business Policy and Strategy (MGMT 498) Capstone

Autonomous Instructor with control of class content and evaluation

Course Evaluation: 3.87/5 (Fall 2012)

Course Evaluation: 4.11/5 (Spring 2013)

Course Evaluation: 3.71/5 (Fall 2013)

International Management (IBUS 480)

Autonomous Instructor with control of class content and evaluation

Course Evaluation: 4.20/5 (Fall 2014)

Course Evaluation: 4.12/5 (Spring 2015)

*\*Itemized evaluations available in separate documents*

Introduction to International Business (IBUS 410) Fall 2015

Mentor Teaching with Tailan Chi

**INDUSTRIAL EXPERIENCES**

Routon Electronics (Wuhan, China), December 2008

Logistics Intern

Observe practices of inventory management, EPR system (Oracle), and lean manufacturing.

CRC-Pinacle Consulting (Lanzhou, China), October to December, 2009

Consultant (Intern)

Part of a three-member team developing a five-year strategic plan for China Mobile (Gansu).

**ACADEMIC SERVICES**

Ad Hoc Reviewer: Strategic Management Journal (2016)

Ad Hoc Reviewer: European Management Journal (2016)

Reviewer: Annual Meeting of the Academy of Management (2012 - present)

Reviewer: Annual Meeting of Southern Management Association (2013 – present)

Reviewer: Annual Meeting of Academy of International Business (2015-present)

Reviewer: Strategic Management Society Annual Conference (2015-present)

Reviewer: International Association for Chinese Management Research Annual Conference (2016)

PDW Program Coordinator – “Designing Alliance Agreements”, the 2014 Annual Meeting of the Academy of Management

Vice President –University of Kansas Association of Business Doctoral Students (2014-2015)

**MEDIA INTERVIEWS**

Kansas City Star, 2012. Interview about teaching in English as a second language in the United States