

Wei He

Associate Professor of Management and Strategy
Department of Managerial Studies
College of Business
Purdue University Northwest
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WORKING EXPERIENCE

Purdue University Northwest Associate Professor of Management and Strategy	05/2018 to present
Purdue University Northwest Assistant Professor of Management and Strategy	08/2012 to 04/2018
Brush & Company, Miami, FL Managerial Assistant (Part-time)	01/2006 to 07/2006
Kinship Hotel, Tiens Corporation, TianJin, China Operations Director	06/2004 to 01/2005
Leeds Merrion Hotel, United Kingdom Service Associate and Team Leader	09/2002 to 04/2004
Hilton Leeds City, United Kingdom Placement	11/1999 to 09/2000
Sino-Singapore TianMa Refrigerating Equipment & Engineering Ltd. Sales Assistant	07/1998 to 06/1999

EDUCATION:

Aug 2006—Aug 2012 Miami, USA	Ph.D. in Business Administration Florida International University College of Business Administration
Feb 2005—May 2006 Miami, USA	Executive MSc in Hospitality Management Florida International University School of Hospitality and Tourism Management
Sep 2001—Sep 2002 Leeds, UK	MSc in Information Systems University of Leeds School of Computing

Sep 1999—Sep 2001 Leeds, UK	MSc in Hospitality Management with <i>Distinction</i> Leeds Metropolitan University School of Tourism and Hospitality Management
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Sep 1994—Jun 1998 SuZhou, China	BSc International Business Soochow University School of Finance and Economy
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TEACHING EXPERIENCE

Purdue University North Central, College of Business	Fall 2012-Summer 2019
BUSM450	Strategic Management Business Capstone (in-classroom and distance-learning)
BUSM411	Entrepreneurship and Employee Innovation
BUSM101	Introduction to Business
GBG390	Operations Management
HONR390	Contemporary Issues in the Business World (PNW Honors College Course)
MGMT 670	Business Analytics
MGMT 650	Strategic Management Capstone

Florida International University, College of Business Administration	
MAN4720	Strategic Management Summer 2011
MAN3025	Organization Management Spring 2011

Florida International University, School of Hospitality and Tourism Management	
HFT3003	Introduction to Hospitality Management Spring 2007
HFT3203	Fundamentals of Management in the Hospitality Industry Fall 2007-Spring 2011

TEACHING INTERESTS

- Strategic management
- Operations management
- Quantitative methods
- International management and international business
- Service multinational enterprise
- Entrepreneurship
- Research methods (quantitative and qualitative)
- Organization theory and organizational behavior

RESEARCH INTERESTS

- **Inter-firm relationship and strategy**

- strategic alliance, alliance portfolio and network, business group, cross-border governance and acquisition
- **Global strategy**
 - Entry mode and cross-border expansion, business and geographic scope of MNEs and performance consequence
- **Service MNE**
 - Globalization of service MNE, emerging service MNE
 - Competitive strategy for international hospitality and tourism firms

DISSERTATION

- Topic: Multiple Studies of Alliance Portfolio—Antecedents of Alliance Portfolio Configuration and Its Strategic Consequence on Multinational Firms' Continuing Foreign Expansion
- Committee: Jinlin Zhao (Chair), Sumit Kundu (Co-chair), William Newburry, William Schneper, Joseph West

PUBLICATIONS

- He, W., Brahmasrene, T. (2019) Examining strategic group membership and firm performance in the global hotel industry. *International Journal of Services, Economics and Management*, 10(3), 208-228.
- He, W., Brahmasrene, T. (2018) Drivers of R&D internationalization—Evidence from US firm investments in developing economies. *Global Business and Economics Review*, 20(4), 425-452.
- He, W. & Conners, S. (2017) Examining the travel motivations and travel patterns of prospective Chinese outbound tourists. *International Journal of the Academic Business World*, 11(2), 71-80.
- Schneper, W. D., Meyskens, M., Soleimani, A., Celo, S., He, W. & Leartsurawat, W. (2015) Organizational drivers of corporate social responsibility: Disentangling substance from rhetoric. *SAM Advanced Management Journal*, 80(1), 20-32.
- He, W. (2014) Reexamining the rationale of multinational firms' strategic decision making on international partner selection—A strategic group perspective. *International Journal of Strategic Management*, 14(3), 59-66.
- He, W., Kundu, S. & Zhao J. (2013) Alliances? Partners? Or both? The effects of alliance portfolio heterogeneity on multinational firms' performance. *International Journal of Business Strategy*, 13(4), 171-186.
- Zhao, J. & He, W. (2008) Competitive methods of multinational hotel companies in the new millennium, in Olsen, M & Zhao, J. (eds) *Handbook of Hospitality Strategic Management*. Butterworth-Heinemann, Oxford.

CONFERENCE PRESENTATIONS

- He, W. & Kundu, S. (2017) “How Does the Inherence Determines the Appearance?—Exploring Three Antecedents of Alliance Portfolio Configuration.” *Academy of International Business 2017 Annual Meeting*, Dubai, United Arab Emirates.
- He, W. & Conners, S. (2017) “Examining the travel motivations and travel patterns of prospective Chinese outbound tourists.” *Academic Business World International Conference*, Nashville, TN.
- He, W., Kundu, S. & Zhao, J. (2016) How does the look respond to the inside?—Examining three drivers of alliance portfolio configuration. *Academy of Management 2016 Annual Meeting*, Anaheim, CA, U.S.A.
- He, W. & Zhao, J. (2013) Alliance portfolio diversity configuration and multinational Firms’ continuing foreign expansion—Examination from a real options perspective. *Academy of International Business 2013 Conference*, Istanbul, Turkey.
- He, W. (2013) Strategic group and international alliance forming: An exploratory model. *The 16th International Academy of Management and Business Conference*, Washington DC.
- He, W., Kundu, S. & Zhao, J. (2012) Exploring the strategic antecedents of alliance portfolio configuration—An empirical study based on a two-dimension based approach. *Academy of International Business 2012 Conference*, Washington DC, U.S.A.
- Yang, K., He, W. & Zhao, J. (2011) Do the intercourse and interaction matter? - A dynamic approach of viewing the effect of institutional distance on cross-border M&A. *AIB 2011 Conference*, Nagoya, Japan.
- Yang, K., He, W. & Zhao, J. (2011) Contract or acquisition? The determinants of entry choices of international hotels. *Strategic Management Society 2011 Annual International Conference*, Miami, U.S.A.
- Yang, K. & He, W. (2010) The trade-off effect of formal and informal institutional distance on the cross-border M&A activities. *AOM 2010 Conference*, Montréal, Canada.
- He, W. (2010) Strategic group and international alliance forming—An exploratory model. *AIB 2010 Conference*, Rio de Janeiro, Brazil.
- He, W. (2009) Strategic group membership and firm performance in multinational hotel enterprises—A study for the New Millennium Era. *AIB 2009 Conference*, doctoral consortium, San Diego, US.

- He, W. (2009) Strategic Group Membership and Firm Performance of Multinational Hotel Companies—An Exploratory Study in the New Millennium. The 14th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, US.
- He, W. (2008) Explaining the increasing internationalization of research and development by multinational corporations. AIB 2008 Conference, Milan, Italy.
- He, W. & Zhao, J. L. (2008) Travel motivations and travel patterns for potential outbound Chinese leisure travellers. The 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orlando, FL.
- He, W. (2007) Examining the determinants of research and development investment in developing economies—An empirical study of US international R&D. XLII Annual CLADEA Conference, Miami, FL.
- He, W. & Zhao, J. L. (2006) Exploring the new trends of China's business travel market-An environmental scanning approach. The 11th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA.

AWARDS

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| 2017 | Academic Business World International Conference 2017 Best Paper Award |
| 2017 | PNW 2017 Faculty Research Catalyst Grant Award |
| 2015 | PNC MBA Outstanding Faculty Award, PNC MBA Class 2015 |
| 2013 | IABE 2013 Best Research Publication in Journal Award, International Academy of Business and Economics 2013 |
| 2011 | Dissertation Year Fellowship Award, University Graduate School, Florida International University |
| 1998 | Best Undergraduate Thesis Award, Soochow University |

PROFESSIONAL SERVICE

- Member of Assurance of Learning Committee of Department of Management and International Business, FIU (2009-2011)
Participate in curriculum review and evaluation for AACSB accreditation maintenance 2011-2012
- Serve and work for Food Network South Beach Wine and Food Festival (2005, 2006, 2007) hosted by FIU School of Hospitality and Tourism Management.

PROFESSIONAL AFFILIATIONS

- Academy of Management (member and reviewer for BPS and IM divisions since 2009)

- Academy of International Business (member and reviewer since 2008)

SKILLS

- **PNW Distance Learning Course Design Certificate**
- Language: native fluency in English and Mandarin Chinese (oral and written).
- Statistical packages: SPSS, SAS, STATA