

CURRICULUM VITAE
March 2023

Yigang Pan

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Ph.D., Columbia University

Consulting Editor, Journal of International Business Studies

19 publications in the top journals that are being tracked by UT Dallas

The 7th most published author in the first 47 years of Journal of International Business Studies, according to Verbeke & Calma, 2017, "Footnotes on JIBS 1970-2016," *Journal of International Business Studies*, 48: 1037-1044.

Recipient of the Gold Medal from Journal of International Business Studies, according to Verbeke & Fariborzi, 2019, "Celebrating 50 years of JIBS: Anniversary issue and medal awardees," *Journal of International Business Studies*, 50:1441-1447.

Manuscripts in R&R:

"Evolution of MNE Strategies amid China's Changing Institutions: A Thematic Review," *Journal of International Business Studies*, a coauthored review paper in 2nd round of review, review paper proposal was first accepted by *JIBS* in 2021.

Journal Publications:

Jingyu Li, Yigang Pan, Yi Yang, and Caleb H. Tse (2022), "Digital Platform Attention and International Sales: An Attention-based View," *Journal of International Business Studies*, 53(10): 1817-1835.

Longwei Tian, Caleb H. Tse, Xunyong Xiang, Yuan Li, and Yigang Pan (2021), "Social Movements and International Business Activities of Firms," *Journal of International Business Studies*, 52(6): 1200-1214.

Junqian Xu, Dan Huang, and Yigang Pan (2019), "Intra-firm Subsidiary Grouping and MNC Subsidiary Performance in China," *Journal of International Management*, 25, 100651.

Yigang Pan (2017), "Strategic Motives, Institutional Environments, and Firm's FDI Ownership," *Multinational Business Review*, 25(4): 307-327.

Lefa Teng, Dan Huang, and Yigang Pan (2017), "The Performance of MNE Subsidiaries in China: Does it Matter to Be Close to the Political or Business Hub?" *Journal of International Management*, 23(3): 292-305.

Yigang Pan, Lefa Teng, Atipol Bhanich Supapol, Xiongwen Lu, Dan Huang, and Zhennan Wang (2014), "Firms' FDI Ownership: The Influence of Government Ownership and Legislative Connections," *Journal of International Business Studies*, 45(10): 1029-1043.

Yigang Pan, Lefa Teng, Mingyang Yu, Xiongwen Lu, and Dan Huang (2014), "Host-country Headquarters of U.S. Firms in China: An Empirical Study," *Journal of International Management*, 20(4): 379-389.

Marshall S. Jiang, Rongwei Chu, and Yigang Pan (2011), "Anticipated Duration of International Joint Ventures: A Transaction Cost Perspective," *Journal of International Management*, 17: 175-183.

Gerald Y. Gao and Yigang Pan (2010), "The Pace of MNEs' Sequential Entries: Cumulative Entry Experience and the Dynamic Process," *Journal of International Business Studies*, 41(9): 1572-1580.

Preet S. Aulakh, Marshall S. Jiang, and Yigang Pan (2010), "International Technology Licensing: Monopoly Rents, Transaction Costs and Exclusive Rights," *Journal of International Business Studies*, 41(4): 587-605.

Marshall S. Jiang, Preet S. Aulakh, and Yigang Pan (2009), "Licensing Duration in Foreign Markets: A Real Options Perspective", *Journal of International Business Studies*, 40(4): 559-577.

Gerald Y. Gao, Yigang Pan, Jiangyong Lu, and Zhigang Tao (2008), "Performance of Multinational Firms' Subsidiaries: Influences of Cumulative Experience," *Management International Review*, 48(6): 749-768.

Marshall S. Jiang, Preet S. Aulakh, and Yigang Pan (2007), "The Nature and Determinants of Exclusivity Rights in International Technology Licensing," *Management International Review*, 47(6): 869-893.

Dean Xu, Yigang Pan, Changqi Wu, and Bennett Yim (2006), "Performance of Domestic and Foreign-invested Enterprises in China," *Journal of World Business*, 41(3): 261-274.

Gerald Y. Gao, Yigang Pan, David Tse, and Chi Kin (Bennett) Yim (2006), "Market Share Performance of Foreign and Domestic Brands in China," *Journal of International Marketing*, 14(2): 32-51.

Yigang Pan, Xiongwen Lu, and Rongwei Chu, (2005), "The Eight-R Model of Building World Class Brands," *Naikai Business Review*, 8(5): 35-38.

Dean Xu, Yigang Pan, and Paul W. Beamish (2004), "The Effect of Regulative and Normative Distances on MNE Ownership and Expatriate Strategies," *Management International Review*, 44(3): 285-307.

Yigang Pan and Deyin Xu (2004), "Competitiveness: Are Domestic Firms Less Competitive Than Foreign-Invested Firms?" *Harvard Business Review (Chinese Edition)*, February, 14-17.

Yigang Pan (2003), "The Inflow of FDI in China: The Impact of Country-Specific Factors," *Journal of Business Research*, 56, 829-833.

Yigang Pan (2002), "Equity Ownership in International Joint Ventures: The Impact of Source Country Factors," *Journal of International Business Studies*, 33(2): 375-384.

Vibha Gaba, Yigang Pan, and Gerardo R. Ungson (2002), "Timing of Entry in International Market: An Empirical Study of U.S. Fortune 500 Firms in China," *Journal of International Business Studies*, 33(1): 39-56.

Yigang Pan and David K. Tse (2000), "The Hierarchical Model of Market Entry Modes," *Journal of International Business Studies*, 31(4): 535-554.

Yigang Pan and Xiaolian Li (2000), "Joint Venture Formation Strategies of Very Large Multinational Firms," *Journal of International Business Studies*, 31(1): 179-189.

Marshall, R. Scott, Gerardo R. Ungson, and Yigang Pan (2000), "Organizational Learning: A Perspective from the Choice and Pattern of Sequential Modes of Foreign Market Entry," *Performance Improvement Quarterly*, 13(2): 117-37.

Yigang Pan, Shaomin Li, and David K. Tse (1999), "The Impact of Order and Mode of Market Entry on Profitability and Market Share," *Journal of International Business Studies*, 30(1): 81-104.

Yigang Pan and Peter S.K. Chi (1999), "Financial Performance and Survival of Multinational Corporations in China," *Strategic Management Journal*, 20(4): 359-374.

Yigang Pan and Xiaolian Li (1998), "Alliance of Foreign Firms in Equity Joint Ventures in China," *International Business Review*, 7(4): 329-350.

Donghoon Kim, Yigang Pan, and Heung Soo Park (1998), "High- Versus Low-Context Culture: A Comparison of Chinese, Korean, and American Cultures," *Psychology and Marketing*, 15(6): 507-521.

Yigang Pan and Peter S.K. Chi (1998), "The Promises and Challenges of Direct Foreign Investments in China," *Business & the Contemporary World*, 10(1): 87-105.

Wilfried R. Vanhonacker and Yigang Pan (1997), "Impact of National Culture, Business Scope, and Geographic Location on Joint Venture Operations in China," *Journal of International Marketing*, 5(3): 11-30.

Yigang Pan (1997), "Environmental Risk and Foreign Equity Ownership in Joint Ventures in China," *Journal of Asia-Pacific Business*, 2(2): 23-42.

David K. Tse, Yigang Pan, and Kevin Y. Au (1997), "How MNCs Choose Entry Modes and Form Alliances: The China Experience," *Journal of International Business Studies*, 28(4): 779-805.

Yigang Pan (1997), "The Formation of Japanese and U.S. Equity Joint Ventures in China," *Strategic Management Journal*, 18(3): 247-254.

Yigang Pan and David K. Tse (1996), "Cooperative Strategies between Foreign Firms in an Overseas Country," *Journal of International Business Studies*, 27(5): 929-946.

Yigang Pan (1996), "Influences on Foreign Equity Ownership Level in the Joint Ventures in China," *Journal of International Business Studies*, 27(1): 1-26.

Yigang Pan and Bernd H. Schmitt (1996), "Language and Brand Attitudes: Impact of Script and Sound Matching in Chinese and English," *Journal of Consumer Psychology*, 5(3): 263-277.

Roger Baran, Yigang Pan, and Erdener Kaynak (1996), "Research on International Joint Ventures in East Asia: A Critical Review and Future Directions," *Journal of Euromarketing*, 4(3/4): 7-21.

Yigang Pan, Wilfried R. Vanhonacker, and Robert E. Pitts (1995), "International Equity Joint Ventures in China: Operations and Potential Close-Down," *Journal of Global Marketing*, 8(3/4): 125-150.

Yigang Pan and Bernd H. Schmitt (1995), "What's in a Name? An Empirical Comparison of Chinese and Western Brand Names," *Asian Journal of Marketing*, (December): 7-16.

Yigang Pan, Donghoon Kim, and Wilfried R. Vanhonacker (1995), "The Need for Cognition: A Comparative Study of American and Chinese Business Executives," *Journal of International Consumer Marketing*, 7(3): 95-106.

Yigang Pan, Sue O'Curry, and Robert E. Pitts (1995), "The Attraction Effect and Political Choice in Two Elections," *Journal of Consumer Psychology*, 4(1): 85-101.

Bernd H. Schmitt and Yigang Pan (1995), "In Asia: the Supernatural Means Sales," *The New York Times*, February 19, Business Section, page 11.

Bernd H. Schmitt and Yigang Pan (1995), "Branding Policy II: To Seduce the Tigers," *Harvard Business Manager*, (in German), 17 (1): 102-111.

Donald R. Lehmann and Yigang Pan (1994), "Context Effects, New Brand Entry, and Consideration Sets," *Journal of Marketing Research*, 31(3): 364-374.

Bernd H. Schmitt, Yigang Pan, and Nader Tavassoli (1994), "Language and Consumer Memory: The Impact of Linguistic Differences Between Chinese and English," *Journal of Consumer Research*, 21(3): 419-431.

Bernd H. Schmitt and Yigang Pan (1994), "Managing Corporate and Brand Identities in the Asia-Pacific Region," *California Management Review*, 36(4): 32-48.

Yigang Pan (1994), "Entering China Through Equity Joint Ventures: A Comparison of Japanese, U.S., European, and Hong Kong Approaches" *Journal of Asian Business*, 10(2): 97-108.

Yigang Pan (1994), "Features of European Equity Joint Ventures in China: A Longitudinal Study," *Journal of Euromarketing*, 4(1): 5-22.

Yigang Pan and Donald R. Lehmann (1993), "The Influence of New Brand Entry on Subjective Brand Judgments," *Journal of Consumer Research*, 20(1): 76-86.

Media Appearance:

Washington Post, April 2, 2007 A03. The article "The Decoy Effect, or How to Win an Election" by Shankar Vedantam cited the research by Yigang Pan, Suzanne Fogel, and Robert Pitts on choice of political candidates.

Harvard Business Review, (1996) Jan-Feb issue, pages 10-11. The article in the Briefings from the Editors entitled "International Investing: Who Profits in China?" focused on a multi-year research project by Peter Chi, Yigang Pan, and Charng Kao on foreign investment in China.

South China Morning Post (a major English newspaper in Hong Kong), July 7, 1994. The article entitled "Big names draw fine line on logo imagery" focused on the research by Bernd Schmitt and Yigang Pan on branding in Asia.

Books and Chapters:

Atipol B. Supapol, Eileen Fischer, Yigang Pan (2008), "The Founding Conditions of Entrepreneurial Firms as a Function of Emerging Institutional Arrangements in China," in *Entrepreneurship in Emerging Regions Around the World*, edited by Phillip Phan et al., Edward Elgar Publishings, Inc.

Yigang Pan and Shaoming Li (2002), "*Performance of Market Followers in the International Market: The Case of China*," in *Chinese Economic Transition and International Marketing Strategy*, edited by Ilan Alon, Greenwood Publishing Group.

Yigang Pan (2000), *Greater China in the Global Market*, Binghamton, NY: International Business Press.

Yigang Pan and Xiaolian Li (1999), "Do Timing and Modes of Entry in China Matter to Market Share Position and Profitability?" in *Marketing in Transitional Economies*, ed. Rajeev Batra, 211-224, Boston, MA: Kluwer Academic Publishers.

Yigang Pan and David K. Tse (1997), "Cooperative Strategies between Foreign Firms in an Overseas Country," in *Cooperative Strategies: Asia-Pacific Perspectives*, eds. Paul W. Beamish and Peter Killing, 135-156, San Francisco, CA: The New Lexington Press.

Roger Baran, Yigang Pan, and Erdener Kaynak (1996), *International Joint Ventures in East Asia*, Binghamton, NY: International Business Press.

Zhuge Lin, Yigang Pan, Wang Meixing, and Jiang Wei (1990), *The Finance of International Trade*, Beijing, PRC: China Foreign Economic Relations and Trade Press.

Conferences:

Longwei Tian, Yigang Pan, Xunyong Xiang, Yuan Li, and Caleb H. Tse (2019), "Social Movements, Animosity, and International Business Activities of Firms: An Informal Institutional Perspective," Academy of International Business Conference, Special Workshop, Copenhagen, Denmark, June 2019.

Zhennan Wang and Yigang Pan (2014), "Location Strategies of Firms from Emerging Economies: The Impact of Country-level and Firm-level Factors," Academy of International Business Conference, BC, Canada, June 2014.

Yigang Pan, Lefa Teng, Atipol Bhanich Supapol, Xiongwen Lu, Dan Huang, and Zhennan Wang (2013), "Firms' FDI Ownership: The Role of Direct and Indirect Government Influences," Harvard Business School Conference on State Owned Multinationals, Boston, September 21, 2013.

Yigang Pan, Marshall Jiang, and Preet Aulakh (2010), "International Joint Ventures as Real Options: How Long Should the Holding Period be?" Innovation and Change in Chinese Organization Conference, Shanghai, China.

Gerald Yong Gao, Dean Xu, and Yigang Pan (2009), "From International Joint Venture to Wholly Owned Subsidiary: A Real Options Perspective on Ownership Change," Academy of International Business Conference, San Diego, California, USA, June 2009.

Min Ju, Hongxin Zhao, and Yigang Pan (2008), "Organizational Slack and Firm Performance in Chian: Impact of Ownership and Competition," Academy of International Business Conference, Milan, Italy, June 2008.

Marshall Shibing Jiang, Preet S. Aulakh, and Yigang Pan (2007), "Licensing Duration as Holding Period: A Real Options Perspective on Licensing as an Entry Strategy in Foreign Markets," Academy of International Business Conference, Indianapolis, Indiana, USA, June 2007.

Preet S. Aulakh, Marshall Shibing Jiang, and Yigang Pan (2005), "International Licensing: An Empirical Examination of Exclusivity Rights in Foreign Markets," Academy of International Business Conference, Beijing, China, June 2006.

Preet S. Aulakh, Yigang Pan, and Marshall Shibing Jiang (2006), "Long-Term or Short-Term Agreements: The Influence of Transaction Cost Variables – Empirical Evidence from Joint Ventures in China," Academy of International Business Conference, Beijing, China, June 2006.

Gerald Yong Gao, Yigang Pan, and Xiongwen Lu (2005), "The Survival and Market Share Performance of Foreign Invested Firms: Influences of Entry Timing, Mode, and Investment Size," Academy of International Business Conference, Quebec City, Canada, July 2005.

Yigang Pan (2004), "What Drives Brand Performance in Transitional Economies?" Academy of International Business Conference, Stockholm, Sweden, July 2004.

Yigang Pan (2003), "Market Share Performance of Multinational Enterprises in Transitional Economies", Academy of International Business Annual Conference, Monterey, California, July 2003.

Yigang Pan, David K. Tse, and Chi Kin (Bennett) Yim (2002), "Brand Market Share Performance: A Comparison between Foreign Joint Ventures and Local Firms in China," Academy of International Business Conference, San Juan, Puerto Rico, July 2002.

Peter S.K. Chi, Hsiu-Wen Wu, Yigang Pan, and Charng Kao (1998), "Taiwan's Investment in Mainland China: A Duration Analysis," in T.H. Lai and George T. Yu eds, *Taiwan on the Move: Conference Proceedings*, 337-362, Chungli: Taiwan.

Yigang Pan and David K. Tse (1996), "Cooperative Strategies between Non-resident Firms in an Overseas Country," in *Proceedings of Global Perspectives on Cooperative Strategies: Asian Conference*, Hong Kong, March 29-31.

Yigang Pan, Wilfried R. Vanhonacker, and Robert E. Pitts (1993), "International Equity Joint Ventures in China: Operations and Potential Close Down," *Proceedings of Conference on Joint Ventures in East Asia*, Bangkok, Thailand.

Yigang Pan and Wilfried R. Vanhonacker (1993), "International Joint Ventures in China: Market Access and Future Prospect," *Proceedings of Pan-Pacific Business Association Conference*, 10th Annual Conference, 751-53.

Yigang Pan and Wilfried R. Vanhonacker (1992), "Chinese Ethnicity: Value Structure and Family Orientation and A Comparison with American Culture," *European Advances in Consumer Research*, Summer ACR Conference in Amsterdam, Holland, eds W.F. Raaij and G.J. Bamossy, 222-225.

Yigang Pan and Bernd H. Schmitt (1989), "Mood and Persuasion: Positive and Negative Mood Can Enhance Central Information Processing," *Proceedings and Abstracts of Decision Sciences Institute*, 19th Annual Meeting, ed. V.V. Bellur and W.C. Green, 500-502.

Research Areas and Work in Progress:

Innovation and branding of firms
Market operations of Chinese listed firms
Outward investment strategies of Chinese firms
Foreign investments in China
Linguistic differences on communication strategies
Brand building strategies and advertising

Service to Academic Profession:

Consulting Editor, Journal of International Business Studies (2019-)

Member of Editorial Board:

Journal of International Business Studies (2004-2011)

Journal of International Management (2012-2019)

Journal of Global Marketing (1998-2005)

Journal of World Business (1998-2002, 2014-2019)

Journal of Macromarketing (2003-2019)

Reviewer:

Marketing Letters, 2014-

Journal of International Business Studies, 1996-

Journal of Consumer Research, 1996-

Journal of consumer Psychology, 1998-

Academy of Management Journal, 1998-

Journal of International Marketing, 1997-

Journal of International Management, 2011-
Management International Review, 2005-
Journal of Business Research, 1997-
Journal of Economic Psychology 2001
Sloan Management Review, 1999
Asia Pacific Journal of Management, 1998
Academy of Marketing Science conference 1998
Association for Consumer Research Conference 1997
Association for Consumer Research Conference 1995
Association for Consumer Research - Pacific Rim Conference 1994
Research in Consumer Behavior: Consumption in Marketizing Economies 1993

Guest editor:

Journal of Global Marketing, 2000, volume 14, issue 1 & 2, Marketing Strategy in Greater China.

Guest co-editor:

Journal of Euromarketing, 1996, volume 4, issue 3 & 4: International Joint Ventures in East Asia.

Conference service:

Chairing a session at AIB Conference in Beijing, June 2006.
Editorial Panelist, JIBS/AIB Paper Development Workshop, the Academy of International Business Conference, Stockholm, Sweden, 2004.
Panelist on the JIBS Decade Award session at the Academy of International Business Annual Conference, San Juan, July 2002.
Discussant of the session “Cues, Images, and Messages” at ACR Conference in Hong Kong, June 1998
Panelist of a symposium, “The Future of Hong Kong”, at University of Oregon, May 1997
Chairing and being discussant of the ASEAN session at 7th Annual Conference of Northwest Regional Consortium for South Asian Studies, April 1997
Chairing a session at ACR Conference in Singapore, June 1994.
Chairing the Session on Joint Ventures in China and South Asia at Conference on Joint Ventures in East Asia in Bangkok, Thailand, December 1993,

Doctoral Student Supervision:

Zhennan Wang, York University, 2016, Syracuse University, USA
Shibing Jiang, York University, 2006, Brock University, Canada.
Yong Gao, University of Hong Kong, 2006, University of Missouri, USA.
Dean Xu, York University, 2001, University of Melbourne, Australia.

Professional Experience:

Tenured or Tenure-track Positions:

Professor, Schulich School of Business, York University (tenured 1999-)

Associate Professor, University of Oregon (1996-1999, tenured)

Assistant and Associate Professor, DePaul University (1991-1996, tenured)

Affiliated Centers and Visiting Positions:

Senior Advisor, Industrial and Commercial Bank of China, Training Center Hong Kong

Executive Co-Director, Center on Global Brand Leadership, Columbia University

Research Fellow, William Davidson Institute, School of Business, University of Michigan

University of Hong Kong, Hong Kong University of Science and Technology

Education:

Doctor of Philosophy Graduate School of Business, Columbia University, New York

Master of Philosophy Graduate School of Business, Columbia University, New York

Master of Arts University of International Business and Economics, Beijing

Bachelor of Economics University of International Business and Economics, Beijing

Teaching Specializations

York University

Marketing Management

International Marketing

Market Strategies in Asia

Services Marketing

Brand Management

Corporate Strategies

International Business

Ph.D. seminar on International Business

University of Oregon:

International Business

Multinational Marketing Management

Marketing in Asia

Ph.D. Seminar in Global Business Strategy

Contemporary Global Marketing

Introduction to Business

DePaul University:

Global Marketing Strategy

Marketing in the Pacific Rim

Decisions in Marketing Management

Marketing Management I

Marketing Management II

International Marketing

Services

York University

Committees served:

MBA Committee

MBA Admissions Committee

International MBA committee

Committee to recruit Chair Professor in International Business

Ad Hoc Member of Tenure and Promotion Committee

Affirmative Action Representative

University of Oregon

Committees served: Academic Committee: OJPSB Master of International Management Program

University of Oregon Foreign Study Programs Committee

College International Business Committee, College Master's Programs Committee

DePaul University

Committees served: Graduate curriculum committee, Departmental recruiting committee

Committee on evaluating the grant proposal for incorporating ethics in business courses

Departmental teaching development committee, College international committee

Public Services:

Briefing Governor of Oregon, John Kitzhaber, on the current economic state of China prior to his trip to China 1/22/1998

Reviewer for US Information Agency

Review 1996 grant proposals to USIA for College and University Affiliation for East Asia / Pacific and APEC

Consulting & Executive Teaching:

Scotiabank of Canada

Industrial and Commercial Bank of China

Merchants Bank of China

Minsheng Bank of China

China Mobile

Alcatel China

Grey Communications Hong Kong

General Accounting Office, the regional office in Chicago

China Northern Industries Corp

Whirlpool Corp

Motorola, Schaumburg, Illinois

Bennett Associates, Chicago, Illinois

Moran, Stahl & Boyer International, Boulder, Colorado