

Curriculum Vitae

Linghui (Lynn) Tang

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ACADEMIC AND PROFESSIONAL EMPLOYMENT

- 2013- present** Professor of International Business and Economics, School of Business, the College of New Jersey, Ewing, NJ 08628
- 2007- 2013** Associate Professor of International Business, School of Business, the College of New Jersey, Ewing, New Jersey, NJ 08628
- 2006-2007** Associate Professor of International Business and Strategy, Albright College, Reading, Pennsylvania, PA 19612
- 2004-2006** Assistant Professor of International Business, College of Business, The University of Southern Mississippi, Hattiesburg, MS 39406
- 1998-2004** Assistant Professor of International Business and Economics, Lebow College of Business, Drexel University, Philadelphia, PA 19104
- 1993-1998** Teaching/Research Assistant, Maxwell School, Syracuse University, Syracuse, NY 13244
- 1991-1993** Assistant Lecturer, The College of Electronic Ministry of China, Beijing, China

EDUCATIONAL BACKGROUND

Business Analytics Certificate Program, 2017, Wharton Online

International Business Faculty Development Seminar, 1999, Thunderbird School of Global Management, Glendale, Arizona

Ph.D., 1998, International Economics and Applied Econometrics, Maxwell School, SYRACUSE UNIVERSITY, Syracuse, NY

B.A., 1991, Economics and Management, Guanghua School of Management, PEKING UNIVERSITY, Beijing, China

AWARDS, GRANTS, AND ACTIVITIES

- [1] Best Paper Award in Marketing, the 26th International Conference on Management in the Pacific Rim, Taoyuan, Taiwan, June 2016
- [2] Sabbatical Award, The College of New Jersey, Fall 2015
- [3] Project Director and PI, Title VI-B (BIE) grant from the U.S. Department of Education, total awarded: \$163,691, 2010-2013.
- [4] Support of Scholarly Activities Award (SOSA), the College of New Jersey, 2008-2011, 2012-2014
- [5] Project Manager, Title VI-B (BIE) grant from the U.S. Department of Education, total awarded: \$178,220, Project titled: "From Local to Global: The Internationalization of Business in Mississippi" 2005-2006, (with Dr. Niroomand)
- [6] Summer Research Grant \$8,000, College of Business, University of Southern Mississippi, 2005
- [7] Summer Research Grant \$12,000, Lebow College of Business, Drexel University, 1998-2002
- [8] Research/Creative Project Grant \$500, the Graduate School of Syracuse University, spring 1997
- [9] Outstanding Young Teacher, College of Electronic Ministry of China, Beijing, China, 1992

RESEARCH INTERESTS

Cross-cultural analysis of digital marketing, cultural changes and economic development, small business and entrepreneurship

COURSES TAUGHT

- A. Undergraduate level:** Applied Business Statistics, The \$100 Startup, Doing Business with China, International Economics, International Management, Multinational Firms, Capital Flows and Financial Crises, Senior Seminar in International Business and Management

B. MBA level: Management of Global Business

C. PhD level: Topics on FDI and Economic Development

PROFESSIONAL AND COMMUNITY SERVICES

[1] Member of editorial board: *Journal of Developmental Entrepreneurship*, 2004-2016

[2] Ad-hoc referee for *Cross Cultural and Strategic Management*, *Asian Pacific Journal of Management*, *Management and Organization Review*, *China: An International Journal*, *Journal of Developmental Entrepreneurship*, *International Business Review*, *International Economic Journal*, *Review of International Economics*, and *Telecommunications Policy*

[3] Board member, 2016- 2017, WWP Education Foundation, West Windsor, NJ
Secured \$10,000 corporate grants to fund innovative projects for teachers in West Windsor Plainsboro school district, prepared grant reports, and participated in fund raising for WWP Innovation Fair

[4] Founder, 2015-2017, New Continent Academy, Princeton Junction, NJ
Founded an online program that offered American high school courses to students in China. Designed website, set up global online payment, used Webex and Moodle to deliver online courses, and managed marketing campaign through Wechat. Provided college consulting services to Chinese students.

[5] Treasurer, 2013-2016, Grover Mill Homeowner Association, Princeton Junction, NJ
Prepared annual budget, made monthly payments, filed annual registration, and checked expenses

[6] Head Coach, 2012, West Windsor Plainsboro Soccer Association, West Windsor, NJ
Coached six-grade boys' soccer team, organized weekly practices and games

SCHOLARLY RECORD

A. Refereed Journals

[23] Linghui Tang (2017), "Mine Your Customers or Mine Your Business: The Moderating Role of Culture in Online Word-of-Mouth Reviews", *Journal of International Marketing* 25(2): 88-110

[22] Linghui Tang (2017), "Cross-cultural Analysis of Online Customer Reviews and Press Releases for the Smartphone Industry", *Advances in International Marketing*, forthcoming

[21] Linghui Tang (2017), "Cultural Changes and Food Production", *International Journal of Business and Social Research* 7(1): 19-33

[20] Kathy Nguent, Michael Orkrend, and Linghui Tang (2013), “Are Chinese Companies the Next Generation of MNEs? Lenovo vs. Sony in Global PC Industry”, *American International Journal of Contemporary Research* 3(2):1-10

[19] Linghui Tang and Brian Fitzsimons (2013), “The Converging Divergence of Labor Relations in Automobile Industry: The Case of China”, *Competitiveness Review* 23 (2): 175-188

[18] Linghui Tang (2012), “The Direction of Cultural Distance on FDI: Attractiveness or Incongruity?”, *Cross-Cultural Management: An International Journal* 19(2): 233-256

[17] Linghui Tang and Len J. Trevino (2010), “ICT Development and the Regional vs. Global Strategies of Multinational Enterprises”, *Multinational Business Review* 18(4): 51-70

[16] Linghui Tang and Len J. Trevino (2010), “Asymmetries in Knowledge Dissemination from the Industrial Triad to Asia”, *Journal of Economic Asymmetries* 7(1): 1-21 (lead article)

[15] Linghui Tang and Peter Koveos (2008), “A Framework to Update Hofstede’s Cultural Value Indices: Economic Dynamics and Institutional Stability”, *Journal of International Business Studies* 39(6): 1045-1063

[14] Linghui Tang and Peter Koveos (2008), “Embodied and Disembodied R&D Spillovers to Developed and Developing Countries”, *International Business Review* 17(5): 546-558

[13] Peter Koveos and Linghui Tang (December 2007) “China and India: A Tale of Two Entrepreneurial Giants” *Journal of Developmental Entrepreneurship* 12(4): 377-381 (co-edited the special issue)

[12] Linghui Tang (2006), “What Account for the Growth of Trade in Differentiated Goods: Economic Causes or Technological Imperatives?” *Economics Letters* 91(2): 204-209

[11] Linghui Tang (2006), “Communication Costs and Trade of Differentiated Goods” *Review of International Economics* 14(1), 54-68

[10] Bang Nam Jeon, Linghui Tang, and Lei Zhu (2005), “Information Technology and Bilateral FDI: Theory and Evidence”, *Journal of Economic Integration* 20(4): 613-630

[9] Peter Koveos and Linghui Tang (2004), “Offshore Outsourcing: Japan, Europe, and the Rest of the World”, *Indian Journal of Economics and Business* (Special Issue), 43-62

Tang, 2017

[8] Linghui Tang and Peter Koveos (2004), "Venture Entrepreneurship, Innovation Entrepreneurship, and Economic Development", *Journal of Developmental Entrepreneurship* 9(2), 161-171

[7] Linghui Tang (2004), "Africa and the Internet: Economic Asymmetry or Regulatory Problems?", *The Journal of Economic Asymmetries* 1(1), 71-84

[6] Linghui Tang (2003), "The Determinants of International Telephone Service Imbalances" (Lead Article), *Information Economics and Policy* 15(2), 127-145

[5] Linghui Tang and Vibhas Madan (2003), "Vertically Integrated Multinational Enterprises and the Relative Efficiency of Ownership Structures", *The International Trade Journal* 17(2), 177-203

[4] Linghui Tang and Shawkat Hammoudeh (2002), "An Empirical Exploration of the World Oil Price under the Target Zone Model", *Energy Economics* 24 (6), 577-596

[3] Linghui Tang (2002), "Measuring the Intensity of Vertically Integrated Multinational Enterprises", *Review of Development Economics* 6 (3), 478-491

[2] Linghui Tang (2002), "Incomplete Contracts and Vertically Integrated Multinational Enterprises", *International Economic Journal* 16 (1), 127-138

[1] Linghui Tang (2001), "The Imbalances of Telephone Traffic for the United States", *Telecommunications Policy* 25 (6), 421-430

B. Book Chapters

[1] "Chinese Economic and Financial Reforms" with Peter Koveos, in *Economies in Transition: Conception, Status, Prospects*, edited by Peter Koveos, Ivan Teodorovic, and Allan Young, World Scientific Press, 2002

C. Working papers and work in progress

[1] "Success of online crowdfunding projects: Geographic or cultural distance", in progress

[2] "From creative to conversion: Cross-cultural effectiveness of online display advertising" with Susan Hume and Peter Koveos

D. Conference Presentations

[35] "Mine Your Customers or Mine Your Business: Cross-Cultural Analysis of Online Customer Reviews and Press Releases for the Smartphone Industry", the 26th International Conference on Management in the Pacific Rim, Taoyuan, Taiwan, June 2016

Tang, 2017

[34] Panel Discussant for “Internationalization of Curriculum” and “Outreach to Non-Business School Constituencies”, Innovations in Undergraduate Business Education, Rutgers Business School, New Brunswick, New Jersey, October, 2015

[33] “Cross-Cultural Comparison of Online Reviews and Customer Satisfaction: the Case of Smartphone Industry”, European Academy of Management, Warsaw, Poland, June, 2015

[32] “Differences in Online Customer Reviews: Smartphones in China and the US”, 2014 International Economics Development and Research Center, Hong Kong, June, 2014

[31] “The ‘New’ Labor Relations in the Automobile Industry: The Case of China”, 25th Annual Meeting of the Society for the Advancement of Socio-Economics, Milan, Italy, June 2013

[30] “On a new approach to measure regional cultural difference”, Academy of International Business conference, Istanbul, Turkey, July 2013

[29] “Expand International Education to China: Challenges and Opportunities”, 2012 Annual Conference of NASBITE International, Portland, Oregon

[28] “China’s 12th Five Year Plan: Implications for Small Business”, with Peter Koveos, 2012 Annual Conference of NASBITE International, Portland, Oregon

[27] “Labor Unrest and the Prospect of Independent Labor Unions in Chinese Automobile Industry: An Institutional Approach”, 2011 Academy of International Business conference, Nagoya, Japan

[26] “Regional Food Culture and Perceived Organizational Justice for High-Skilled Labor in China”, 2011 Academy of International Business conference, Nagoya, Japan

[25] “Are Chinese Companies the Next Generation Multinational Enterprises: A historical comparison with Japanese companies”, 2010 Northeast Business and Economics conference, with Kathy Nguyen and Michael Okrend

[24] “ICT development and the Regional vs. Global Strategies of Multinational Enterprises”, with Len Trevino, 2010 Academy of International Business Annual Conference, Rio de Janeiro, Brazil, June 25-29, 2010

[23] “Regional Culture Difference in Job Motivations, Compensation System, and Career Planning: The case of skilled labor in China”, presented at “The State and the Internationalization of Business: Is there a China or India model” conference organized by Edinburg University, Edinburg, UK, October 29-30, 2009

[22] “The direction of cultural distance on FDI: Attractiveness or incongruity?”, 2009 Academy of International Business annual conference, San Diego, CA, June 27-30

Tang, 2017

[21] “ICT Development and a Multi-Dimensional Measure of Distance for International Location Strategy”, 2008 Academy of International Business Northeast Chapter Conference, Atlantic City, NJ

[20] “Explicit and Tacit Knowledge Transfer from the Industrial Triad to Asia”, 2007 (December) China Economic Annual Conference, Shenzhen, China

[19] “Has Cultural Distance Declined for FDI”, 2007 (August) Academy of Management (AOM) Conference, Philadelphia, Pennsylvania

[18] “ICT Development and a multi-Dimensional Measure of Distance for International Location Strategy”, 2007 (June) Academy of International Business (AIB) Conference, Indianapolis, Indiana

[17] “On a Formal Framework to Update the Hofstede Indices” with Peter Koveos, 2006 Northeast AIB Conference (October 2005), Cleveland State University, Ohio

[16] “Embodied and Disembodied International R&D Spillovers: Trade, FDI, and Telephone Traffic” with Peter Koveos, presented at 2005 Academy of International Business Conference, Quebec City, Canada

[15] “Testing Different Channels of R&D Spillovers: Trade, FDI, and Telephone Traffic” (January 2005) with Peter Koveos, Allied Social Science Association Conference (ASSA), Philadelphia

[14] “Testing Different Channels of R&D Spillovers for OECD and Non-OECD Countries: Trade, FDI, and Telecommunications” (July 2004) with Peter Koveos, 7th Biennial Conference in Asymmetries in Trade and Currency Arrangements in the 21st Century, Deutsche Bundesbank, Frankfurt, Germany

[13] “Testing Different Channels of R&D Spillovers: Trade, FDI, and Telecommunications, (June 2004), Western Economic Association, Vancouver, Canada

[12] “FDI and R&D Spillovers in OECD Countries” (November 2003), Southern Economic Conference, San Antonio, Texas

[11] “Communication Cost, Distance, and Foreign Direct Investment” (October 2003), AIB Northeast Annual Meeting, Southern New Hampshire University, Manchester, NH

[10] “Communication Costs, Distance, and Bilateral FDI” (July 2003), 78th Western Economics Conference, Denver, Colorado

[9] “Communication Cost Sharing, Information Technology, and U.S. Imports of Differentiated Goods” (May 2003), Midwest International Economics Meeting, Pittsburg University, Pittsburg, PA

Tang, 2017

[8] “Taking Africa to the Internet: Economic and Regulatory Issues” (July 2002), Academy of International Business Southeast Asia and Australia Regional Conference, Shanghai, China

[7] “The Impact of Information Technology on International Trade” (May 2002), Midwest International Economics Meeting, Northwestern University, Evanston, IL

[6] “The Impact of Information Technology on International Trade” (July 2001), 76th Annual Western Economics Conference, San Francisco, CA

[5] “Vertically Integrated Multinational Enterprises and the relative Efficiency of Ownership Structures”, (May 1999), Midwest International Economics Meeting, Purdue University, West Lafayette, IN

[4] “Reconsidering the Emergence of Vertically Integrated Multinational Firms: Theory and Evidence” (January 1999), North American Economics and Finance Conference, New York City

[3] “Measuring the Intensity of Vertical Integration for U.S. Majority-Owned Multinational Enterprises” (October 1998), Midwest International Economics Meeting, University of Michigan, Ann Arbor, MI

[2] “The Emergence of Vertically Integrated Multinational Enterprises through Cross-Border Mergers and Acquisitions” (May 1997), Midwest International Economics Meeting, Northwestern University, Evanston, IL

[1] “Chinese Financial Reforms: Lessons for Other Countries”(September 1995), with Peter Koveos and Patricia Meyers, The First International Conference on Managing in Emerging Markets, School of Management, Syracuse University, NY

RECORDS OF SERVICE TO TCNJ COMMUNITY

[18] Faculty Advisor for Economics Club, 2017-present

[17] Department of Economics Tenure and Promotion Committee Chair, 2016-present

[16] Faculty Advisor for Baseball Club, 2014-2016

[15] Member, Global Engagement Committee, 2014-2016

[14] Faculty Advisor to International Business Association at TCNJ, 2008-2015

[13] Member, Liberal Learning Committee, 2011- 2014

Tang, 2017

[12] Member, Asian Studies Committee, 2011- present

[11] Member, International Studies Committee, 2010-2012

[10] Chair, International Business Curriculum Committee, 2010-2011

[9] Member, Faculty Senate, 2009-2012

[8] Volunteer, 2011 “Bring Your Child to Work Day” (Made a presentation titled “A College Degree in International Business”)

[7] Member, TCNJ School of Business Writing Committee 2010: rewrote the chapter “How to Write a Business Research Paper”, summer 2010

[6] Member, Chinese Studies Committee, 2010-2012

[5] Member, Dr. Lowell Johnson Achievement Award committee, School of Business, 2008-2009

[4] Member, Departmental committees for disciplinary standards for tenure and promotion , 2008 and 2010

[3] Faculty advisor, Theta Nu Xi Multicultural Sorority, a college wide student association, The College of New Jersey, 2007-2008

[2] Member, International Business Curriculum Committee, 2008-2009

[1] Attended convocation, open house, and commencement every year

References

1. Dr. Brenda Ghitulescu

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3. Dr. Peter Koveos

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