서강대학교
SOGANG UNIVERSITY

서강대학교 기술경영연구소 주관 해외석학초청 세미나

2024년 1학기 서강대학교 기술경영연구소 주관 해외석학초청 세미나가 6월 4일 저녁 10시 온라인으로 개최됩니다. 글로벌 IP 전략연구 분야의 leading scholar인 Minyuan Zhao 교수님 (Washington University in St. Louis; 현 Strategic Management Journal, Associate Editor)를 모시고 1시간 정도 진행합니다. "Intellectual Property Strategies in the Fragmented World"를 주제로 현재 진행 중인 3가지 연구프로젝트에 대해 발표할 예정입니다. 많은 관심과 참석 부탁드립니다.

1. **일시: 6월 4일 22:00**
2. 장소: 줌 세미나
3. 문의: 서강대 MOT 박진혁 교수 (josephpark@sogang.ac.kr)
4. 줌 링크:

https://sogang-ac-kr.zoom.us/j/86414683683?pwd=eXgwSGQ1OGNaUGlRMk5na0FJWXNJUT09

5. 연사 소개

Minyuan Zhao is an Associate Professor of Strategy at the Olin Business School, Washington University in St. Louis. Minyuan's research examines the interactions between firm strategy and external environment in a global context. Her work on multinational innovation and intellectual property (IP) strategies has been published in top journals such as Management Science, Strategic Management Journal, and Journal of International Business Studies. Prior to joining Olin, Minyuan was on the faculty of the Wharton School (UPenn), Ross School of Business (Michigan), and Carlson School of Management (Minnesota). She was the recipient of the 2012 Teaching Excellence Award from the Michigan EMBA program, the 2013 Best Educator Award from the NUS-UCLA EMBA program, the 2018 Teaching Excellence Award from the Wharton School, and the 2022 Reid Teaching Award from WashU's EMBA program. She had work experience in entrepreneurship, government think tank, and the automotive industry.

Selected Publications

"Light-touch integration: A study on cross-border acquisitions by emerging market multinationals", Strategic Management Journal, with L Tang, 2023

"Shopping as a local: A study of conduit acquisition by multinational enterprises", Journal of International Business Studies, 1670–1694, with S. Wang, J. Wei, 2022

"Knowledge Sourcing by Multidivisional Firms", Strategic Management Journal, Issue 13, 3326-3354, with P. Garg, 2018

"Reaching through the Fog: Institutional Environment and Cross-border Giving of Corportae Foundations", Strategic Management Journal, Issue 10, 2666-2690, with A. Hornstein, 2018

"IP Litigation Is Local, But Those Who Litigate Are Global", Journal of International Business Policy, Issue 1-2, 53-70, with K. Beukel, 2018

"Zooming In: A Practical Manual for Identifying Geographic Clusters", Strategic Management Journal, 10-21, with J. Alcacer, 2016

"Location Choices under Strategic Interactions", Strategic Management Journal, Issue 2, 197-215, with J. Alcacer, C. Dezso, 2015

"Local R&D Strategies and Multi-location Firms: The Role of Internal Linkages", Management Science, Issue 4, 734-753, with J. Alcacer, 2012

"Perspectives on China's Outward Foreign Direct Investment", Journal of International Business Studies, Issue 3, 337-350, with Bernard Yeung, Randall Morck, 2008

"Conducting R&D in Countries with Weak Intellectual Property Rights Protection", Management Science, Issue 7, 1185–99, 2006