

## RONG MA

Department of Management  
Rutgers University Camden  
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### EDUCATION

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**UNIVERSITY OF MEMPHIS, MEMPHIS, TN**  
*Ph.D. (Strategic Management) December 2009*

**OHIO UNIVERSITY, ATHENS, OH**  
*MBA (MIS) – July 2003*

### ACADEMIC APPOINTMENTS

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**RUTGERS UNIVERSITY– CAMDEN, CAMDEN, NJ (2018 - PRESENT)**  
*Associate professor of Management, Department of Management, School of Business*

**RUTGERS UNIVERSITY– CAMDEN, CAMDEN, NJ (2013 - 2018)**  
*Assistant professor of Management, Department of Management, School of Business*

**UNIVERSITY OF MISSOURI – KANSAS CITY, KANSAS CITY, MO (2010 - 2013)**  
*Assistant Professor of Strategic Management, Department of Management, Henry W. Bloch School of Management*

### RESEARCH INTERESTS

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Strategic Leadership and Corporate Governance  
Entrepreneurial Opportunity Identification in an International Context  
Corporate Social Responsibility

### REFEREED JOURNAL PUBLICATIONS & CONFERENCE PROCEEDING

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Ma, R. & Huang, Y. Forthcoming. An opportunity-based explanation of entrepreneurial intention: Evidence from Global Sourcing Suppliers in China. *Journal of Small Business and Entrepreneurship*.

Xia, J., Dawley, D., Jiang, H., Ma, R., Boal, K. 2016. Resolving a dilemma of signaling bankrupt-firm emergence: A dynamic integrative view. *Strategic Management Journal*, 37: 1754-1764. (5 Year Impact Factor: 6.652)

Ma, R. & Huang, Y. 2016. Opportunity-based strategic orientation, knowledge acquisition, and entrepreneurial alertness: The perspective of the global sourcing suppliers in China. *Journal of Small Business Management*, 54(3): 953-972. (5 Year Impact Factor: 4.342)

- Huang, Y., Ma, R. & Lee, KW. 2015. Exploitative learning in project teams: Do cognitive capability and strategic orientations act as moderator variables? *International Journal of Project Management*, 33(4): 760-771. (5 Year Impact Factor: 4.383)
- Nelson, T., Singh, K., Elenkov, D., Ma, R., Krug, J., Davis, B., Wright, P. 2013. Theoretical contributions to governance of smaller firms. *Journal of Business and Entrepreneurship*, 25(1): 21-42.
- Wright, P., Krug, J., & Ma, R. 2013. Levels of liquid assets and enterprise outcomes: The case of smaller firms based abroad. *Journal of Business and Entrepreneurship*, 24(2): 69-78.
- Wright, P., Kroll, M., Walters, B., & Ma, R. 2012. Intersection of upper echelons and corporate governance: Ramifications for profitability. *Journal of Managerial Issues*, 24(4): 433-449.
- Ma, R., Huang, Y., & Shenkar, O. 2011. Social networks and opportunity recognition: A cultural comparison between Taiwan and the United States. *Strategic Management Journal*. 32 (11): 1183-1205. (5 Year Impact Factor: 6.652)
- Ma, R. & Allen, D. 2009. Recruiting across cultures: A value-based model of recruitment, *Human Resource Management Review*, 19(4): 334-346. (5 Year Impact Factor: 4.299)
- Tsai, M., Huang, Y. & Ma, R., 2009. Antecedents and consequences of global responsiveness: An empirical examination of MNCs in the global sourcing context. *International Business Review*, 18 (6): 617-629. (5 Year Impact Factor: 3.095)
- Ma, R. & Huang, Y. 2008. Social networks and opportunity recognition: A cultural perspective. *Academy of Management Best Paper Proceedings*

#### **REFEREED CONFERENCES PRESENTATIONS**

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- Ma, R. & Sambharya, R. 2019. Diversification Strategy and CSR Disclosure Quality: A Multinational Study. To be presented at the annual meeting of the Academy of International Business in Copenhagen, Denmark
- Ma, R. & Hou, W. 2018. CEO Regulatory Focus and Corporate Social Responsibility: The Different Patterns of Firm CSR Practices. Presented at the annual meeting of the Southern Management Association in Lexington, KY.
- Ma, R. 2017. Regulatory focus and corporate social responsibility: How does regulatory fit play a role? Presented at the annual meeting of the Academy of Management in Atlanta, GA.
- Ma, R., Huang, Y., Lee, C., & Wright, P. 2017. CEO stock ownership as incentive benefits or risk bearing? The effect of CEO regulatory focus. Presented at the annual meeting of the Academy of Management in Atlanta, GA.
- Huang, Y. & Ma, R. 2014. Stock market response to R&D alliance announcements: A signaling perspective. Presented at the annual meeting of the Academy of Management in Philadelphia, PA.
- Ma, R. & Wright, P. 2012. Risk aversion or loss aversion? The role of CEO perceived control. Presented at the annual meeting of the Academy of Management in Boston, MA.

Huang, Y. & Ma, R. 2012. Strategic orientation, knowledge acquisition, and opportunity: The sourcing suppliers' perspective. Presented at the annual meeting of the Academy of Management in Boston, MA.

Ma, R. & Huang, Y. 2011. Effects of global outsourcing on sourcing suppliers in China: Opportunity and spinouts. Presented at the annual meeting of the Academy of Management in San Antonio, Texas

Xia, J., Dawley, D., Ma, R., & Boal, K. 2011. Stakeholder reaction and post-bankruptcy outcome: An application of signaling theory. Presented at the annual meeting of the Academy of Management in San Antonio, Texas

Huang, Y. & Ma, R. 2011. Developing a framework to link global outsourcing with entrepreneurship: A supplier perspective. Presented at the annual meeting of the Academy of International Business in Nagoya, Japan

Huang, Y. & Ma, R. 2009. Exploitation and new product development: The role of cognitive skills and strategic orientations. Presented at the annual meeting of the Academy of Management in Chicago, Illinois.

Ma, R. & Huang, Y. 2008. Social networks and opportunity recognition: A cultural perspective. Presented at the annual meeting of the Academy of Management, Anaheim, California

Ma, R. & Huang, Y. 2008. Global outsourcing quality, knowledge acquisition, and entrepreneurship: Firm opportunity identification and individual spinout intention. Presented at the annual conference of the Academy of International Business in Milan, Italy

Ma, R. & Huang, Y. & Muslin, I. 2008. Network complementarity, absorptive capacity, and global responsiveness: Global outsourcing and the supplier perspective. Presented at the annual conference of the Southern Management Association in St. Pete Beach, Florida

Ma, R. 2007. Social networks and opportunity recognition: A cultural perspective, Presented at the annual meeting of the Academy of International Business in Indianapolis, Indiana

Ma, R. & Allen, D. 2007. Recruitment and national culture: A value-based model of recruitment. Presented at the annual meeting of the Academy of Management in Philadelphia, Pennsylvania

Tsai, M. & Huang, Y. & Ma, R. 2007. An investigation of global responsiveness of offshore outsourcing firms: Its determinants and effects. Presented at the annual meeting of the Academy of Management in Philadelphia, Pennsylvania

Ma, R. 2007. Managerial goal orientation and outsourcing: An extension to the agency theory perspective. Presented at the annual meeting of the Southern Management Association Meeting in Nashville, Tennessee

Ma, R. & Busija, E. 2006. Relating entrepreneurship to global outsourcing: opportunity identification and spinouts. Presented at the annual meeting of the Academy of International Business in Beijing, China

Ma, R. & Gondo, M. & Amis, J. 2006. Global outsourcing partnership and change of organizational culture. Presented at the annual meeting of the Academy of Management in Atlanta, Georgia

## AWARDS & GRANTS

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2017	Rutgers Camden Catalyst Grant of the Provost's Fund for Research
2016-2017	Rutgers School of Business – Camden Summer Research Grant
2012	Richard B & Laura Cray Faculty Award for Innovative Teaching
2006-2009	University of Memphis Travel Grant to the Academy of Management Annual Meeting
2007	Academy of International Business Doctoral Travel Grant
2001	Best College Student of Shaanxi Province, Office of Education, Shaanxi Province, P.R. China

## TEACHING EXPERIENCE

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Assistant Professor of Management, Rutgers University Camden

- *Strategic Management (Professional MBA program)*
- *Strategic Management (Graduate Level)*
- *Business Policy (Undergraduate Level)*
- *Multi-National Business (Undergraduate Level)*

Assistant Professor of Management, University of Missouri - Kansas City

- *Strategic Management (Undergraduate Level)*

Instructor, University of Memphis, Undergraduate Level

- *Strategic Management (Undergraduate Level)*
- *Principals of Management (Undergraduate Level)*

Supporting faculty of Study Abroad Program - China, University of Missouri - Kansas City

Annual Case Competition Steering Committee, University of Missouri - Kansas City

## CONSORTIA AND WORKSHOPS

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- Mid-Career Consortium, BPS Division, Academy of Management, San Antonio, Atlanta, GA 2017
- Chinese Management Scholars Research Workshop, Academy of Management, 2012
- Chinese Management Scholars Workshop, Academy of Management, San Antonio, TX 2011
- New Faculty Consortium, BPS Division, Academy of Management, San Antonio, TX 2011
- Participant-Centered Learning Seminars: Art & Craft of Discussion Leadership offered by Harvard Business School, Williamsburg, VA 2010
- Advanced Networks Workshop: Theoretical and Empirical Applications of Social Network Analysis, Academy of Management, Chicago, IL 2009
- Doctoral Consortium, BPS Division, Academy of Management, Philadelphia, PA 2007
- New Doctoral Student Consortium, Academy of Management, Atlanta, GA 2006

## INVITED PRESENTATIONS

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Chinese University of Hong Kong  
Northeastern University  
University of Missouri - Kansas City

## PROFESSIONAL SERVICE

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Track program chair (Strategic Leadership & Governance) of the 2017 annual conference of the Academy of Management

Journal Review: Ad-hoc reviewer of the *Academy of Management Journal*, *the Strategic Management Journal*, *Journal of International Business Studies*, *Strategic Organization*, *Journal of Management Studies*, *Corporate Governance: An International Review*, *European Management Journal*, *Chinese Management Studies*

Grant Proposal Review: External reviewer of Research Grant Council of Hong Kong,

Conference Review: Academy of Management, Academy of International Business, Strategic Management Society, IACMR

## **SERVICE TO RUTGERS UNIVERSITY**

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2017 Employee Engagement Committee  
2017 Internship Supervision: Fan Gao, MBA Internship at Easy Future Go Inc.  
2017 AACSB Faculty Qualifications Committee  
2016 Assist/Assoc. Professor of Professional Practice Search Committee  
2013 – present Faculty research committee

## **MEMBERSHIP**

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Academy of Management  
Beta Gamma Sigma