

## **RONG MA**

Department of Management  
Rutgers University Camden  
Tel: 856-225-2590  
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### **EDUCATION**

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**UNIVERSITY OF MEMPHIS**, MEMPHIS, TN

**OHIO UNIVERSITY**, ATHENS, OH

### **ACADEMIC APPOINTMENTS**

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**RUTGERS UNIVERSITY– CAMDEN**, CAMDEN, NJ (2018 - PRESENT)

*Associate professor of Strategic Management, Department of Management, School of Business*

**RUTGERS UNIVERSITY– CAMDEN**, CAMDEN, NJ (2013 - 2018)

*Assistant professor of Strategic 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., Hou, W., Priem, R., Wright, P. 2022. Does Restricted Stock Turn CEOs into Risk-Averse Managers? Insights from the Regulatory Focus Theory. *Long Range Planning*. 55(2): 102165.

Ma, R. & Huang, Y. 2020. An opportunity-based explanation of entrepreneurial intention: Evidence from Global Sourcing Suppliers in China. *Journal of Small Business and Entrepreneurship*. 32(4): 379-400.

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. 2022. A closer look at the relationship between internationalization and CSR disclosure quality. To be presented at the annual meeting of the Academy of Management in Seattle, WA

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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2022	Rutgers School of Business – Camden Summer Research Grant
2021	Rutgers School of Business – Camden Summer Research Grant
2018	Rutgers School of Business – Camden Summer Research Grant
2017	Rutgers Camden Catalyst Grant of the Provost’s Fund for Research
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

## **TEACHING EXPERIENCE**

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Rutgers University Camden

- *Strategic Management (Professional MBA program)*
- *Strategic Management (Graduate Level)*
- *Business Policy (Undergraduate Level; Online and In person)*
- *Multi-National Business (Undergraduate Level)*

University of Missouri - Kansas City

- *Strategic Management (Undergraduate Level)*

Instructor, University of Memphis

- *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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- Digital Scholar Fellow 2019

- 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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2022	NTT professor search Committee (Chair)
2022	Assist/Assoc. Professor of Sustainability Management Search Committee
2022	Teaching Award Committee
2021	Inaugural Subcommittee Academics
2021	NTT Reappointment Committee
2021	Assist/Assoc. Professor of Professional Practice Search Committee
2020	Assist/Assoc. Professor of Professional Practice Search Committee
2019-2020	Associate Dean of Undergraduate Programs
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 – 2021 Faculty research committee

**MEMBERSHIP**

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Academy of Management  
Beta Gamma Sigma