

RONG MA

Department of Management
Rutgers University Camden
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EDUCATION

UNIVERSITY OF MEMPHIS, MEMPHIS, TN

OHIO UNIVERSITY, ATHENS, OH

ACADEMIC APPOINTMENTS

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

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

RUTGERS UNIVERSITY– CAMDEN, CAMDEN, NJ (2019- 2020)

Associate Dean of Undergraduate Programs

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

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

REFEREED JOURNAL PUBLICATIONS & CONFERENCE PROCEEDING

Ma, R., Yi, Y. 2023. Managerial negative interpretation and environmental CSR: Evidence from China. *Asia Pacific Journal of Management*. <https://doi.org/10.1007/s10490-023-09921-5>

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

Ma, R. 2023. Regulatory Fit or Regulatory Pride? Relative Values of CEO Restricted Stock and Risk Taking. Presented at the annual meeting of the Academy of Management in Boston, MA.

Ma, R. & Sambharya, R. 2022. A closer look at the relationship between internationalization and CSR disclosure quality. 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

2023	Rutgers School of Business – Camden Summer Research Grant
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

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

- 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

Chinese University of Hong Kong

Northeastern University

University of Missouri - Kansas City

PROFESSIONAL SERVICE

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*

2023 Ad-hoc reviewer of *Journal of Business Research*

2021 Ad-hoc reviewer of *Chinese Management Studies*

2020 Ad-hoc reviewer of *Journal of Small Business Management*

2020 Ad-hoc reviewer of *Journal of Management Studies*

2020 Ad-hoc reviewer of *Journal of Small Business & Entrepreneurship*

2018 Ad-hoc reviewer of *Human Relations*

2018 Ad-hoc reviewer of *Journal of Business Research*

Grant Proposal Review: External reviewer of Research Grant Council of Hong Kong (2014 to present)

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

SERVICE TO RUTGERS UNIVERSITY

2023	Assist/Assoc. Professor of Sustainability Management Search Committee
2022	NTT professor search Committee (Chair)
2022	Undergraduate Management Major Curriculum Revision committee (Chair)
2021-present	Teaching Award Committee
2021	Inaugural Subcommittee Academics and Arts
2021	NTT Reappointment Committee (Chair)
2021	Assist/Assoc. Strategy Professor Search Committee
2020	NTT Reappointment Committee
2019-2020	Associate Dean of Undergraduate Programs
2017-2019	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

Academy of Management
Beta Gamma Sigma