

Ching T. Liao

Universidad CUNEF
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Ciudad Universitaria
28040 Madrid
España

PRESENT ACADEMIC POSITION

2022— Universidad CUNEF, Madrid, España
Profesora, Dirección de Empresas
Contrato indefinido.

PREVIOUS ACADEMIC POSITION

2018–2022 NEOMA Business School, Paris-Rouen-Reims, France.
Assistant Professor in Strategy and Entrepreneurship.
Permanent position.

EDUCATIONAL DEGREES

- 2013-2018 PhD in Management, June 2018.
IESE Business School, Barcelona, Spain.
Dissertation: *Imitation Versus Innovation in the Context of Growth*.
Director: Prof. Bruno Cassiman.
Registro Nacional de Títulos: 2021/378722.
- 2011-2013 Master of Research in Management.
IESE Business School, Barcelona, Spain.
- 2009-2010 MSc in International Trade, Finance, and Development.
Barcelona Graduate School of Economics, Pompeu Fabra University, Spain.
- 2006-2007 MSc in Operational Research.
London School of Economics, United Kingdom.
- 1997-2001 BA in Business Administration.
National Taiwan University, Taipei, Taiwan.

RESEARCH POSITIONS

- 2022 Deusto Business School – San Sebastián, and Talent House, Spain.
Visiting researcher, hosted by Dr. Josune Sáenz Martínez, examining how
distance to technology frontier affects firms' innovation search strategy.
- 2021 Deusto Business School – San Sebastián, and Talent House, Spain.
Visiting researcher, hosted by Dr. Josune Sáenz Martínez, investigating how
open search affects Spanish exporters' productivity improvement.
- 2019 Deusto Business School – San Sebastián, and Talent House, Spain.

- Visiting researcher, hosted by Dr. Josune Sáenz Martínez, analyzing the relationship between new product development and skill improvement.
- 2017 CBS, Copenhagen Business School, Denmark.
Guest researcher, hosted by Prof. Keld Laursen, at the Department of Innovation and Organizational Economics, working on issues related to catching up.
- 2012-2016 IESE Business School, Barcelona, Spain.
Research assistant to Prof. Bruno Cassiman, working on projects related to innovation, imitation, and productivity.
- 2010-2011 IESE Business School, Barcelona, Spain.
Research assistant to Prof. Markus Maedler and Prof. Adrian Done.
Investigating how the relationship between procurement and finance function contributes to organizational performance.

TEACHING EXPERIENCE

- 2018— NEOMA Business School, France.
Bachelor courses: “*Strategic Management*”, and “*Innovation Management*”.
Master courses: “*Strategy*”, “*Entrepreneurship*”, “*Innovation Management*”.
- 2017-2018 International University of Catalonia UIC, Barcelona, Spain.
Lecturer, courses on “*Strategy*” and “*Innovation*”, at the master level.
- 2013-2017 IESE Business School, Spain.
Teaching assistant, course on “*Competitive Strategy*”, in the EMBA and MBA programs.
- 2015 La Salle, Ramon Llull University, Barcelona, Spain.
Lecturer, course on “*International Business*”, at BA level (*grado*) in collaboration with Farah Y. Shakir.

PUBLICATIONS

- Assefa, D., Liao, C. T., Misganaw, B. A. (2022) “Unpacking the negative impact of initial informality on innovation: The mediating roles of investments in R&D and employee training”, *Technovation*, vol. 114, <https://doi.org/10.1016/j.technovation.2022.102455>.
- Liao, C. T. (2022) Skill improvement by product imitation, *Small Business Economics*, 58(3): 1567-1577. <https://doi.org/10.1007/s11187-021-00456-x>.
- Liao, C. T. (2020) Laggards imitate, leaders innovate: The heterogeneous productivity effect of imitation versus innovation, *Industrial and Corporate Change*, 29(2), 375-394. <https://doi.org/10.1093/icc/dtz043>.

WORKING PAPERS

- “The impact of open search, foreign ownership, and market information on SME exporters’ productivity”, review and resubmit at *Management International*, with Ana Colovic at NEOMA Business School, France.

“R&D productivity and technology in-licensing decision”, drafting stage, with Solon Moreira (Temple University, United States), Thomas Klueter (IESE Business School, Spain), and Clinton Ofoedu (IESE Business School, Spain).

“Open innovation and its U-shape performance”, drafting stage, with Mehdi Bagherzadeh (NEOMA Business School) and Stefan Markovic (Copenhagen Business School).

“Open innovation in the time of crisis”, data analysis stage, with Mehdi Bagherzadeh (NEOMA Business School, France), Andrei Gurca (Loughborough University, UK).

“Innovation by exploitation and exploration for firms at different distances to technology frontier: The case of Spanish firms”, data analysis stage, with María del Henar Alcalde Heras (Deusto Business School, Spain).

“Board Interlock and patent infringement”, data analysis stage, with Chih-Yi Su, at Guilin University of Electronic Technology, China.

SEMINAR AND WORKSHOP ORGANIZER

E&I Talk Series, 2021-2022, hosted by MSc Entrepreneurship and Innovation at NEOMA Business School, in collaboration with KPMG France.

NEOMA Strategy and Entrepreneurship Research Seminar Series, 2019-2021, Paris, France.

Causality: Problems and Solutions. A six-hour workshop, in 2019. NEOMA, Paris, France. With Dr. Raffaele Conti (Lisbon, Portugal).

CONFERENCES AND PRESENTATIONS

2022

EURAM Conference, organized by The European Academy of Management, at Winterthur, Switzerland. Proponent of paper submission for the track of informal entrepreneurship at the Strategic Interest Group of Entrepreneurship, together with Bisrat Misganaw (NEOMA Business School) and Giulia Flamini (Rome Tor Vergata University).

“R&D productivity and technology in-licensing decision”, with Solon Moreira (Temple University, United States), Thomas Klueter (IESE Business School, Spain), and Clinton Ofoedu (IESE Business School, Spain), presented at the Strategy and Entrepreneurship Research Seminar at NEOMA Business School, with Bart Leten (KU Leuven, Belgium).

2021

“The impact of open search, foreign ownership, and market information on SME exporters’ productivity”, with Dr. Ana Colovic (NEOMA Business School, France), presented at Atlas-AFMI online conference and EURAM online conference.

“In this bright future you can't forget your past: unpacking the negative impact of initial informality on innovation”, with Dawit Z. Assefa (University of Messina, Italy) and Bisrat A. Misganaw (NEOMA Business School, France), presented at EURAM online conference.

“Unpacking the negative impact of initial informality on innovation: The roles of R&D and training”, with Dawit Z. Assefa (University of Messina, Italy) and Bisrat A. Misganaw (NEOMA Business School, France), accepted at AOM online conference.

2020

“Learning-by-exporting and SMEs: the effect of the open search strategy and market-oriented information”, with Dr. Ana Colovic (NEOMA Business School, France), presented at European International Business Academy (EIBA) online conference.

2019

First Data User Conference, organized by The Competitiveness Research Network, at France Stratégie, Paris, France. Conference participation.

2018

“The heterogeneous productivity effect of imitation versus innovation”, presented at the Academy of Management (AOM) annual meeting, Chicago, United States.

“Laggards imitate, leaders innovate: The heterogeneous productivity effect of imitation versus innovation”, presented at DRUID annual conference, Copenhagen, Denmark.

2017

“Skill acquisition after imitation: Evidence from firms in low and middle-low income countries”, presented at EFMD Job Fair and Conference for PhDs in Business and Management, Brussels, Belgium.

“Product imitation and skill upgrading: Firm level evidence from developing countries”, presented at the Academy of Management (AOM) annual meeting, Atlanta, United States.

“From imitation to innovation: Skill upgrading through adaptation”, presented at DRUID annual conference, New York, United States.

2016

“Innovation versus imitation: The role of distance to technology frontier in the relationship among innovation, imitation, and performance”, presented at DRUID-Asia inaugural conference, Singapore.

“To innovate or to imitate: Technology development determines ‘the’ strategy”, presented at DRUID Academy conference, Bordeaux, France.

2015

“Innovation and imitation: New product portfolio and firm performance in Spain”, presented at Strategic Management Society (SMS) annual conference, Denver, Colorado, United States.

“The role of digital innovation in the traditional innovation process”, presented at Barcelona Doctoral Consortium on Digital Innovation, Barcelona, Spain.

SEMINARS, WORKSHOPS, AND COURSES ATTENDED

2022

Research Methods in Data Analysis Workshop, with Prof. Mehmet Umutlu (Yasar University, in Turkey) focusing on sorting technique and Fama and MacBeth regression, organized by the Finance department and The Complexity Advantage Area of Excellence, NEOMA Business School.

Problem-Based Learning Webinar, with Dr. Ash Brockwell (The London Interdisciplinary School), organized by Pedagogy Innovation Center at NEOMA Business School.

CompNet Prod Talk, webinar series, organized by *The Competitiveness Research Network*. The CompNet secretariat is the shared responsibility of the European Central Bank (ECB) and the Hall Institute for Economic Research (IWH).

YORK-NEOMA Workshop on FDI and Cities, supported by The Centre of Evolution of Global Business Institutions (CEGBI), University of York Management School.

Research Day, organized by The Complexity Advantage Area of Excellence, NEOMA Business School, France.

Research Seminar, organized by the Chair in Bioeconomy and Sustainable Development and The World We Want Area of Excellence, NEOMA Business School, France.

Strategy and Entrepreneurship Research Seminar Series, organized by Strategy and Entrepreneurship Department, NEOMA Business School, France.

2021

CompNet Prod Talk, webinar series no. 6, organized by *The Competitiveness Research Network*. The CompNet secretariat is the shared responsibility of the European Central Bank (ECB) and the Hall Institute for Economic Research (IWH).

Strategy and Entrepreneurship Research Seminar Series, organized by Strategy and Entrepreneurship Department, NEOMA Business School, France.

Tech Talk: Accelerating Work & Innovation, webinar, organized by Psychology of Technology Institute, Los Angeles, USA.

2020

CompNet Prod Talk, webinar series no. 2, 3, and 4, organized by *The Competitiveness Research Network*. The CompNet secretariat is the shared responsibility of the European Central Bank (ECB) and the Hall Institute for Economic Research (IWH).

Strategy and Entrepreneurship Research Seminar Series, organized by the Strategy and Entrepreneurship Department, NEOMA Business School, France.

Harvard Business Publishing (HBP) course on hybrid teaching with Prof. Peter Bryant (IE Business School, Spain)

Research Seminar with Prof. Stefano Puntoni (Rotterdam School of Management, Erasmus University, the Netherlands), organized by the Marketing Department, NEOMA Business School, France.

2017

Optimizing Communication Skills, a twenty-hour course about class teaching, presentation, and communication, at IESE Business School, Barcelona, Spain.

2015

Doctoral Workshop at Strategic Management Society (SMS) annual conference.

Doctoral Research Development Workshop, organized by Technology and Innovation Management (TIM) Division, at Academy of Management (AOM) annual meeting.

Doctoral Consortium on Digital Innovation, co-organized by La Salle University, IESE, ESADE, UOC University and sponsored by the Society for the Advancement of Management Studies, in Barcelona, Spain.

PhD Boot Camp, organized by Strategy Research Initiative (SRI), courses on empirical frontiers in strategy research.

PhD in Management Science Seminar, about Open Innovation and Open Business Models, at ESADE Business School, Barcelona, Spain.

2014

EDEN Advanced Strategic Management Doctoral Seminar, co-organized by IESE Business School and INSEAD, in Barcelona, Spain.

Paper Development Workshop, co-sponsored by Knowledge and Innovation and Cooperative Strategies Interest Groups, Strategic Management Society (SMS) annual conference.

Global Representatives' Professional Development Workshop, by the Business Policy and Strategy (BPS) Division, Academy of Management (AOM) annual meeting.

2013

EDEN doctoral seminar on *Innovation Management and Economics: Theories, Methods, Empirical Evidence, and Policy Challenges*, at the European Institute for Advanced Studies in Management (EIASM).

2010

Management Research, course at Harvard University (United States), summer course on innovation, entrepreneurship, strategy, and corporate governance.

2007

Sociological and Political Research Seminar, at Harvard University (United States), focusing on research method, data analysis, and organization processes.

PROFESSIONAL SERVICES

Supervision of Master theses:

- “Business plan for opening 24/7 self-service pet grooming chain stores in Beijing, Tianjin and Hebei region” by Ha Shanghua, Wang Junfeng, Wang Zixia, University of International Business Economics (UIBE) and NEOMA Business School, France (2021).
- “Business plan for catechin disinfection spray” by Wang Yong, Feng Yisi, Wu Shuo, University of International Business Economics (UIBE) and NEOMA Business School (2021).
- “Business plan for exclusive t-shirt retail store in Beijing” by Chen Xi, Cong Xuhui, Su Qige, University of International Business Economics (UIBE) and NEOMA Business School (2021).
- “Disruption in supply chain due to covid-19” by Vinay Veerabasappa Gudiyavar, NEOMA Business School, France (2020).
- “The supply chain of EV’s batteries” by Guillaume Duarte Lopes, NEOMA Business School, France (2020).
- “KELP-Marketing and launch strategy” by Abhishek Shukla and Haumanth Krishnaji Kulkarni, NEOMA Business School, France (2020).
- “What is the impact of Tesla’s pricing strategy conducted in China on Chinese battery electric vehicle market?” by Yuwei Dong, NEOMA Business School, France (2020).
- “A case study on intermediate goods supply company” by Yeshwanth Siddineni, NEOMA Business School, France (2020).
- “A consultancy project for Indieroot” by Sidhant Sinha and Vaibhav Vijayvargia, NEOMA Business School, France (2020).
- “Research on brand operation strategy of Chinese pharmaceutical company Gensci” by Jing Cao, NEOMA Business School, France (2019).
- “The important role of retail business innovation in the transformation and development of commercial banks” by Yang Chen, NEOMA Business School, France (2019).
- “Disruptive potential in equity financing” by Victorien Merlier, International University of Catalonia UIC, Barcelona, Spain (2018).

Reviewer:

- Ad hoc Reviewer, *Technovation* (2020).
- Ad hoc Reviewer, *Research Policy* (2017, 2018, 2021, 2022).
- Ad hoc Reviewer, *Industrial and Corporate Change* (2016, 2021).
- Reviewer for the Academy of Management annual meeting (2017, 2018, 2020, 2021).
- Reviewer of the European Academy of Management annual meeting (2018).
- Reviewer of SMS (2021)

Discussant:

- DRUID annual conference (2018), Copenhagen, Denmark.
- DRUID annual conference (2017), New York, United States.
- DRUID Academy conference (2016), Bordeaux, France.

Session Chair:

- EIBA annual conference (2020).
- DRUID annual conference (2017).
- DRUID-Asia inaugural conference (2016).

Volunteer in the Strategic Management Society (SMS) annual conference (2014).

GRANTS, HONORS, AND AWARDS

Funding support from KPMG France on survey development for the project on “Open Innovation in the Time of Crisis” (2020-2021).

Fellow at Talent House, residence for international scientists, San Sebastian, Spain (2019, 2020, 2021, 2022).

PhD full fellowship at IESE Business School (for five years: 2011-2016).

Grant to attend the Global Representatives’ Professional Development Workshop at the Academy of Management (AOM) annual meeting (2014).

Grant to participate in the Seminar on Sociological and Political Research, at Harvard University (2007).

Presidential Award, granted to the top 5% students in the accounting major, by the National Taiwan University (three academic semesters: April, November 1999, and April 2000).

Scholarship for undergraduate studies, Long Shan Temple Foundation, Taiwan (2000).

Scholarship for undergraduate studies, Liu Luo Liu Foundation, Taiwan (1999).

INDUSTRY EXPERIENCE

2007-2009 Deloitte & Touche, Taipei, Taiwan.
Assistant Manager, at the Financial Advisory Service Department.

2007 British Telecommunications plc, London, United Kingdom.
Internship.

2002-2006 Deloitte & Touche, Taipei, Taiwan.
Assistant Manager, Auditing Department.

SKILLS AND QUALIFICATIONS

Chartered Financial Analyst (CFA) Level I (in 2009) United States.

Certificated Public Accountant (CPA) (in 2003) Taiwan.

Languages: Mandarin and Taiwanese as mother tongues, English excellent, Spanish excellent, and French intermediate.

Statistics by Stata, SPSS, and R.

REFERENCES

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