

Tieying Yu

Boston College
Carroll School of Management
452C Fulton Hall, 140 Commonwealth Avenue
Chestnut Hill, MA 02467
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ACADEMIC POSITIONS

2009 – Present	Associate Professor of Management	Boston College
2003 – 2009	Assistant Professor of Management	Boston College
	Visiting positions	
2017 – 2018	INSEAD	
	Hong Kong Polytechnic University	

EDUCATION

TEXAS A&M UNIVERSITY, College Station, Texas

Ph.D. in Strategic Management, 2003

Dissertation: “Dynamics of Multinational Rivalry”

Richard N. Farmer Best Dissertation Award 2004, Finalist

Committee: A. A. Cannella (chair), M-J. Chen, L. Eden, D. Fraser and R. Woodman

FUDAN UNIVERSITY, Shanghai, P. R. China

M.S. in Economics, 1997

NANKAI UNIVERSITY, Tianjin, P. R. China

B.S. in Economics, 1992

RESEARCH INTERESTS

Competitive Dynamics and Competitor Analysis
Corporate Communication Strategy
Global Strategy

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

1. Sengul, M. & Yu, T.* 2022. How Do Multidivisional Firms Form Their Divisions? A Socio-cognitive Explanation of Organizational Groupings, Forthcoming at *Journal of Management*.
2. Gee, I., Nahm, P., Yu, T., & Cannella, A.A. 2022. Not-for-profit Organizations: A Multi-disciplinary Review and Assessment from A Strategic Management Perspective, Forthcoming at *Journal of Management*.
3. Hsu, G., Guo, W., & Yu, T. 2022. Collaborative Dynamics among Market Incumbents in the U.S. Airline Industry, 1989-2010. Forthcoming at *Advances in Strategic Management*.

4. Yu, T., Guo, W., Gimeno, J., & Zhang, Y. 2022. Glue or Gasoline? The Role of Inter-organizational Linkages in the Occurrence and Spillover of Competitive Wars. *Academy of Management Journal*, 65(1):304-330.
Featured in *INSEAD Knowledge*. “The “Frenemy” Effect: When Strategic Alliances Go South” May 11, 2021. <https://knowledge.insead.edu/strategy/the-frenemy-effect-when-strategic-alliances-go-south-16591>
Featured in *Academy of Management Insights* “Strategic Allies Can Be Frenemies in Price Wars” May 27, 2021. <https://journals.aom.org/doi/abs/10.5465/amj.2019.0525.summary>
5. Guo, W., Sengul, M., & Yu, T.* 2021. The impact of executive verbal communication on the convergence of investors’ opinions. *Academy of Management Journal*, 64(6):1763-1792.
6. Guo, W., Sengul, M., & Yu, T.* 2020. Rival Negative Earnings Surprises, Language Signals, and Firm Competitive Actions. *Academy of Management Journal*, 63(3): 637-659.
Featured in *Bloomberg Markets China Open* on Nov 27, 2020
7. Guo, W., Yu, T., & Gimeno, J. 2017. Language and Competition: Communication Vagueness, Comprehension Difficulty, and Market Entry. *Academy of Management Journal*, 60(6): 2073-2098.
8. Gao, H., Yu, T., & Cannella, A. A. 2017. Understanding Word Responses in Competitive Dynamics. *Academy of Management Review*, 42(1), 129-144.
9. Gao, H., Yu, T., & Cannella, A. A. 2015. Strategic Use of Language in Interorganizational Engagement: A Multidisciplinary Review and Agenda for Future Research. *Journal of Management*, 42 (1), 21-54.
10. Yu, T. & Glynn, M. A. 2015. Competitive Memory: Bringing the Strategic Past into the Present. *Advances in Strategic Management*, 32: 303-330.
11. Yu, T., Subramaniam, M., & Cannella, A. A. 2013. Competing Globally, Allying Locally: Alliances between Global Rivals and Host Country Factors. *Journal of International Business Studies*, 44(2): 117-137.
12. Yu, T. & Cannella, A. A. 2013. A Comprehensive Review of Multimarket Competition Research. *Journal of Management*, 39(1): 76-109.
13. Yu, T., Subramaniam, M., & Cannella, A. A. 2009. Rivalry Deterrence in International Markets: Contingencies Governing the Mutual Forbearance Hypothesis. *Academy of Management Journal*, 52(1): 127-147.
14. Yu, T., Sengul, M., & Lester, R.H. 2008. Misery Loves Company: The Spread of Negative Impacts Resulting from an Organizational Crisis. *Academy of Management Review*, 33(2): 452-472.
15. Yu, T. & Lester, R.H. 2008. Reputation Spillover: How a Reputational Crisis Affects Competitive Action. *Corporate Reputation Review*, 11(1): 94-108.
16. Yu, T. & Cannella, A. A. 2007. Rivalry between Multinational Enterprises: An Event History Approach. *Academy of Management Journal*, 50(3): 663-684.

**Authors contributed equally*

BOOK CHAPTERS

1. Li, D., Reuer, J.J., Yu, T., & Wu, R. 2018. Multinational Alliances: A Review and Research Agenda. In “*Advancing the Frontier of Alliance Research*” Edited by Frank J. Contractor & Jeffrey J. Reuer. Cambridge University Press.
2. Yu, T. & Lin, W. 2018. Subduing the Enemy without Fighting: The Role of Language in Competition. *Quarterly Journal of Management (in Chinese)*.
3. Shen, W. & Yu, T. 2022. Event History Analysis. In “*Empirical Methods in Organization and Management Research*” Edited by Xiao-Ping Chen and Wei Shen. Peking University Press (in Chinese).

EDITORIAL COMMENTARY

1. Simsek, Z., Heavey, C., Fox, B. C., & Yu, T. 2022. Compelling Questions in Research: Seeing What Everybody Has Seen and Thinking What Nobody Has Thought. *Journal of Management*, 48(6): 1347–1365.

REFEREED CONFERENCE PROCEEDINGS

1. Guo, W., Yu, T., & Gimeno, J. 2014. Language and Competition: Exploring the Antecedents and Consequences of Firm Verbal Signals. *Academy of Management Best Paper Proceedings (Business Policy & Strategy Division)*.
2. Yu, T. & Cannella, A. A. 2005. The Antecedents of Competitive Aggressiveness among Multinational Enterprises. *Academy of Management Best Paper Proceedings (Business Policy & Strategy Division)*.
3. Yu, T. & Subramaniam, M. 2005. Rivalry Deterrence in Global Markets: Contingencies Governing the Mutual Forbearance Hypothesis. *Academy of Management Best Paper Proceedings (International Management Division)*.
4. Yu, T., Lester, R.H., & Sengul, M. 2002. Reputation Spillover-- How Changes in Corporate Reputation Affect Competitive Action? *Academy of Management Best Paper Proceedings (Business Policy & Strategy Division)*.
5. Yu, T. & Eden, L. 2001. Safe in My Backyard: Strategic Trade Policy and Rivalry among Multinational Enterprises. *Academy of Management Best Paper Proceedings (International Management Division)*.

WORK IN PROGRESS

1. Gao, H., Yu, T., Cannella, A. A., & Woo, H. 2022. The Power of Words: Word Responses in Multimarket Competition, Reject and Resubmit at *Strategic Management Journal*.
2. Guo, W. & Yu, T. 2022. What Do Investors Value? A Comprehensive Review of Research on Investor Valuation, Revise and Resubmit at *Journal of Management*.

3. Gonsalves, L., Anteby, M., & Yu, T. 2022. How AI is Reshaping Professions: An Institutional Perspective on Algorithmic Technology Adoption in Expert Work, Under review at *Academy of Management Review*.
4. Iglesias, A., Maksimov, V., Cannella, A. A., & Yu, T. 2022, Two Sides of the Same Coin: Examining the Resource-based and Rivalry-restraint Logics of Scope expansion in Geo-product Markets. Under 3rd round review at *Journal of Business Research*.

HONORS AND AWARDS

2021	<i>Academy of Management Journal</i> Best Reviewer Award
2009; 2019; 2020	The Carroll School Teaching Star
2015	The Carroll School Coughlin Faculty Excellence Award for Graduate Teaching
2009	<i>Academy of Management Review</i> Best Reviewer Award
2009	Temple/AIB Best Paper Award
2005	Doug Nigh Academy of Management Award for Interdisciplinary Research
2005	Carolyn Dexter Best International Paper Award, Finalist
2004	Richard N. Farmer Best Dissertation Award, Finalist
2002	Texas A & M Fellow of the Graduate Teaching Academy

FELLOWSHIPS AND GRANTS

2019	Co-investigator, General Research Fund, Hong Kong Research Grants Council (Grant amount: HKD\$271,587)
2015	Co-investigator, General Research Fund, Hong Kong Research Grants Council (Grant amount: HKD\$580,721)
2008	The Carroll School Kelley Research Award, Boston College
2007	Research Incentive Grant, Boston College
2007	Faculty Fellowship, Boston College
2006	The Carroll School Research Catalyst Award
2003	COB Deans Doctoral Grants, Texas A & M University
1999-2002	Regent's Graduate Fellowship, Texas A & M University

TEACHING

TEACHING INTERESTS

Strategic Management and Global Strategy

COURSES

Average instructor ratings across sections on 5-point scale with 5 being "excellent"

Strategic Management (MBA core): 4.50 (2015-2021: 10 sections)

Introduction to Strategic Management (MBA core): 4.41 (2014-2020: 7 sections)

Strategic Management (Evening MBA core): 4.74 (2015, 2020: 2 sections)

Global Strategy (Evening MBA core): 4.29 (2005-2010: 5 sections)

Strategic Management (Undergraduate core): 4.42 (2008-2019: 15 sections)

DIRECTED STUDIES/DIRECTED PRACTICUM

Spencer Leach (MBA student), Boston College 2021

David Grudda (MBA student), Boston College 2020

Vishal Keshari (MBA student), Boston College 2020
Nikhil Kishore Gupta (MBA student), Boston College, 2012
Karen Norcross (MBA student), Boston College, 2006

DOCTORAL DISSERTATION COMMITTEES

He Gao (Committee member), Arizona State University (Defended 2016), Placement upon graduation:
Michigan State University

HONORS/SENIOR THESIS

David Liu Cao (Supervisor), Boston College, 2017
Aaron Potts (Supervisor), Boston College, 2015

PROFESSIONAL SERVICES

ACADEMIC COMMUNITY

Associate Editor

<i>Journal of Management</i>	2020-Present
<i>Quarterly Journal of Management</i> (Chinese)	2015-2020

Editorial Board Member

<i>Journal of International Business Studies</i>	2023-
<i>Academy of Management Journal</i>	2022-
<i>Strategic Organization</i>	2017-Present
<i>Academy of Management Review</i>	2009-2011

Ad hoc Reviewer for

- *Academy of Management Journal, Journal of Management, Organization Science, Journal of International Business Studies, MIS Quarterly, Management and Organization Review, Journal of Management Studies, Strategic Management Journal, Strategic Organization, Journal of Business Venturing.*
- *Academy of Management and Strategic Management Society* annual conferences
- *Strategic Management Society* Conference Best Paper Prize, 2018
- *Journal of Management* Impact Award, 2020

Grant Reviewer for

- The Insights Grants offered by Social Sciences and Humanities Research Council of Canada (SSHRC), 2016
- University of Hong Kong Strategy Research Funding Committee, 2011
- Hong Kong Research Grant Council, 2005

Leadership and Contribution to Academic Organizations and Events

- Facilitator, “Communication Characteristics”; Strategic Management Society Special Conference, Las Vegas, 2019
- Panelist, STR Doctoral Consortium: Dissertation Proposal; Academy of Management Conference, Boston, 2019
- Panelist, Doctoral Consortium: Managing your Dissertation, *LACMR* Conference, Wuhan, 2018
- Panelist, Junior Faculty Consortium: Developing a Research Stream; *LACMR* Conference, Wuhan, 2018

- Panelist, SMS Doctoral Workshop; *Strategic Management Society*, Madrid, 2014
- Session Chair, “Resource Based View”; Strategic Management Society, Madrid, 2014
- Organizer, “Competition as a Dynamic Process: Exploring the Temporal Facet of Rivalry”; Strategic Management Society Conference, Atlanta, 2013
- Session Chair, “Determinants and Nature of Competitive Action”; Academy of Management Conference, San Antonio, 2011
- Co-organizer, All-Academy-Theme Committee; Academy of Management Conference, San Antonio, 2011
- Session Chair, “Diversification/M&A: Mixing the Melting Pot (Post Acquisition Success Factors)”; Academy of Management Conference, Atlanta, 2006

BOSTON COLLEGE

Undergraduate Strategy Course Evaluation Committee, member, (2018-Present)
 Departmental Continuous Improvement Committee, member, (2013-Present)
 Teaching Mentor for Simona Giorgi, Lian Fen Lee, Juan Montes and Pilar Opazo
 Undergraduate Advisor, (2003-Present)
 Educational Policy Council, member, 2011 and 2015
 MBA Strategy Curriculum Committee, member, 2011
 Departmental Distinguished Speaker Series, organizer, 2006-2010
 Strategy Faculty Recruiting Committee, co-chair, 2008
 Department Chair Search Committee, assistant chair, 2005
 Diane Weiss Competition, faculty judge, 2004
 International Strategy Courses Review Committee, member, 2004

CONFERENCE PRESENTATIONS

PANELIST/DISCUSSANT/ORGANIZER

Panelist, “Broadening our View of Imitation”
 Academy of Management Conference, Vancouver, 2020

Panelist, “When an Industry Peer is Struck by Misfortune: Good or Bad News for Other Firms in the Industry?”
 Strategic Management Society Conference, Minneapolis, 2019

Panelist, “New Directions in Competitive Dynamics Research: Theoretical and Methodological Opportunities”
 Academy of Management Conference, Chicago, 2018 (BPS)

Panelist, “Competitive Dynamics Jeopardy”
 Competitive Dynamics Conference, Kingston, Ontario, 2018

PAPER PRESENTATIONS

“The Quest for New Territories: Competing in New versus Established Categories” (with Wang, Y.Z., & Zhao, Y.F.)
 Strategic Management Society Conference, 2022

- “The Effect of Multimarket Contact on Non-Market Actions: Evidence from the Global Mobile Phone Industry” (with Giachetti, C., & Onoz, E.)
Strategic Management Society Conference, 2022
- “The Power of Words: Word Responses in Multimarket Competition” (with Gao, H., Woo, H., & Cannella, A. A.)
Academy of Management Conference, 2021
- “Letting Go of the Past: Organizational Memory Decay and Firm Competitive Aggressiveness” (with Guo, W., & Gimeno, J.)
Strategic Management Society Conference, 2020
- “How Are Family Firms Innovative? Exploratory vs Exploitative Innovation and Family Control: A Contingency Model” (with Kang, X., He, X., & Cannella, A.A.)
Strategic Management Society Conference, Minneapolis, 2019
- “Glue or Gasoline? The Role of Interorganizational Relationships in the Initiation and Spillover of Competitive Wars” (with Guo, W., Gimeno, J., & Zhang, Y.)
Academy of Management Conference, Boston, 2019 (STR)
- “Touncing the Weak: Rival Earnings Surprises, Language Signals, and Firm Competitive Action” (with Guo, W., & Sengul, M.)
Academy of Management Conference, Chicago, 2018 (BPS)
- “Be Prepared or Be Spontaneous: The Costs and Benefits of Top Managers’ Scripted Communication” (with Guo, W., & Sengul, M.)
Strategic Management Society Conference, Paris, 2018
- “Historical Contingencies of Market Structure: Competitive Dynamics and Categorical Change in the US Airline Industry, 1979-2013” (with Guo, W., & Glynn, M.)
Competitive Dynamics Conference, Kingston, Ontario, 2018
- “Microfoundations of Firm Competitive Behavior” (with Guo, W., Cannella, A. A., & Ferrier, W.)
Competitive Dynamics Conference, Kingston, Ontario, 2018
- “Board Gender Diversity and Firm Competitive Behavior” (with Li, D., & Cannella, A. A.)
Academy of Management Conference, Anaheim, 2016 (BPS)
Academy of Management Conference, Vancouver, 2015 (BPS)
Strategic Management Society Conference, Madrid, 2014
- “Make Friends Not War: Language Aggressiveness and Intensity of Competition” (with Guo, W.)
Academy of Management Conference, Vancouver, 2015 (BPS)
- “Investing the Windfalls from Factor Markets: The Impact of Input Hedging on Competitive Output Pricing” (with Gimeno, J., & Zhang, Y.)
Academy of Management Conference, Vancouver, 2015 (BPS)
Strategic Management Society Conference, Madrid, 2014
- “The Duration of Competitive Disruption: Evidence from the U.S. Airline Industry.” (with Gimeno, J., & Zhang, Y.)
Academy of Management Conference, Philadelphia, 2014 (BPS)
Strategic Management Society Conference, Atlanta, 2013

- “Understanding Verbal Responses in Competitive Dynamics.” (with Gao, H.)
Academy of Management Conference, Philadelphia, 2014 (BPS)
- “Language and Competition: Exploring the Antecedents and Consequences of Firm Verbal Signals.”
(with Guo, W., & Gimeno, J.)
Academy of Management Conference, Philadelphia, 2014 (BPS)
Strategic Management Society Conference, Atlanta, 2013
- “War or Peace? Integrating Resource-based and Multimarket-based Logics of Diversification.”
(with Iglesias, A., Maksimov, V., & Cannella, A. A.)
Academy of Management Conference, Boston, 2012 (BPS)
- “The Effects of Institutional Dissimilarity on MNC Host-Country Competitive Actions.” (with
Chen, M-J., Cannella, A. A., & Michel, J.)
Academy of Management Conference, San Antonio, 2011 (BPS).
Academy of Management Conference, Chicago, 2009 (BPS).
Academy of Management Conference, Atlanta, 2006 (BPS).
- “Enemies or Friends? The Antecedents of Competitor Alliances.”
Academy of Management Conference, San Antonio, 2011 (BPS).
- “Competing Globally, Allying Locally: Host Country Factors and Alliances between Global Rivals.”
(with Subramaniam, M., & Cannella, A. A.)
Global Strategy Conference, Tokyo, 2010.
IACMR Conference, Shanghai, 2010.
Academy of International Business Conference, San Diego, 2009
Academy of Management Conference, Chicago, 2009 (IM)
- “Competitive Ties, Competitive Networks, and Competitive Advantage.” (with Yao, E., Ferrier, W.,
& Labianca, G.)
Academy of Management Conference, Chicago, 2009 (BPS).
Academy of Management Conference, Philadelphia, 2007 (BPS).
- “Shaking Hands While Fighting: Cooperation between Global Competitors.” (with Cannella, A.A.)
Academy of Management Conference, Anaheim, 2008 (IM).
- “How Local Firms Compete with Global Rivals: The Case of Chinese Automakers.” (with Cannella,
A. A., & Geletkanycz, M.)
Strategic Management Society Conference, Shanghai, 2007.
- “Competitive Aggressiveness among Multinational Companies: Preliminary Findings on the
Differences between Emerging and Developed Markets.” (with Subramaniam, M.)
Academy of International Business Conference, Beijing, 2006.
- “Avoiding the Parent Trap: Dynamic Identities and Sub-Coalitions in International Joint Venture
Top Management Groups.” (with Toh, S.)
Academy of International Business Conference, Beijing, 2006.
- “The Antecedents of Competitive Aggressiveness among Multinational Enterprises.” (with Cannella,
A. A.)
Academy of Management, Honolulu, 2005 (BPS).

“Rivalry Deterrence in Global Markets: Contingencies Governing the Mutual Forbearance Hypothesis.” (with Subramaniam, M.)

Academy of Management Conference, Honolulu, 2005 (IM).

“Misery Loves Company: The Spread of Negative Impacts Resulting from a Firm-Specific Shock.” (with Sengul, M., & Lester, R.H.)

Academy of Management Conference, Honolulu, 2005 (OMT).

Academy of Management Conference, Denver, 2002 (BPS).

“Cooperation among Direct Competitors and the Patterns of Competition.” (with Huang, Z.)

Academy of Management Conference, New Orleans, 2004 (BPS).

“The Dynamics of the Status Structure and the Mobility of Organizations.” (with Huang, Z.)

Academy of Management Conference, New Orleans, 2004 (OMT).

“Innovation Adoption in Multiunit Organizations: US Banks Moving Online.” (with Sengul, M.)

Academy of Management Conference, Denver, 2002 (TIM).

“Safe in My Backyard: Strategic Trade Policy and Rivalry among Multinational Enterprises.” (with Eden, L.)

Academy of Management Conference, Washington, D.C., 2001 (IM).

Academy of Management Conference, Seattle, 2003 (BPS).

“What Do You Have to Declare? Transfer Price Manipulation in U.S. Imports.”(with Eden, L.)

Academy of International Business Conference, Sydney, 2001

PROFESSIONAL AFFILIATIONS

Academy of Management, member

Academy of International Business, member

Strategic Management Society, member

Chinese Management Scholar Community, founding member

INDUSTRY EXPERIENCE

BOSTON TORONTO GROUP, Boston, USA

Academic Advisor of IBM Global Leadership Training Program, 2014-2019

SHANGHAI PUDONG DEVELOPMENT BANK, Shanghai, P. R. China

Chief Dealer of Money Market Trading, 1997-1999

BANK OF CHINA, Qinhuangdao, P. R. China

Manager of International Settlement, 1992-1994