

GEORGE S. YIP
July 2019

EDUCATION

D.B.A.	1980	Harvard Business School, Business Policy (supervised by Professor Michael E. Porter)
M.B.A.	1976	Cranfield School of Management (year 1) and Harvard Business School (year 2) strategy and finance (With Distinction)
M.A.	1973	Cambridge University, Economics and Law
B.A.	1970	Cambridge University, Economics and Law

ACADEMIC APPOINTMENTS

Imperial College Business School, 1 July 2011 -

1 April 2019 –

Emeritus Professor of Marketing and Strategy

Teaching on campus and online electives to MBAs and EMBA on International Business.

1 December 2015 – 15 March 2019

Professor of Marketing and Strategy, Associate Dean of Executive MBA, Member of Management Board. Launched one of the world's first blended (on campus and online) EMBA. Led initiatives to bring in evaluation of class participation in all MBA programs and to improve teaching with the case method. Taught on campus and online electives to MBAs and EMBA on International Business.

1 July 2011 – 30 November 2015

Visiting Professor of Management

Taught elective to MBAs and EMBA on International Business. Developed a course for the online/blended Global MBA. Taught in custom executive education programs. Led development of a new open executive program.

China Europe International Business School, 1 July 2011 – 30 June 2016

CEIBS is the top business school in China, with campuses in Shanghai, Beijing, Shenzhen, Zurich, and Accra, Ghana. It was set up as a joint venture between the European Union and China. Its full time MBA is currently ranked 8th in the world and 1st in Asia by *Financial Times*.

Professor of Strategy and Co-Director, Centre on China Innovation

The focus of the CEIBS Centre on China Innovation is to understand how Chinese companies innovate, and in particular how they are moving from imitation to grassroots innovation with global application; and how developed world multinationals can use China as an innovation base,

both for the domestic market and markets worldwide. Related concerns are how multinational enterprises can deal with the intra-organisational issues of decentralised R&D, and manage intellectual property in joint ventures. (www.ceibs.edu/cci). Managing relationship with five corporate sponsors (Akzo Nobel, Bosch, DSM, Philips and Shell) via an Advisory Board. Initiated Innovation Associates Program for teams of middle managers in the sponsor companies to participate in joint research projects with the Centre. Initiated China Innovation Forum for knowledge sharing among 20+ member companies. Extensive outreach to corporate community. Partnering with academics from outside CEIBS. Managing four-year budget from sponsors of 5.6 million RMB (£560,000) (after deduction of 20% for School overhead).

Service

Represented CEIBS on the board of International Schools of Business Management, which runs the International Teachers Program (develops teaching skills of business school faculty). Other members include HEC Paris, IMD, Indian School of Business, INSEAD, London Business School and New York University. Chaired the CEIBS offering of this two-week program in 2015 and 2016.

Advisor to Dean on international strategy for CEIBS, 2013-2015

Co-Chair, Task Force on Positioning for CEIBS, 2012 - 2013

Chair, Task Force on Global EMBA, 2013

Advisor to Task Force on Rankings, 2011- 2012

Rotterdam School of Management, Erasmus University 16 January 2008 – 30 June 2011

RSM is a top-ranked international business school renowned for its ground-breaking research in sustainable business practice and for the development of leaders in global business. Offering an array of bachelor, master, doctoral, MBA and executive education programmes, RSM is consistently ranked amongst the top business schools in Europe.

Dean

In charge of the Rotterdam School of Management, Erasmus University, The Netherlands. RSM is the largest faculty of this university with over 7,500 pre- and postgraduate students in 20 degree programs, revenues of over €50 million and more than 150 faculty and 300 staff. Achievements include:

- Redefined role of the dean to focus on strategic leadership, external relations and marketing.
- Turned large financial loss in year 1 into large surplus by year 4.
- Redefined roles and membership of Management Team, including creation of vice dean for faculty, creating more transparency and fairness in management of departments, creation of diversity committee to help recruitment and conditions of women and ethnic minority faculty and staff, increased number of women full professors from one to four.
- Created office of corporate and alumni relations, revitalization of Advisory Board, creation of “super” alumni board to represent all programs, activating alumni chapters, creating first alumni fund
- Raised 2.5 million euros (shared with Erasmus School of Economics) for a new research centre on strategic philanthropy, and partial sponsorships for two chairs (value €840,000).

- Initiatives to increase managerial impact of RSM research, including workshops on how to write for managerial journals, financial incentives, and creation of a mini-journal that rewrites RSM academic research into short managerial papers.
- Creation of new research centres, including for strategic philanthropy, behavioural ethics, sustainability and climate change, and emerging markets.
- Extensive repositioning and rebranding initiatives, including revision of school name, new tagline, and new communication campaign based on social media.
- Heightened media outreach and encouragement of faculty to get more coverage, redesign of website (www.rsm.nl).
- Improved post-merger integration of the public and private parts of the school (which remain separated in two distant buildings on the university campus)
- Increase of full time MBA class from 110+ to 150+ while retaining same quality, bringing in younger students, more focus on placement.
- Restructured Executive Education, including new executive director, and joint ventures with University of Oporto, European School of Management and Technology, Berlin, American University of Cairo; started RSM Consulting and RSM Speakers; actively involved in winning new business).
- Rises in various rankings, including to FT global top 25 for full time MBA and EMBA, and FT meta-ranking of 6th in Europe.
- In recognition of my work, I was awarded 100% of my end of contract bonus.

Advanced Institute of Management Research, 1 Oct. 2003 – 30 Jun. 2007 (while on faculty at London Business School)

AIM Research was funded by the U.K.'s Economic and Social Research Council and, with a £20 million budget, was the largest ever initiative on management research in the U.K. (www.aimresearch.org)

Lead Senior Fellow

One of 17 three-year fellows selected from leading UK business schools, in a national process, to work together on issues to enhance UK national competitiveness and management research capability. Also selected as the Lead Senior Fellow, with primary responsibility for managing corporate relations and coordinating activities of the fellowship. 80% buyout of my time while remaining on the London Business School faculty. Took on additional leadership responsibilities during six-month gap between resignation of founding director of AIM and appointment of new director.

London Business School, 2001-2008

Leave of Absence, July 2006 – January 2008.

Professor of Strategic and International Management, 2001-2006

Associate Dean and Chair - MBA Programme, 2001-2003

Co-Chair, Strategic and International Management Subject Area, 2002-2003

Responsibilities included academic head of the Full Time MBA Programme; Faculty Representative, Asia-Pacific Advisory Board; Chair of Faculty Representatives for Regional Advisory Boards; Faculty Representative on the Alumni Board; Member of Development Committee; Joint Managing Editor of *Business Strategy Review*; member of board of Centre for

the Network Economy; and school representative on the European Union Academic Council that advises the China-Europe International Business School in Shanghai.

As head of the MBA programme, (600+ students and annual turnover of nearly £12 million), major achievements include formulating and getting agreement on the first major reforms in over ten years: resequencing of courses to increase ability of students to compete for summer jobs in consulting and investment banking, and introduction of concentrations. In addition, created the first ever Core Subjects Committee to coordinate across and within core subjects. Led efforts to improve the quality of teaching, to strengthen relationships between students and the school, and to build a greater sense of community. Led efforts to introduce more content on leadership and corporate social responsibility. Initiated Summer Consulting programme, which allows a group of students to form their own consulting firm. Initiated new course, Global Leadership Assessment of managers, to improve intercultural management and leadership skills. This course won the School's 03-04 award for "Innovation In Learning." Introduced peer assessment of individual contribution to study groups.

Led efforts to improve rankings of the MBA programme. During my tenure our position in the *Financial Times* ranking improved from 9th to 7th to 4th equal (surveys of 2001, 2002 and 2003, reported in January 2002, 2003 and 2004). In the *Wall Street Journal* ranking we came first among international (non-U.S.) recruiters (survey of 2003). In the *Business Week* ranking, we moved from 2nd to 1st place among non-U.S. schools in the student evaluation (surveys of 2001 and 2003). The *FT* ranking of 1st = in January 2009 was the culmination of the reform efforts, embodied in the class that entered in 2003. Retained 1st place for two more years.

Led initiative to create a joint venture with the University of Hong Kong to bring a cohort of students from Greater China to London Business School for one term of the HKU MBA programme. This initiative has significant support from the Hong Kong government and business leaders. Later this became a three-way venture to include Columbia Business School.

As chair of the Strategic and International Management area, responsibilities included representation of the area on the School's Management Board, performance appraisal and counselling of area faculty, and involvement with recruiting. Led personnel case that established grounds for potential dismissal, resulting in voluntary departure. Developed and led the submission for the subject area review by external appraisers (which happens only every ten years or so). The review resulted in our area being ranked by the external reviewers as among the top ten in the world.

University of Cambridge, 1998-2000

Judge Institute of Management Studies, Beckwith Professor of Management Studies in Marketing and Strategy

Major role in efforts to turn Institute into a world class business school; changed corporate governance by setting up and chairing the first group for full professors; as Chair of Executive Education, helped set up executive education on a professional basis; key role in negotiations with FT Knowledge to set up Internet-based executive MBA; initiated MBA policy committee that takes a complete business system and strategic view of the programme; chaired new Web site editorial committee; rebuilt Strategy and Marketing group to comprise young scholars from top schools; and, as Chair of External Relations, led effort to rebrand and reposition the Institute. Created and implemented the tagline: "cambridge's business school." As chair of the Strategy and Marketing group, rebuilt it by recruiting young scholars from top schools, redeploying core teaching responsibilities, and creating a strong research culture.

Magdalene College, Professorial Fellow (promoted from Fellow-Commoner)

As member of Site Development Committee, helped to secure a major donation (£10 million) for a new building, Cripps Court (opened in 2005), helped to design specifications for architect selection competition and to choose the winner. As member of Investments Committee, played lead role in redeploing portfolio to increase international content.

Anderson Graduate School of Management, Univ. of California, Los Angeles, 1991-1998

Adjunct Professor Step II (three promotions from Visiting Associate Professor)

As member of MBA Core Curriculum Committee, helped to create consistency across sections within each subject and to co-ordinate across subjects, leading to a more effective program. The UCLA MBA reached No. 10 in the USA in the *Business Week* ranking. As member of the Executive Education Committee, helped to select new professional head and later to change personnel, and to build up programs and revenues. As co-ordinator of Business Strategy core course, strengthened this central offering and developed new faculty members teaching on this course. Won best teaching awards from both students and faculty. As Chair of Chinese and Japanese Tracks of International Management Fellows Program, led relationships with Greater China and Japan companies and universities to organise student internships and exchanges. As Chair of INTABLE (forum for senior international business executives in Los Angeles area), recruited new members and organised regular meetings and events. Revitalised the flagship Advanced Executive Program to attract senior participants from around the world.

Georgetown University, School of Business Administration, 1987-1991

Visiting Associate Professor

As member of MBA Curriculum and Admission committees, helped to bring this new MBA program into top-25 ranking. Co-created and taught new required course, The Global Environment of Business.

Harvard Business School, 1980-1983

Assistant Professor (Marketing)

Selected as MBA Section faculty head after only one year's teaching experience. Allowed to teach a second year elective after only two years' teaching experience. Wrote two case series that became long-term best sellers.

Other—Short Visiting Appointments

Templeton College, Oxford University, Visiting Fellow, 1998

Stanford Business School, Visiting Professor of International Marketing, 1997

China-Europe International Business School (Shanghai), Visiting Professor, 1996, 1997.

ACADEMIC SERVICE

New university in Herefordshire, advisor, 2013 – 2015.

Advisor for setting up a new, science-based college.

China-Europe International Business School

Representative of CEIBS on Board of International Schools of Business Management, 2011 -
Co-Chair of Task Force on Positioning of CEIBS, 2012 - 2013
Advisor to Task Force on Rankings, 2011- 2012
Member of Academic Council, March 2001- 2005.

Univ. of Porto EGP Business School (Portugal), advisor, 2011 – 2014.

American University of Cairo School of Business (Egypt), Advisory Board, 2010 – 2019.

Universiti Kebangsaan Malaysia – Graduate School of Business

UKM-GSB is one of the two nationally designated “Top Malaysian Business Schools”.
International Academic Advisor, 2010.

SKEMA Business School (formerly CERAM), France

Research Advisory Committee, 2017 –
International Advisory Board, 2009 – 2011.

CEMS (formerly Community of European Management Schools)

Member of Strategic Board, 2008 - 2011, led the task force to get a top U.S. school as a member.
Other board members included the deans of the business schools at Bocconi, Chinese University of Hong Kong, Cologne, FGV-Gertulio Vargas, HEC Paris, Ivey, London School of Economics, National University of Singapore, Stockholm School of Economics, Sydney, and Tsinghua.

Academy of International Business

Secretary, Fellows of AIB, March 2004 – 2006.
Organizer of annual “gurus” pro bono seminar series to raise money for AIB charitable purposes (to fund conference participants from low income countries), 2000 -

International Association of Chinese Management Researchers

Advisory Board, 2005 – 2011

London Business School

Co-Chair, Strategic and International Management Subject Area, August 2002-July 2003.
Faculty Development Task Force, October 2001-July 2002
Associate Dean, Chair – MBA Programme, August 2001-August 2003.
Board Member, Centre for the Network Economy, April 2001-2002
Member of Alumni Board, April 2001-December 2001
Marketing Area Review Committee, March 2001-March 2002
Development Committee, March 2001-December 2001
Faculty Chair, Regional Advisory Boards, February 2001-December 2001
Faculty Advisor, Asia Regional Advisory Board, February 2001- 2006
Joint Managing Editor, *Business Strategy Review*, January 2001- March 2004

Editorial Board, *Business Strategy Review*, April 2004 - 2008
Appointments Committee, January 2001- 2006

Judge Institute of Management, Cambridge University

Chair, Executive Education Committee, Jan. 2000-Dec. 2000
Chair, External Relations Committee, Sept. 1999-Dec. 2000
Chair, Web Editorial Committee, June 1999-Dec. 2000
Convenor, Strategy and Marketing Subject Group, June 1999-Dec. 2000
Founder and Chair, informal professors' group, April 1999-Dec. 2000
Member, Executive MBA Task Force, June 1999 to March 2000
Member, Executive Education Committee, Sept. 1998-Dec. 2000
Member, Management Studies Syndicate, Sept. 1998 to Aug. 1999
Member, Needs Committee, Sept. 1998-Dec. 2000
Member, MBA Policy Committee, Sept. 1999-Dec. 2000
Member, MBA Curriculum Review Committee, Sept. 1999-Dec. 2000
Member, MBA Teaching Committee, Sept. 1998-Dec. 2000
Member, Graduate Teaching Committee, Sept. 1998-Dec. 2000
Member and Board, Centre for International Business and Management, Sept. 1998-Dec. 2000
Member, Research Committee, Sept. 1998-Dec. 2000

Magdalene College, Cambridge

Member, Investments Committee, 1999-2000
Member, Site Development Committee, 1999-2000

Manchester Business School

Member, Search Committee for Chairs in Strategy and Marketing, 1999.

Anderson School, UCLA

Member, Executive Education Committee, 1994-98
Member, MBA Core Course Coordination Committee, 1995-97

School of Business Administration, Georgetown University

Member, MBA Curriculum Committee, 1989-91
Member, MBA Admissions Committee, 1987-89

Harvard Business School

MBA Section Head, 1981-1982

BUSINESS EXPERIENCE

Capgemini Consulting, London, 2006 – 2008

Vice President and Director of Research & Innovation

Managed the research and innovation process to develop thought leadership for the company. Capgemini is an 8 billion euro global company, headquartered in France, active in consulting, technology, and outsourcing. Instrumental in getting the firm to take innovation much more seriously. Awarded full bonus upon leaving.

Price Waterhouse, Boston, 1986-1987

Senior Manager, Strategic Management Consulting

Led ten-person group as one of three regional heads in U.S. building up the new strategic management practice. Led turnaround of Boston group by winning and directing new business, and training new staff into cohesive team.

The MAC Group (later a core part of Gemini Consulting), Cambridge, MA, 1983-1986

Senior Associate

Strategic management consulting for clients in financial services, diversified manufacturing, and high technology. Contributed to enhancement of strategy capabilities of firm. Co-led development of strategy analysis training for MAC staff.

Data Resources, Inc. (later acquired by McGraw-Hill), Lexington, MA, 1976-1978

Business Manager (promoted from Marketing Specialist), Consumer Research Division

Helped to establish new service and consulting practice using demographic and economic information. Extensive successful new business development.

Unilever, England, 1970-1974

Lintas Advertising, Account Supervisor and New Business Manager (promoted from Trainee and Account Executive)

Worked on some of agency's largest and most prestigious accounts. Helped win various new accounts.

Birds Eye Foods, Product Co-ordinator/Manager, promoted from Assistant Product Manager.

Managed some of highest-margin product lines; introduced new products that became major lines (e.g., Italian range).

BOARD AND ADVISORY EXPERIENCE

Sherborne Park Residents Company, UK, *non-executive director*, 2016 –

A residential housing board representing 30 flats.

Shadwell Opera, UK, *non-executive director*, 2015 – 2018.

A startup opera company.

Hewnoaks Artist Colony, Lovell, Maine, USA, *non-executive director*, 2013 – 2016, *vice president*, 2017 -

Mission is to give artists time and space to create within a natural, rustic environment.

IDM, *non-executive director*, 2012 – 2016.

Start up company that is building executive education in Sub-Saharan Africa and eventually a business school with a campus in Gaborone, Botswana.

Capgemini Consulting C4 Global Advisory Board, 2006 – 2010.

Forum for leaders from telecom, media and entertainment industries to share experiences and ideas, chaired by former chief executive of BBC.

Monitor Group, *European Faculty Advisory Board*, 2004 – 2006.

Provided strategic advice to this international management consulting and executive development firm.

The Learning Partnership, New York and London, *founder member*, 1998 – 2012.

Founder member and investor in this faculty-based firm that provides top-level speakers and educators for corporate clients.

Glunz AG, Germany, *Member of Supervisory Board*, 1997-2003.

Participated in the turnaround of this 1 billion euro public company after its acquisition from family owners by an international public company. Issues of corporate restructuring, transfer of French division, sale of peripheral units, building of new plant in eastern Germany and integration into larger global group.

Sonae/Tafisa, Portugal/Spain, *Member of Global Advisory Board*, 1995 – 2004.

As independent consultant led a company team to develop a globalization strategy. Then invited to join global advisory board to help with implementation. Company now leads a 2 billion euro group that is the world's largest producer of wood-based panels. Involved in expansion strategies for Brazil, Canada, Germany, and South Africa.

Sonae SGPS (formerly Figest), Portugal, *Member of Global Advisory Board*, 1997- 2003.

Advisor to this holding company, one of the largest in Portugal. Other board members include the Chairman of Goldman Sachs and BP, CEO of France Telecom, and Executive VP of ABB. Issues of diversification, corporate governance, professionalisation of management, and globalisation.

Strategic Leadership Forum, *Member of International Board of Directors*, 1997-99.

Elected to international board of this world's largest association for strategy professionals. Involved in conference design, membership drives, and winding up of organisation.

Arlington Capital Management, Guernsey, *Member of Board of Directors*, 1993-97.

Investor in this new company that raises funds from U.S. pension funds to make strategic investments in European mid-cap companies. Board issues included strategic direction, financial restructuring and turnaround, rights of minority shareholders, and succession planning.

Data Instruments, Inc., Lexington, MA, *Member of Board of Directors*, 1982-86.

Contributed to growth and professionalisation of this entrepreneur-owned private company in high technology. Subsequently acquired by Honeywell, Inc.

Gemini Consulting, *Faculty Advisory Board*, 2000.

McKinsey and Company, *advisor on research project on global customer management*, 1999

U.K. Government, project to 'rebrand' Britain, *ad hoc advisor*, 1998.

PROFESSIONAL AFFILIATIONS:

2010 - International Association of Chinese Management Researchers
2009 - Fellow of International Academy of Management
2000- 2003 Liveryman of Worshipful Company of Marketors, City of London
1999 for life Fellow of Academy of International Business
1997 Fellow of World Economic Forum
1997-99 Member of International Board of Directors, Strategic Leadership Forum
1997-99 Strategic Leadership Forum
1996-97 Los Angeles World Affairs Council
1996-97 Asia Society
1992-94 Advisory Committee of Global Services Leadership Council
1990- Academy of International Business
1988-91,1998-2006, 2016 - British Academy of Management
1982- Strategic Management Society
1982 -2006 American Marketing Association
1982 -2006, 2011 - Academy of Management

EDITORIAL SERVICE:

California Management Review, International Advisory Board, 2016 -

MIT Sloan Management Review, Editorial Advisory Board, 2013 –

Asia-Pacific Business Review, Editorial Board, 2005 – 2008.

Long Range Planning, Editorial Advisory Board, 1996-

Journal of the Academy of Marketing Science, Editorial Board, 2012 – 2016.

Thunderbird International Business Review, Editorial Review Board, 2012 – 2014.

Academy of International Business task force to develop a managerial journal, 2011 – 2012.

Chinese Management Insights, Co-Executive Editor, 2011 – 2014.

The purpose of CMI is to convert leading academic research on China-related topics into summaries that can be easily read and used by managers. I was the initiating editor and I rewrote all the articles from the academic versions.

Management Insights (successor to *Chinese Management Insights*), Associate Editor, 2014 – 2016.

The Multinational Business Review, Editorial Board, 2011 – 2015.

Global Strategy Journal, Senior Advisory Board, 2011 – 2016.

Marketing Management, Council of Reviewers, 1992 – 1998.

European Business Forum, Editorial Board, 2005 – 2008.

Business Strategy Review, Joint Managing Editor, 2001-2004, Editorial Board, 2004 – 2006.

Journal of International Management, Editorial Board, 1998- 2005.

Journal of International Marketing, Editorial Board, 1997 – 2003.

Journal of International Business Studies, Associate Editor, 2000-2002.

Kinabalu Journal of Business & Social Sciences (University of Malaysia), International Referee, 1996-97.

Asia Pacific Journal of Management, Editorial Advisory Board, 1996-2003.

Marketing Science Institute Dissertation Competition, Reviewer, 1996.

Competitive Intelligence Review, Editorial Board, 1994-1996.

Global Executive, Contributing Editor, 1993-94.

Marketing Science Institute, International Marketing and Marketing Strategy Steering Committees, alternate member, 1990-92.

Mid-Atlantic Journal of Business, Editorial Board, 1989-91.

Ad hoc reviewer for *Academy of Management Journal*, *Academy of Management Review*, *Columbia Journal of World Business*, *International Business Review*, *International Journal of Business Research*, *Journal of Business Research*, *Journal of International Business Studies*, *Journal of Marketing*, *Management International Review*, *Management Science*, *Marketing Management*, *Planning Review*, *Production and Operations Management*, *Quarterly Journal of Economics*, *Sloan Management Review*, *Strategic Management Journal*, *The International Executive*, Academy of International Business Conference, Academy of Management Conference, American Marketing Association Educators' Conference, and Strategic Management Society Conference.

AWARDS AND HONOURS

Professional

Elected in 1999 as Life Fellow of the Academy of International Business.

Appointed in 2011 as Life Fellow of International Academy of Management.

Research

International Journal of Emerging Markets, selected by the journal's editorial team as a Highly Commended Paper of 2014: "Innovation in Emerging Markets - The Case of China".

SAGE Scholarly Impact Award 2014 for co-authored article "Measuring Organizational Performance as a Dependent Variable: Towards Methodological Best Practice," *Journal of Management*, 35, 3, June 2009.

ESMT Research Impacting Practice – Bringing Technology to Market Conference April 2012, won first prize for presentation "Customer Centric Leadership: The Rise of the Customer General Manager", with Christoph Senn and Axel Thoma.

Shortlisted for best paper award at SMS Special Conference "New Frontiers in Entrepreneurship: Strategy, Governance and Evolution," Catania, Italy, May 23-25, 2007.

Nominated for the Best Paper Award at Strategic Management Society 2006 Conference, Vienna.

Runner Up for best paper award at 2002 Annual Conference of the Academy of International Business.

Business Horizons award for the Best Article on Global Business published in 2000.

Hans B. Thorelli Best Paper Award (2000) for the "most significant contribution to international marketing theory or thought," in the *Journal of International Marketing* (lead author).

Shared first prize in The Planning Forum's Case Study Contest, 1991, published in *Planning Review*.

Honourable mention (as co-author) in Wharton Lauder Institute/The Institute of Management Sciences Award for the Research Paper that Best Advances the Theory and Practice of International Management Science, July 1989.

Teaching

Finalist for Outstanding Teacher Award, Anderson Graduate School of Management, UCLA, MBA Class of 1995.

Winner of Citibank Excellence in Teaching Award, Anderson Graduate School of Management, UCLA, 1994.

Finalist for Outstanding Teacher Award, Anderson Graduate School of Management, UCLA, MBA Class of 1994.

Co-Winner of Outstanding Teacher Award, Anderson Graduate School of Management, UCLA, Executive MBA Class of 1993.

Finalist for Outstanding Teacher Award, Anderson Graduate School of Management, UCLA, MBA Class of 1993.

Student

Robert E. Bowne prize, 1979, for best dissertation proposal at Harvard Business School, 1978-79.

Distinction awarded with MBA, Harvard Business School, 1976.

United Kingdom Institute of Directors' prize (shared) for best performance in MBA Program at Cranfield School of Management, 1974-75.

GRANTS AWARDED:

Sponsorship of CEIBS Centre on China Innovation by five European companies to total of 7 million RMB (£700,000), July 2011 to June 2015.

AIM Research Fellowship, just under £1 million, from October 2003 to June 2007, including an 80% buyout of my time (September 2003 to June 2006), to conduct research on issues of national competitiveness and to help raise the national capacity for management research.

Leverhulme Trust grant, for £64,147 from 1 September 2003 to 31 March 2005, mostly to fund a Research Assistant to work with me on the topic of global customer management.

Andersen Research Fellowship, London Business School, US\$100,000 a year for 2001-2004. Grant ended after one year because of dissolution of Arthur Andersen.

Principal Investigator, UCLA Center for International Business, Education and Research grant to study global account management, 4-400980-IN-23496-RGGY97, 33%, \$5,672, April 1-September 30, 1997.

Co-Principal Investigator with David B. Montgomery, Stanford, Marketing Science Institute travel grant, #4-1008, 67%, \$11,500, 1997-98.

Principal Investigator, UCLA Center for International Business, Education and Research travel grant to study global strategy in Asia, 4-400958-23450-RGGY95, 20%, \$3,600, May 23-June 30, 1995.

UCLA Center for International Business, Education and Research travel grant to study global strategy in Europe and in service businesses, 1992.

Marketing Science Institute travel grants to study global strategy and global marketing, 1988-92.

Harvard Business School Division of Research grant to study strategic planning, 1982-83.

PUBLICATIONS

Over 10,000 citations in Google Scholar, H-index of 37.

Books Published:

Mark Greeven, George S. Yip and Wei Wei, *Pioneers, Hidden Champions, Change Makers and Underdogs: Lessons From China's Innovators*. Cambridge, MA: The MIT Press, 2019.

George S. Yip and Bruce McKern, *China's Next Strategic Advantage: From Imitation to Innovation*. Cambridge, MA: The MIT Press, 2016, 290 pages.

CD audio edition, Tantor Audio, 2016.

Chinese edition, Beijing: China CITIC Press, 2016.

Manuel Hensmans, Gerry Johnson and George Yip, *Strategic Transformation: Changing While Winning*, Basingstoke, England: Palgrave Macmillan, 2013, 242 pages.

Chinese edition, CEIBS Publishing and China Machine Press, 2015, 259 pages.

George S. Yip and G. Tomas M. Hult, *Total Global Strategy, 3rd edition*, Pearson, 2012, 295 pages.

George S. Yip and Audrey Bink, *Managing Global Customers: An Integrated Approach*, Oxford, England: Oxford University Press, 2007, 272 pages.

Rick Delbridge, Lynda Gratton, Gerry Johnson, et al., *The Exceptional Manager*, Oxford University Press, 2006, 264 pages.

Birkinshaw, Julian, Sumantra Ghoshal, Constantinos Markides, John Stopford and George Yip, eds., *The Future of the Multinational Company*, Chichester, U.K.: John Wiley & Sons, 268 pages, 2003.

Yip, George S., *Total Global Strategy II: Updated for the Internet and Service Era*, Upper Saddle River, NJ: Prentice Hall, 299 pages, 2003.

Polish edition as *Strategia Globalina*, Warsaw: Polskie Wydawnictwo Ekonomiczne, 2004.

Kozminski, Andrzej K. and George S. Yip, editors, *Strategies for Central and Eastern Europe*, London: Macmillan Business, 320 pages, 2000.

Yip, G.S., *Asian Advantage: Key Strategies for Winning in the Asia-Pacific Region (Updated Edition—After the Crisis)* (2000), Cambridge, MA: Perseus Publishing.

Yip, G.S., *Asian Advantage: Key Strategies for Winning in the Asia-Pacific Region*, Reading, MA: Addison Wesley/Perseus Books 400 pp., 1998.

Yip, G.S., *Total Global Strategy: Managing for Worldwide Competitive Advantage*, Business School Edition, Englewood Cliffs, NJ: Prentice Hall, 261 pp., 1995.

Yip, G.S., *Total Global Strategy: Managing for Worldwide Competitive Advantage*, Englewood Cliffs, NJ: Prentice Hall, 317 pp., 1992, 2nd and 3rd printing, 1992, 4th printing 1993, 5th printing 1994, 6th printing 1996.

Summarized in print by *Soundview Executive Book Summaries*, August 1992.

Summarized in audio-tape by *Audio-Tech Book Summaries*.

Published in CD-ROM format by Allegro New Media.

Spanish edition as *Globalización*, Editorial Norma, S.A., Bogotá, Colombia, 1994.

Norwegian edition as *Global Strategi*, Dublin: Green Valley University Press Ltd., 1994.

Korean edition, Seoul: Gimm Young Sa, 1994.

Danish edition as *Total Global Strategi*, Copenhagen: Sander/Systeme, 1994.

Japanese edition, Tokyo: *The Japan Times*, 1995.

Polish edition as *Strategia Globalina: Swiatowa Przewaga Konkurencyjna*, Warsaw: Pansowe Wydawnictwo Ekonomiczne, 1996.

German edition as *Management des Globalen Wettbeverbs*, Wiesbaden: Gabler Verlag, 1996.

Portuguese edition as *Globalizacao*, Sao Paulo: Editora SENAC, 1996.

Chinese edition, Taiwan: Hwa-Tei Publishing Company, 1996.

Yip, G.S., *Barriers to Entry: A Corporate Strategy Perspective*, Lexington, MA: Lexington Books, D.C. Heath, 222 pp., 1982, 2nd printing 1985.

Book Chapters Published:

Bruce McKern, George S. Yip and Dominique Jolly, “Innovation Strategies of MNCs in China and their Contribution to the National Ecosystem”, in Xiaolan Fu and Bruce McKern, eds., *Oxford Handbook of China Innovation*, Oxford, UK, forthcoming 2019.

Shameen Prashantham and George S. Yip, “Local Firms within Global Value Chains: From Local Assembler to Value Partner”, in Klaus Meyer and Rob Grosse, eds., *Oxford Handbook of Management in Emerging Markets*, Oxford, UK, 2019, Chapter 24, pp. 591-608.

George S. Yip and Shameen Prashantham, “Innovation in Emerging Markets”, in Klaus Meyer and Rob Grosse, eds., *Oxford Handbook of Management in Emerging Markets*, Oxford, UK, 2019, Chapter 15, pp. 351-372.

George S. Yip and Audrey Bink, “Organisational structures in global account management,” in Diana Woodburn and Kevin Wilson (eds.) *Handbook of Strategic Account Management*, Chichester, UK: Wiley, 2014, pp. 337 – 354.

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KEYNOTE OR FEATURED SPEECHES

- Featured talk, “China’s Rise from Imitation to Innovation,” Camden Conference, Camden, Maine, 23 February 2019.
- Keynote talk on “Innovation with Chinese Characteristics” at Fortune Global Tech Forum, Guangzhou, China, 29 November 2018. <http://fortune.com/2018/11/29/china-renaissance/> and <https://www.youtube.com/watch?v=ZQ50LVB851I&feature=youtu>

- Talks at Google, “China’s Next Strategic Advantage: From Imitation to Innovation,” Cambridge, Massachusetts, 6 April 2018, <https://www.youtube.com/watch?v=NRqEPGOcEfl>.
- Keynote speaker, “The Rise of Innovation in China,” Ageas Partnership Days, Kuala Lumpur, 11 September 2017.
- Gave talk on “The Rise of Innovation in China” at China-Britain Business Council on 17 January 2017.
- Keynote speaker, “Innovation in China: Irish Management Institute National Management Conference, Dublin, 29 September 2016.
- A keynote speaker on innovation in China at the Product Development Association Annual Conference, Anaheim, California, 9 December 2015.
- A keynote speaker on innovation in China at the Global HR Forum Seoul, 4 November, 2015
- Spoke about innovation in China at Criticaleye breakfast meeting, Hong Kong 29 October, 2015
- A keynote speaker on strategic transformation at the annual conference of HLB International, Bangkok, 23 October 2015.
- A keynote speaker on Managing Global Customers at the Global Digital Leaders Summit, Berlin, 16 June 2015.
- A keynote speaker on innovation in China at the Ashmore Emerging Markets Investment Forum, 10 June 2015, London.
- Spoke about innovation in China at Criticaleye Asia Leadership Retreat, Hong Kong 6 November, 2014
- Guest speaker, “China as a key innovation partner for Western businesses,” D Group, London, 31 October 2013.
- Opening keynote speaker at International Conference of Corporate Research Forum, Madrid, October 2013.
- Gave talk at Euro Forum for R&D Directors, Shanghai, 6 December 2012.
- Gave talk at SwissNex association, Shanghai, 5 December 2012
- Gave talk at China Europe International Business School Breakfast Series, 12 October 2012, Shangri-La Shanghai.
- A keynote speaker at Istanbul Chamber of Industry - 11th Industry Congress, Istanbul, December 2012.
- A keynote speaker at forum Business Beyond Borders, Sabanci University, Istanbul, October 2011.
- Panelist at *World Chinese Economic Forum*, Kuala Lumpur, November 2010.
- Keynote Speaker, Strategic Account Management Association, European Conference, London, March 2010.
- Plenary Speaker, AACSB Deans’ Annual Conference, Tampa, February 2010.
- Panelist at Global Competitiveness Forum, Riyadh, January 2010.
- Keynote Speaker, VSNU (Dutch research universities) conference on globalization of masters’ programs, January 2010.
- Speaker, Strategic Account Management Association, Annual Conference, Hollywood, FL, May 2009.

- Speaker, Strategic Account Management Association, European Conference, Berlin, February 2009.
- Keynote Speaker, British Council conference for universities, London, December 2008.
- Keynote Speaker, Pacific Economic Congress, Vladivostok, July 2008.
- Keynote Speaker, GMAC conference, Chicago, 20 June 2008
- Featured Speaker, KPMG global partners conference, Vancouver, 21 May 2008.
- Keynote Speaker, Etisalat Globalization conference, Dubai, 24 March 2008.
- Speaker, Strategic Account Management Association, Annual Conference, Dallas, May 2008.
- Speaker, Strategic Account Management Association, European Conference, Paris, 1 March 2008.
- Keynote Speaker, Energizer marketing conference, Brussels, 27 November 2007.
- Speaker, “Global Strategy and Global Governance,” Beijing Forum, 2 November 2007.
- Featured Speaker, PARC member conference, London, 11 October 2007.
- Keynote Speaker, TAS Group client conference, Ireland, 10 October 2007.
- Keynote Speaker, Industry Canada conference on Global Value Chains, Ottawa, 25 September, 2007.
- Featured Speaker, Corporate Research Forum conference, London, 31 May 2007.
- Keynote Speaker, Conference on Localisation, Monterey Institute, California. 29 March 2007.
- Featured speaker, “Managing Global Customers”, at St. Gallen University conference for executives in global account management, St. Gallen, Switzerland, 12 October 2006.
- Featured speaker, Cisco TAC customer conference, England, 2 February 2006.
- Featured Speaker, Via Group executive conference, Helsinki, February 2006.
- Keynote speaker, Ashland Leadership Team conference, Cincinnati, May 2005.
- Keynote speaker, Brown-Forman Strategic Leadership Summit, Washington D.C., May 2005.
- A keynote speaker, Invensys conference for its Middle East clients, Dubai, May 2005.
- A keynote speaker, American Express conference for its top global corporate clients, Shanghai, April 2005.
- A keynote speaker, Ernst & Young World Summit for Entrepreneurs, Singapore, February 2005.
- Keynote speaker, New Hemisphere speaker series, University of Auckland Business School, June 2004.
- Panelist, “Building Asia's Global Companies,” World Economic Forum’s Asia Strategic Insight Roundtable, Seoul, 14 June 2014.
- A keynote speaker, CBI Business Summit, London, June 2004.
- A keynote speaker at Annual Marketing Seminar of Koc University on “Internationalization in Emerging Markets,” Istanbul, May 2004.
- Panelist, “Asian Company, Global Future: Expanding and Investing Abroad,” at the World Economic Forum’s East Asia Economic Summit, Singapore, 13 October 2003.
- Keynote speaker, Strategic Intelligence Executive Council briefing, Singapore, October 2003.
- A keynote speaker, Global Marketing Conference, Marketing Science Institute, Amsterdam, June 2003.

- A keynote speaker, Conference: “Marketing Strategy and Tactics—The Gurus,” London, April 2003.
- A keynote speaker, Concours Group, November 2002.
- A keynote speaker, Deloitte Touche Tohmatsu new partners seminar, Tokyo, October 2002.
- A keynote speaker, Strategic Intelligence Executive Council briefing, Singapore, February 2002.
- A Thought Leader, Carl Zeiss Vision Initiative, Frankfurt, January 2002.
- A keynote speaker, Concours Group CIO Summit, London, December 2001.
- A keynote speaker, Strategic Intelligence conference, Singapore, October 2001.
- Keynote speaker, top management conference, Pitney Bowes, February 2001.
- Workshop Leader, Honeywell General Managers Program, Brussels, January 2001.
- A keynote speaker, Claritas, “Envision 2000,” London, October 2000.
- A keynote speaker, McKinsey European College, France, October 2000
- Keynote speaker, “Strategies for Managing Global Customers,” The Marketing Society, London, September 2000.
- A keynote speaker, European Coffee Congress, Germany, June 2000
- A keynote speaker, eConcours Perspective, “Interactive Marketing,” Paris, May 2000.
- A keynote speaker, Investec investment conference, Cape Town, January 2000
- A keynote speaker, ‘Globalisation of the Postal Industry,’ PricewaterhouseCoopers Conference, Edinburgh, October 1999.
- Keynote speaker, Judge Institute, Cambridge, Launch of New Website, September 1999
- A keynote speaker, ‘Research and Management Challenges for Global Strategy and Manufacturing,’ 4th International Manufacturing Research Symposium,’ ‘Developing International Manufacturing Capabilities,’ University of Cambridge, September 1999
- A keynote speaker, ‘The New Economy for International Business,’ International Textile Forum, Cernobbio, Italy, September 1999.
- A keynote speaker, TransCanada, Calgary, August 1999.
- A keynote speaker, “Strategies for Asia After the Crisis,” Business Week Breakfast Briefing, Singapore, July 1999.
- A keynote speaker, Kverneland, Norway, Conference for top executives, June 1999.
- Keynote speaker, Arup Partnership, global conference, England, May 1999.
- A keynote speaker, ‘Global Strategy’ Massachusetts Financial Services 50th Anniversary Conference, Washington D.C. and New York, March 1999
- A keynote speaker, ‘Challenges of the Euro,’ Peoplesoft/Deloitte Touche, London, December 1998.
- A keynote speaker, International Institute for Research/Society of Competitor Intelligence Professional symposium, Chicago, November 1998.
- A keynote speaker, conference for new managers, Andersen Consulting, Cannes, October 1998.
- A keynote speaker, Watson Wyatt client conference, Minneapolis, 1998
- A keynote speaker, Nokia client conference, Singapore, 1998.
- A keynote speaker, IBM Asia Pacific client conference Tokyo, February 1998.
- A keynote speaker, Farm Cooperatives Leadership Conference, Orlando, February 1998.

- A keynote speaker, Forbes CEO Forum at UCLA, June 1997.
- A keynote speaker, 'Asia Leadership Forum,' Business Week, Hong Kong, June 1997.
- Keynote speaker, Computer Sciences Corporation Annual Conference, Scottsdale, AZ, May 1997.
- A keynote speaker, Association of Executive Search Consultants Annual Conference, Laguna Niguel, CA, April 1997.
- A keynote speaker, 'Asia-Pacific Executive Roundtable,' The Anderson School, UCLA, Hawaii, April 1997.
- A keynote speaker, 'Fortune Global Forum,' Bangkok, March 1997.
- A keynote speaker, 'Preparing for the 21st Century,' Investcorp Conference, Barcelona, March 1997
- A keynote speaker, Coopers & Lybrand International Partners Conference, Amsterdam, February 1997.
- A keynote speaker, The Conference Board, Los Angeles, February 1997.
- Speaker, World Economic Forum, Davos, January 1997.
- Keynote speaker, Annual Conference, Grant Thornton International, Mexico City, November 1996.
- Keynote speaker, Coopers & Lybrand International Partners Conference, Brussels, October 1996.
- Opening keynote speaker, 'The 1996 Asia-Pacific Strategic Management Conference: Leveraging Your Resources for Global Success,' The Conference Board, Hong Kong, October 1996.
- A keynote speaker, 'The Global Enterprise of the Future,' Price Waterhouse, London, December 1995.
- Keynote speaker, Conference on 'Global Asia: Reengineering for Competitive Advantage,' Malaysia, December 1994 (other featured keynote speakers were the Prime Minister of Malaysia and Professor Jeffrey Sachs of Harvard University).
- Keynote speaker, Annual Conference of Sociedad Latinoamericana de Estrategia, Cordoba, Argentina, May 1994.
- A keynote speaker, Conference on 'The Asian Manager: Global Competitiveness and Sustainable Development,' Asian Institute of Management, Manila, The Philippines, February 1994.
- 'Integrating the Pacific Rim into a Successful Global Business Strategy,' Address for Organization of Chinese Americans Pacific Rim Symposium, New York, July 1993.
- 'Implementing Global Strategy For Worldwide Competitive Advantage,' 1993 International Conference of the Planning Forum, Chicago, April 1993.
- 'Determining Competitive Advantage and New Market Opportunities in a Global Market Place,' The Third Global Conference on Management Innovation, Management Centre Europe, San Francisco, November 1992.
- Keynote speech on national competitiveness at launch of New Zealand Business Development Campaign, May 1990.
- PIMS Conferences, Cambridge, MA, and London, 1987-89.

Conference Organization and Talks

- “Implementing Online and Blended Learning for MBA and EMBA Programs”, and also “Publishing in Managerial Journals,” Academy of International Business Annual Conference in Minneapolis, 25 and 26 June 2018.
- “Making your faculty embrace new teaching methods,” at EFMD Annual Conference in Berlin (8th June 2017).
- Represented Imperial College Business School in Poets & Quants Deans’ Panel on the MBA, with deans of INSEAD, Oxford Said and others, (3rd June 2017), London.
- Moderator on Panel 1 Macro – The Golden Era? London Business School China Business Forum (20th May 2017).
- Video talk to introduce a conference of the Centres Africain d’Etudes Internationales Diplomatiques Economiques et Stratégiques about Winning in Glocalisation, 27 February 2017, in Cameroon.
- Gave talk on “The Rise of Innovation in China” at China-Britain Business Council on 17 January 2017.
- World Open Innovation Conference, Barcelona, 15 December 2016, speaker in panel on “Open Innovation in China.”
- Strategic Management Society Special Conference, Hong Kong, 11 December 2016, organized, chaired and presented in an invited panel “Innovation in China”.
- Strategic Management Society Annual Conference – London Extension, 16 September, 2016: Panelist, “Institutions and Innovation”.
- Academy of International Business, Annual Conference, New Orleans, 28-29 June 2016: (1) Plenary Panelist, “Global Innovation”; (2) organizer and panelist on panel, “Comparing Innovation In and From China and India”; (3) Competitive Paper presenter, “The Evolution Of MNCs’ R&D Activities in China: A Dynamic Capabilities Perspective”; (4) Chair of Interactive Session, “International Expansion and Firm Capabilities in Emerging Markets.”
- Panel on Innovation at CEIBS CEO Summit at Lorange Institute, Zurich, December 2015.
- Strategic Management Society Special Conference, Sydney, December 2014, (1) speaker on panel on Asian Opportunities; (2) Chair of panel on Multi-Country Management in Asia; (3) gave paper on “Knowledge-Driven R&D in China;” (4) speaker in doctoral workshop; and (5) conference special advisor.
- World Economic Forum “Summer Davos” in Tianjin, September 2014, moderated the workshop “Global Growth Companies (GGC) Business Council on Talent in the 21st Century” and also “FBC Knowledge Exchange series: Sustainable Generational Transitions”; also participated in a session on “Innovation in Globalization – Emerging Best Practice of Chinese Globalizers”.
- Academy of International Business, Annual Conference, Vancouver, June 2014, chaired a session on Entrepreneurship in Emerging Economies and spoke on “Contributions of the Global Strategy Consulting Industry” at award of Executive of the Year to the Global Chairman of McKinsey & Company.
- Organized, chaired, and spoke at China Innovation Research Results Conference, CEIBS, Shanghai, May 2014.
- Chaired session on “Innovation and Adaptation in Professional Services” at World Economic Forum’s Summer Davos, Dalian, China, September 2013. Also participated as resource expert in session “Achieving Global Success in a Chinese way.”

- Organized and spoke in panel on “Innovation in Emerging Markets,” Academy of International Business Annual Conference, Istanbul, July 2013.
- Strategic Account Management Association, European Conference, Berlin, March 10 to 12, 2013. Chaired Academic Forum “Strategic Value Creation for Customers,” and spoke in panel, “Up for Debate: Whether there are Significant Differences in SAM in Emerging vs. Developed Markets.” Also spoke in session on “Strategic Account Management in Emerging markets.”
- Panel chair and speaker on innovation in China at Strategic Management Society China Conference, Guangzhou, December 2012.
- Co-Chair, panel chair and speaker at CEIBS-EFMD Conference on Innovative Business, 29-30 November, Beijing, 2012.
- Strategic Management Society Conference speaker on panel, “Strategy Implementation: Global Challenges,” Prague, October 2012.
- Panel speaker on “INV-MNE Engagement in China,” Academy of International Business Annual Conference, Washington, D.C., July 2012.
- Panel speaker on “Where SAM/KAM is Headed: Focus on GAM as Frontier of SAM,” in Academic Forum, Strategic Account Management Association, European Conference, Prague, March 2012.
- Panel Chair and speaker, “Competition in China and Beyond”, EFMD China Europe International Business School International Academic Conference, Brussels, November 2011.
- Presentation on Siemens case study, and speaker on panel, “Managing Your Sales Force,” 1st Siemens Academic Leadership Forum, Munich, September 2011.
- Panel Chair, “Ethics and Global Leadership in the 21st Century,” Estoril Conferences, Portugal, May 2011.
- Panel Chair and speaker, “Successful Strategic Transformers,” Strategic Management Society Annual Conference, San Juan, October 2005.
- “The Future of Global Strategy Research,” in panel to honor Sumantra Ghoshal, Strategic Management Society Annual Conference, San Juan, October 2005.
- Panel organizer and speaker, “Successful Strategic Transformers,” British Academy of Management, University of Oxford, September 2005.
- Chair and speaker, panel on “Global Customer and Supplier Management,” Academy of International Business Annual Conference, Quebec City, July 2005.
- Panel Chair, “Does the Internationalization Process Still Matter?” and Steering Committee, 3rd Annual Emerging Research Frontiers in International Business Studies Conference (AIB/JIBS), Erasmus University, September 2004. Also on steering committee.
- Chair and speaker, panel on “In Search of Strategic Transformation,” Strategic Management Society Annual Conference, San Juan, Puerto Rico, November 2004.
- Steering Committee, 2nd Annual Emerging Research Frontiers in International Business Studies Conference (AIB/JIBS), Michigan State University, September 2004.
- Chair for Strategic Management Track at annual conference of the British Academy of Management, St. Andrew’s University, September 2004.
- Chair and speaker, panel on “Global Customer and Supplier Management,” Academy of International Business Annual Conference, Stockholm July 2004.

- Chair and speaker, Panel on “Mediation Changes in the Network Economy, Strategic Management Society Annual Conference, Paris, September 2002.
- Discussant, Fellows Panel, “Plenary Panel Honouring John Stopford and Louis T. Wells, Jr., Strategy and Structure in the MNE: Looking Forward, Looking Back,” Academy of International Business Annual Conference, San Juan, June 2002.
- Discussant, Fellows Panel, “Economic and Business Trends in Asia: Implications for Management,” Academy of International Business Annual Conference, Sydney, Australia, November 2001.
- Discussant, EFMD Annual Conference, Warsaw, June 2001.
- Chair of panel on “National versus Regional versus Global Approaches to Multinational Strategy,” Academy of International Business Annual Conference, Phoenix, AZ, November 2000.
- Chair of panel in Symposium on ‘Eastern Promise: Global Strategy in Central and Eastern Europe,’ Strategic Management Society Annual Conference, Berlin, October 1999.
- Chair of Panel on ‘Does Global Strategy Work?’, Academy of Management Annual Pre-Conference, Boston, August 1997.
- Chair of Panel on ‘Evolving Bases of Competitive Advantage,’ Strategic Management Society Annual Conference, Phoenix, November 1996.
- Chair of Panel on ‘Asian Advantage: Global Strategy in the Pacific Region,’ Academy of International Business Annual Conference, Banff, September 1996.
- Chair of Panel on ‘Global Strategy in Asia,’ Academy of International Business Annual Conference, Seoul, November 1995.
- Chair of Panel on ‘Implementing Global Strategy,’ Strategic Management Society Annual Conference, Mexico City, October 1995.
- Chair of Panel on ‘National versus Global Sources of Competitive Advantage,’ Strategic Management Society Conference, Paris, September 1994.
- Invited symposium leader, Annual Meeting of Western Academy of Management, San José, CA, March 1993.
- Chair of Symposium on ‘Global Competitive Strategy in the Triad,’ American Marketing Association Educators' Conference, Washington, DC, August 1990.
- Chair of Competitive Market Strategy Track, Strategic Management Society Conference, Amsterdam, October 1988.

PAPERS PRESENTED AT SYMPOSIA:

- “International Success of British Companies,” at Department of Trade and Industry, London, 4 May 2007.
- “Successful Strategic Transformers,” at Department of Trade and Industry, London, 24 March 2004.
- “Strategic Alliances with Peers and Competitors,” at the Carnegie Bosch 6th International Conference, Pittsburgh, 3 October 2003.
- “Corporate Governance and International Strategy” at the 50th Anniversary Conference of the Vlerick Leuven Gent Management School, Belgium, 30 September 2003.

- “How Corporate Governance Systems Affect Globalization,” (with Ruth V. Aguilera) at conference on “Creating Value Through Global Strategies,” at IESE Business School, University of Navarra, Barcelona, June 2003.
- “Strategic Lessons from the Asian Crisis,” Change in Management Practices in Asia, LVMH/INSEAD Euro-Asia Centre Conference, February 2001.
- “The Relative Influence of Country Conditions, Industry and Business Strategy on MNC Subsidiary Performance,” at a Conference on Competition and Marketing, Mainz/Wiesbaden, June 1999, sponsored by The INFORMS Marketing College, The Marketing Science Institute, Stanford University, and University of Mainz (LS Heil).
- ‘Is Global Strategy Different for Service Businesses?’, Duke University Conference, Changing Role of State Intervention in Services in an Era of Open International Markets, February 1994.
- Invited participant and speaker at ‘Symposium on Globalization of Operations Management,’ Georgetown University, May 1993.
- ‘New Strategic Challenges Facing the Global Company.’ The Impact of Globalization and Regionalization on Corporate Strategy and Structure Among Pacific Rim Firms,’ North Pacific Region Advanced Research Center/East-West Center, Sapporo, Japan, August 1992.
- ‘Global Strategy as a Factor in Japanese Success,’ IBEAR Research Conference on Strategies for Innovation and Change in the U.S. and Japan, University of Southern California, Los Angeles, May 1992.
- ‘How Corporate Culture Affects Global Strategy and Marketing Management,’ European Institute of Advanced Studies in Management/Marketing Science Institute Seminar on Corporate Culture in International Marketing Management, Brussels, June 1989.
- ‘Achieving System Cooperation in Developing the Market for Consumer Videotex,’ Harvard Business School 75th Anniversary Colloquium, July 1983 (with J.A. Quelch).
- ‘The Role of Strategic Planning in Consumer-Marketing Businesses,’ Marketing Science Institute, Chicago, May 1983.

INVITED SEMINARS GIVEN AT UNIVERSITIES:

- SOAS China Institute, University of London, May 2017.
- King’s College London, December 2016.
- Rotterdam School of Management, Erasmus University, December 2016.
- Talk on “Transnational Innovation in practice,” at the Oxford Sino-UK Innovation & Development Forum on 10 November 2016.
- Loughborough University London, November 2016.
- IMD, November 2016.
- Book launch presentation “China’s Next Strategic Advantage: From Imitation to Innovation” at CEIBS, Shanghai (16th June 2016), with Bruce McKern.
- Book launch presentation “China’s Next Strategic Advantage: From Imitation to Innovation” in Beijing (15th June 2016), with Bruce McKern.
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at INSEAD Asia (6th June 2016).

- Book launch presentation “China’s Next Strategic Advantage: From Imitation to Innovation” at Imperial College Business School (2nd June 2016), with Bruce McKern.
- Book launch presentation “China’s Next Strategic Advantage: From Imitation to Innovation” at Lorange Institute, Switzerland (1st June 2016), with Bruce McKern.
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at Cambridge Judge Business School (19th May 2016).
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at University of Oxford China Centre (12th May 2016), with Bruce McKern.
- Presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at Imperial Festival (8th May 2016).
- Conference Talk “Incremental Innovations in China”, London Business School China Business Forum (30th April 2016).
- Panellist “Asia Entrepreneurship and Innovation”, London Business School Asia Business Forum (22nd April 2016).
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at Harvard University Asia Center (13th April 2016), with Bruce McKern.
- a Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, Harvard Business School China Club (12th April 2016), with Bruce McKern
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at MIT Sloan School of Management Modern Business and Economy course (12th April 2016), with Bruce McKern.
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at China India Insights Program, Yale School of Management (11th April 2016), with Bruce McKern.
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at Stern Center for Global Economy and Business, New York University (11th April 2016), with Bruce McKern.
- Seminar presentation “China’s Next Strategic Advantage: From Imitation to Innovation”, at Chinese University of Hong Kong Business School (14 March 2016). Imperial College Business School, September 2015.
- China Europe International Business School, speech about innovation in China at Hyper Cycle Innovation Forum, October 2014
- University of Oxford, joint between Technology and Management for Development and Centre and Said Business School, October 2014.
- Gave inauguration talk as professor at Rotterdam School of Management, Erasmus University, 2008.
- Social Policy Research Unit, Sussex University, October 2006
- King’s College, London, October 2005.
- University of Bradford, October 2004.
- Technical University of Munich, May 2004.
- University of Strathclyde Graduate School of Business, June 2004.
- Ghent Vlerick Leuven, Belgium, September 2003.
- University of Edinburgh School of Management, March 2003.
- London Business School, Centre for Network Economy, March 2002.

- London Business School, December 2000
- Warwick University, November 2000
- Ivey School of Business, University of Western Ontario, Canada, March 1999
- Judge Institute of Management Studies, Cambridge University, October 1998.
- Judge Institute of Management Studies, Cambridge University, October 1997.
- INSEAD Euro-Asia Centre, France, December 1996.
- Humboldt University, Germany, December 1996.
- Hong Kong University of Science and Technology, October 1996.
- Templeton College, Oxford University, July 1996.
- Georgia State University, December 1995.
- University of Porto, Portugal, December 1995.
- University of Aarhus, Denmark, December 1994.
- Kobe University, Osaka, Japan, February 1994.
- IMD, Lausanne, Switzerland, November 1993.
- Bocconi University, Milan, Italy, July 1993.
- Stanford Business School, May 1993.
- London Business School, England, October 1992.
- UCLA, May 1992.
- University of Western Ontario, Canada, March 1992.
- Norwegian School of Management, Oslo, Norway, March 1992.
- Georgetown University, November 1990.
- University of North Carolina at Chapel Hill, March 1988.
- Kellogg Graduate School of Business, Northwestern University, February 1985.
- Economics Department, Harvard University, October 1980.
- New York University, September 1979, November 1990.
- INSEAD, France, September 1979, June 1992.
- Stanford Business School, June 1979.
- The Wharton School, University of Pennsylvania, May 1979, February 1986.
- The University of Michigan at Ann Arbor, March 1979.

PAPERS PRESENTED AT PROFESSIONAL SOCIETIES

- “Business School Advisory Boards” on a panel at the Annual Deans Conference of the Chartered Association of Business Schools in London on 14 November 2016.
- British Chamber of Commerce in Shanghai on business innovation in China, May 2014.
- “How Business Academics Can Work with and Influence Consulting Companies,” European Academy of Management Annual Conference, Ljubljana, May 2008.
- “Measuring Long Term Performance,” Strategic Management Society Annual Conference, Vienna, October 2007.
- “International Success of British Companies,” Strategic Management Society Annual Conference, Vienna, October 2007.
- “Successful Strategic Transformers,” Academy of Management Annual Conference, presented by co-authors, Honolulu, August 2005.

- The AIM Research initiative,” invited panelist, Annual Conference of German Professors of Management, Kiel, May 2005.
- “Corporate Governance and Global Strategy,” invited keynote talk, European Academy of Management Annual Conference, Munich, May 2005.
- “The Future of International Business,” invited keynote panelist, Academy of International Business UK Annual Conference, Bath, April 2005.
- “The Exceptional Firm,” ANZAM annual conference, presented by co-authors, Dunedin, New Zealand, December 2004.
- “Co-Production of Knowledge with Practitioners and Consultants,” in panel on “Co-Production of Knowledge,” Academy of Management Annual Conference, New Orleans, August 2004.
- “How National Corporate Governance Systems Affect Global Integration,” Strategic Management Society Annual Conference, San Juan, Puerto Rico, November 2004.
- “How National Corporate Governance Systems Affect Global Integration,” 2nd Annual Emerging Research Frontiers in International Business Studies Conference, Michigan State University, September 2004.
- “Strategic Alliances with Peers and Competitors,” in panel on “Strategy and Organization in Global Corporate Networks,” Academy of International Business Annual Conference, Stockholm July 2004.
- “Global Customer-Supplier Management: A Dyadic View,” in panel on “Global Customer and Supplier Management,” Academy of International Business Annual Conference, Stockholm July 2004.
- “How Corporate Governance Systems Affect Globalization,” (with Ruth V. Aguilera) in panel on “Corporate Governance from a Comparative Perspective,” Academy of International Business Annual Conference, Monterey, CA, July 2003.
- “An Industry Explanation of Global Account Management,” Academy of International Business Annual Conference, San Juan, June 2002.
- “Choice of Strategy and Organisational Form in the Dynamic Internet Environment,” “Strategy World Congress, Said Business School, Oxford, March 2002.
- “Global Strategy in the Internet Era,” Strategic Management Society Annual Conference, San Francisco, October 2001.
- “Winning Strategies for e-Business,” Strategic Management Society Annual Conference, San Francisco, October 2001.
- “Demand for and Use of Global Account Management,” “Academy of International Business Annual Conference, Phoenix, AZ, November 2000.
- Panelist in session, ‘Asian Management Systems After the Crisis,’ Academy of International Business Annual Conference, Charleston, S.C., November 1999.
- Panelist in session, ‘New Global Strategies,’ Strategic Management Society Annual Conference, Berlin, October 1999.
- ‘Essential Strategies for Experienced and Newly Internationalizing Companies’, International Strategic Leadership Conference of the Strategic Leadership Forum, Chicago, April 1999.
- Panelist in Symposium on ‘Asian Management Systems Coping with Turbulence: Implications for International Management and Organization Theory,’ Academy of International Business Annual Conference, Charleston, South Carolina, November 1999.

- Panelist in Symposium on ‘Corporate Synergy,’ British Academy of Management Annual Conference, Manchester, September 1997.
- Panelist in Symposium on ‘Asia-Pacific Business Research: Contexts and Strategies,’ Academy of Management Annual Conference, Boston, August 1997.
- ‘Global Account Management for Multinational Customers,’ Strategic Management Society Annual Conference, Phoenix, November 1996 (with T.L. Madsen).
- ‘Bases of Competitive Advantage,’ Strategic Management Society Annual Conference, Phoenix, November 1996.
- ‘Implementing Global Strategy,’ International Strategic Leadership Conference of the Strategic Leadership Forum, Atlanta, May 1996 (with H.P. Conn).
- ‘Global Strategy in Asia,’ Academy of International Business Annual Conference, Seoul, November 1995.
- ‘Effects of Nationality on Global Strategy,’ Academy of International Business Annual Conference, Seoul, November 1995 (with J.K. Johansson and J. Roos).
- ‘Asian Advantage: Global Strategy in the Pacific Region,’ Academy of International Business Annual Conference, Banff, September 1995.
- ‘Role of Asian Countries in MNC Global Strategies,’ INFORMS Spring National Meeting, Los Angeles, April 25, 1995.
- Panelist in session ‘Executive Education,’ Strategic Management Society Annual Conference, Paris, September 1994.
- ‘Effects of Nationality on Global Strategy,’ Strategic Management Society Annual Conference, Paris, September 1994 (with J. Roos and J.K. Johansson).
- ‘The Relative Influence of Country Conditions, Market Structure and Business Strategy on MNC Profitability,’ Academy of International Business Annual Conference, Boston, November 1994 (with D.L. Day and P. Christmann).
- ‘Effects of Nationality on Global Strategy,’ Academy of International Business Annual Conference, Maui, October 1993 (with J. Roos and J.K. Johansson).
- ‘Creating Competitive Advantage Through Global Strategy,’ Society of Competitor Intelligence Professionals Annual Conference, Los Angeles, April 1993.
- ‘Exploiting Globalization Potential: U.S. and Japanese Strategies,’ Academy of International Business Annual Conference, Brussels, November 1992 (with J.K. Johansson).
- ‘Comparing European, American and Japanese Approaches to Global Strategy,’ Strategic Management Society Annual Conference, London, October 1992 (with J. Roos).
- ‘Exploiting Globalization Potential: U.S. and Japanese Strategies,’ Strategic Management Society Annual Conference, Toronto, October 1991 (with J.K. Johansson).
- ‘How Global Organization Affects the Use of Global Strategy,’ British Academy of Management Conference, Bath, September 1991.
- ‘A Latent Variable Structural Model of Competitor Performance in a Multinational Industry,’ TIMS/ORSA Annual Conference, Philadelphia, October 1990 (with D.L. Day and J. Roos).
- ‘An Exploratory Test of a Globalization Framework,’ Academy of International Business Annual Conference, Toronto, October 1990.
- ‘Global Competitive Strategy of American Businesses,’ American Marketing Association Educators' Annual Conference, Washington, DC, August 1990.

- ‘An Extension of the Strategy-Structure-Profitability Paradigm to a Consumer Products Industry,’ Academy of Management Annual Conference, San Francisco, August 1990 (with D.L. Day).
- ‘Performance Differences Between Continental and National Businesses in Europe,’ Europe 1992 Conference, sponsored by The Planning Forum and Boston University, October 1989.
- ‘Structure, Strategy and Performance in a Global Industry,’ Annual Conference of The Institute of Management Science, Osaka, July 1989 (presented by co-author, D.L. Day).
- ‘Building a Global Competitive Strategy Information System,’ Society of Competitor Intelligence Professionals Annual Conference, San Antonio, March 1989.
- ‘A Framework for Global Competitive Strategy,’ Strategic Management Society Annual Conference, Amsterdam, October 1988.
- ‘A Framework for Global Competitive Strategy: Theory and Examples,’ British Academy of Management Annual Conference, Cardiff, September 1988.
- ‘A Framework for Global Strategy: The Interaction of Industry Globalization Drivers and Business Strategy Levers’ Academy of Management Annual Conference, Anaheim, August 1988.
- ‘Measuring Global Strategy,’ Strategic Management Society Annual Conference, Boston, October 1987.
- ‘Using Industry and Business Structure to Design a Strategic Planning System,’ Strategic Management Society Annual Conference, Barcelona, October 1985.
- ‘Selecting Strategy Analysis Techniques: Lessons from Applying the Porter Competitive Framework,’ Strategic Management Society Annual Conference, Philadelphia, October 1984.
- ‘Strategic Planning in Consumer Businesses,’ Strategic Management Society Annual Conference, Paris, October 1983.
- ‘Gateways to Entry,’ Strategic Management Society Annual Conference, Montreal, 1982.

EXECUTIVE EDUCATION AT UNIVERSITIES

Tuck School of Business, Dartmouth College, 2018
 Imperial College Business School, 2011 - now
 St. Gallen University, 2014- now
 ESMT, Berlin, 2012 - 2016
 HEC Paris, 2013-2014
 Rotterdam School of Management, Erasmus University, 2008-2012
 China-Europe International Business School, 2003, 2011- now
 London Business School, 1999-2006
 Ashridge, 2000
 Cranfield School of Management, 2013-2014
 Cambridge University 1999-2001
 IMD (Switzerland), 1993, 1999
 UCLA, 1991-1998.
 Columbia Business School, 1997
 Stanford Business School, 1997
 Seoul National University, 1997

Templeton College, Oxford University, 1996, 1998, 1999
Academy of Entrepreneurship, Poland, 1996
UC, Berkeley Extension, 1996
UC, Irvine, 1993-94, 1996
Norwegian School of Management, 1993
University of Southern California, 1992
Georgetown University, 1991
University of Maryland, 1989
Harvard Business School, 1983

MEDIA ACTIVITIES

China Global Television Network interview about U.S.-China trade war and innovation in China, 16 May 2019.

<https://news.cgtn.com/news/34457a4e34494464776c6d636a4e6e62684a4856/index.html?from=singlemesage&isappinstalled=0>

Podcast, “Lessons From China’s Innovators” available 18 April 2019.

<https://www.emergn.com/blog/podcast-lessons-from-chinas-innovators/>

WGBH Radio, Boston, USA, Innovation Hub, conversation with Kara Miller and Ian Bremmer about innovation in China, recorded 19 February 2019,

<http://blogs.wgbh.org/innovation-hub/2019/3/1/china-deal-or-no-china-deal/>

Wharton Radio interview, Mastering Innovation series: “China’s Strategic Advantage: What the West Can Learn by Looking East,” 8 November 2018,

(<https://mackinstitute.wharton.upenn.edu/2018/china-george-yip/>)

Quoted in Jeremy Hazlehurst, “Trade War could Spell Disaster for U.S. B-Schools,” *poetsandquants.com*, July 28, 2018, (<https://poetsandquants.com/2018/07/28/trade-war-could-spell-disaster-for-u-s-b-schools/>).

Interviewed on Talking Business Show, BBC World TV, about Google making a play in China, with its partnership with JD.com, 18 June 2018.

Quoted in “The Disruptive Forces that Will Transform Higher Education,” Full Fabric Blog, 15 May 2018 (blog/fullfabric.com).

Quoted in *Finance Monthly*, “Your Thoughts: US-China Tariff War, Who Loses?” April 10, 2018, <https://www.finance-monthly.com/2018/04/your-thoughts-us-china-tariff-war-who-loses/>.

Interviewed on BBC World News about trade talks, 19 February 2018:

<https://www.youtube.com/watch?v=rwmaFt-z6gU>

“My job in higher ed,” Full Fabric Blog, 6 February 2018 (blog/fullfabric.com).

Took part in a panel discussion at *Fortune*'s Brainstorm Tech International conference in China, talking about how Chinese educators can encourage their students to think more creatively. 5 December 2017.

<http://fortune.com/2017/12/05/china-education-creativity/>

Featured in two articles in FT Business Education Executive MBA Ranking 2017 issue (October 16, 2017) commenting on the state of the EMBA market in terms of the global perspective (p. 6) and the London market on the back of Brexit (p. 18).

[Students' hunger for a global perspective drives EMBA partnerships](#)

[London's EMBA market grows despite Brexit fears](#)

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