

Qingjiu (Tom) Tao

OFFICE ADDRESS

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EDUCATION

2004	Katz Graduate School of Business University of Pittsburgh Ph.D. in Strategic Planning and Public Policy Major Field: Strategic Management Minor Field: International Business	Pittsburgh, PA, U.S.A.
1994	China Aero-Information Center School of Management Beijing University of Aeronautics and Astronautics Master of Science	Beijing, China Beijing, China
1991	Beijing University of Aeronautics and Astronautics Bachelor of Aerospace Engineering with Honors	Beijing, China

EMPLOYMENT HISTORY

08/2009- Present	Assistant Professor , James Madison University	Harrisonburg, VA
01/2004-07/2009	Assistant Professor , Lehigh University	Bethlehem, PA
01/2003-12/2004	Instructor , Lehigh University	Bethlehem, PA
01/1996-06/1996	Deputy Chief Editor China Aero Information Center	Beijing, China
04/1994-01/1996	Industry Analyst China Aero Information Center	Beijing, China

PUBLICATIONS

Qingjiu Tao, (1994). U.S. Aerospace Industry in Transition. *International Aviation*, Vol. 11, 27-30; Vol. 12, 14-17

Zhang, Z, Tao, Q and Wang, L. (1996). *Survey of World Aerospace Industry*, Beijing, Aviation Industry Press.

Bao, C., Tao, Q., and Dai, L., (1998). The Developing Chinese Competitive Intelligence Professionals, *Competitive Intelligence Review*, Vol. 9 (4), 42-47.

Tao, Q., and Prescott, J., (2000). China: Competitive Intelligence Practices in an Emerging Market Environment. *Competitive Intelligence Review*. Vol. 11(4), 65-78

Qingjiu Tao, (2005). Race to the Great Wall—Multinational Corporations in China's Passenger Car Market. In Mike Peng (Ed.) *Global Strategy*. Thomson-Southwestern. 165-170.

Qingjiu Tao, (2008). Competing in China's Auto Market. In Mike Peng (Ed.) *Global Business*. Forthcoming in Spring 2008.

Joy Jiang, Qingjiu Tao, and Mike Santoro (2010), Alliance Portfolio Diversity and Corporate performance—The case of global automobile industry. *Strategic Management Journal*. Vol 31 (10), 1136-1144.

Jinsong Wang, Xiting Gong, Qiwen Wang, and Qingjiu Tao. (2010). The impact of market, government and environment on research output of Chinese Medical Field. *International Journal of Information Systems and Change Management*, Vol. 4 (3). 258-271.

Qingjiu Tao. (2010). All roads led to Beijing—the developing Chinese Auto Industry. In Mike Peng (Ed.) *Global Strategy, third edition*.

Qingjiu Tao. 2010. Competitive Intelligence and Outward Foreign Direct Investment. On “*Progress in Competitive Intelligence Research and Practices (2010)*”, Edited by Professor Xinzhou Xie. Beijing: Peking University Press.

Tao, Q. , Prescott, J. E., Tsu, S. (2011) Smarter Mover Advantage: A Longitudinal Analysis of International Joint Ventures in China's Auto Market,. *Strategic Alliances In a Globalizing World*. Edited by T.K. Das. Information age publishing.

Qingjiu Tao. 2011. On evaluating and effectively using competitive intelligence software. On “*Progress in Competitive Intelligence Research and Practices (2011)*”, Edited by Professor Xinzhou Xie. Beijing: Peking University Press.

Papers under review

Qingjiu Tao, Joy Jiang and Mike Santoro. 2013. Expand or retrench? Alliance portfolio adaptation to environmental jolts. *Strategic Organization*.

Qingjiu Tao. 2013. Competitive Intelligence and Due Diligence—the case of Muddy Water Research. *The development of Competitive Intelligence -- Case Analysis*. Edited by Professor Xinzhou Xie. Peking University Press.

Working Papers and Projects

Qingjiu Tao, John Prescott, Sean Tsu, Jing Sun. 2013. Market entry and development—a longitudinal study of alliances in China’s auto industry. Being prepared for *Strategic Management Journal*.

Ruihua Jiang, Qingjiu Tao. 2013. Pace of Expansion and FDI Performance: The Case of Auto FDI in China. Being prepared for *Management and Organization Review*.

Qingjiu Tao and John E. Prescott (Chair professor of Strategy at University of Pittsburgh). Roads to Success--Sustained Inter-firm Performance Differences in China’s Automobile Market 1983-2012. Targeting *Journal of International Business Studies* (Top journal in the field of International business), will be submitted in fall.

Qingjiu Tao, Mike Santoro and Paul Bierly. Alliance Portfolio Strategy in China's Auto Industry. IMVP (International Motor Vehicle Program) project. Projected outlet: *Strategic Management Journal* or *Journal of International Business Studies*. Data acquired and in the stage of data coding and database building.

Qingjiu Tao and Mike Peng (Chair Professor of Strategy at University of Texas, Dallas). Surviving and thriving in an evolving institutional environment —Chinese SOEs in automobile industry. Data collection and literature review underway. Projected outlet: *Journal of International Business Studies* and/or *Asia Pacific Journal of Management*

Competitive Intelligence in an Emerging Market Environment: An Empirical Investigation. Based on a finished survey of CI practices in China, data analysis completed, targeting *Journal of International Business Studies*. W/ Dr. John Prescott. Another round of new survey is in the implementation stage, we have funding support through Peking University and Society of Competitive Intelligence of China.

Qingjiu Tao, Ongoing war of a standard, the case of WIFI V.S. WAPI. This is a case I am writing up after an interview I did with the CEO of IWNCOMM.

Qingjiu Tao, Outward FDI strategies of Chinese Auto Firms, proposal for 2014 PVMI funding.

Qingjiu Tao. 2014. Development of Competitive Intelligence Software for global expansion (with CI center at Peking University).

Qingjiu Tao. 2014. The development of Green Auto Index (With IMVP and BIT)

RESEARCH PROJECTS AND COMPETITIVE GRANTS

- 2013 Faculty Teaching Fund from James Madison University, \$6500.
- 2012 Faculty Research Fund from James Madison University, \$6500.
- 2011 Research Fund from JMU Center of Entrepreneurship, \$3000
- 2011 Faculty Teaching Fund from James Madison University, \$6500.
- 2010 Faculty Research Fund from James Madison University, \$6500.
- 2007 Faculty Research Fund from Martindale Center, \$10,000 with Mike Santoro, on Alliance Portfolio Evolution.
- IMVP (International Motor Vehicle Program) Competitive Grant on Alliance Portfolio Strategies in China's Auto Market, \$8000.
- 2005 Lehigh University Faculty Research Grant \$2400.
- 2004 Joint Faculty Research Fund from College of Business and Economics, \$10,000 with Mike Santoro and Joy Jiang
- 2003 Constructing a longitudinal database on Chinese automobile manufacturers from 1981 to 2003, with RA support from Lehigh University, \$12,000
- 2002 Follow-up Data Collection on China's Auto Industry
Sponsored by International Business Center,
University of Pittsburgh, \$1000
- 2001 A field study of International Joint Ventures in China's Auto Industry
Sponsored by International Business Center,
University of Pittsburgh, \$3000
- 2000 Alliance formation in China's Auto industry, Sponsored by International Business Center, University of Pittsburgh, \$3300
- 1999-2000 A field Study of Competitive Intelligence in China
Sponsored by International Business Center, \$6500
University of Pittsburgh, w/John Prescott
- 1999 Survey of Competitive Intelligence Practices in China
Sponsored by Society of Competitive Intelligence Professionals, \$4500
W/John Prescott
- 1998 Transformation of SOE in China
Sponsored by International Business Center, \$5000

University of Pittsburgh, w/ Raghu Nath

EDITORIAL BOARD MEMBERSHIP

2003-2009 Editorial board of JCIM (Journal of Competitive Intelligence and Management).

2010-2012 Editorial board of Advance in Competitive Intelligence.

CONFERENCE PRESENTATIONS/PANEL DISCUSSIONS

Invited Presentations and Panel Discussions

Qingjiu Tao, Mike Santoro, Paul Bierly. 2013. Alliance Portfolio Strategy in China's Auto Industry. For AOM PDW from (Auto)mobile to mobility and Industrial Corporate Change special issues. Orlando, FL.

Qingjiu Tao, Joy Jiang and Mike Santoro. 2013. Expand or retrench? Alliance portfolio adaptation to environmental jolts. Mid-atlantic Strategy Colloquium at Virginia Tech.

Tao, Q. Dec. 2012. Competitive Intelligence in Action: The Case of Muddy Water's attack on listed firms. ICCI 2012 International Conference on Competitive Intelligence. Beijing, China.

Qingjiu Tao, Ruihua Jiang and Mike Santoro. 2012. Environmental jolts and alliance portfolio diversity: A real options perspective. 2012 Annual conference of IACMR (International Association of Chinese Management Research), paper development workshop.

Tao, Q. Nov. 2011. Evaluating Competitive Intelligence Software. Peking University.

Tao, Q. (Presenter & Author), IMVP 2011 Annual Researchers' Meeting, University of Tokyo and Hosei University, Tokyo, Japan, "China's New Energy Vehicle Strategy", International, Invited. (March 2, 2011).

Tao, Q. (Presenter & Author), International conference on technological innovation and competitive technical intelligence 2010, Beijing University and CNKI and SPRINGER, Beijing, China, "CI and global oriented Chinese enterprises", International, published in proceedings, Invited. (November 2010).

Qingjiu Tao, Nov 8th, 2009. The development of Green Auto Index. Speech at IMVP Berlin Conference. Berlin, Germany.

Qingjiu Tao, July 9th, 2009. The Strategic Value of Competitive Intelligence and Establishing CI Function. Speech at Commercial Airplane Corporation of China, LTD. (COMAC), Shanghai, China.

Qingjiu Tao, June 11st, 2009. Competitive Intelligence and Strategic Management. China Aerospace Development Research Center, Beijing, China.

Qingjiu Tao, April 16, 2009. Competing in China's Auto Market. "Focus on the Future" Automotive Research Conference at University of Michigan. Ann Arbor, Michigan.

Qingjiu Tao, March 6th, 2009. World Economic Crisis and Chinese Auto Industry. IMVP researcher's conference at University of Tokyo, Tokyo, Japan.

Qingjiu Tao, July 16th, 2008. R&D and Technological Advances in Chinese Auto Industry. Testimony for U.S. –China Economic & Security Commission at Senate Office Building, Washington, DC.

Qingjiu Tao, June 13th. Timing, resource commitment, resource development and sustained inter-firm performance differences. 2007 IMVP Researcher's Meeting and Automotive Mini-Conference, Wharton School of Business, University of Pennsylvania, Philadelphia, PA.

Qingjiu Tao, Nov 6-7th. Smart Mover Advantage: Timing, resource commitment and market entry performance. 2004 INFORMS College on Organization Science Conference, Dartmouth College, Hanover, NH

Qingjiu Tao, Dec 8th. In Search for rigor--Challenges in International CI Research. 2000 Academic Conference of Society of Competitive Intelligence Professionals, Philadelphia, PA

Qingjiu Tao, April. The Impact of National Culture and Organizational Culture on CI Practices. The 13th Annual Conference of Society of Competitive Intelligence Professionals, Chicago, IN (1998)

Refereed Presentations

Qingjiu Tao. The development of green auto index: a global alliance approach. Presented at Industry Studies Association Annual Conference, Pittsburg, PA. May 2011.

Qingjiu Tao, Mike Santoro, Joy Jiang and Zhen Tang. Evolution of Alliance Portfolio Diversity and Firm Performance—The Case of Global Telecom Industry. Presented at Academy of Management Annual Conference, Philadelphia, PA. August 2007.

Qingjiu Tao and Ruihua (Joy) Jiang. Pace of Expansion and FDI Performance: The Case of Auto FDI in China. Presented at Annual Conference of Association of International Business, the leading conference in the area of international business, Beijing, China. June 2006.

Qingjiu Tao, Mike Santoro and Joy Jiang, Alliance Portfolio Diversity and Corporate performance—The case of global automobile industry. Presented at Academy of Management Annual Conference, Atlanta, Georgia. August 2006.

Qingjiu Tao and John E. Prescott. Roads to Success--Sustained Inter-firm Performance Differences in China's Automobile Market 1983-2002. August 2005. Academy of Management Annual Conference, Honolulu.

Qingjiu Tao and John E. Prescott. "Timing, Resource Commitment, Resource Development and Performance—International Joint Venture in China's Auto Market. Academy of Management Annual Conference, New Orleans, (2004),

Qingjiu Tao. "The Road to Success—A Resource-based View on the Evolution of IJVs in China's Auto Industry". Academy of Management Annual Conference, Seattle, WA (August, 2003)

Qingjiu Tao and John E. Prescott. "Competitive Intelligence Practice in Emerging Market Environment—The China Case". The 15th Annual International Conference of Society of Competitive Intelligence Professionals, Seattle, WA (March, 2001)

Qingjiu Tao and Ragu Nath. "The transition of SOE in China-a comparative management perspective". International Comparative Management Conference, Kaoxiong, Taiwan (Dec, 2000)

Qingjiu Tao. "Alliance Formation in Emerging Markets—An Institutional Perspective", Academy of Management Annual Conference Chicago, IN (August, 1999)

Qingjiu Tao and Ragu Nath. "The Transformation Management in China (1978-1998)" International Conference on Economic Reform in Russia, China and India. Michigan State University, East Lansing, MI (October, 1998)

ACADEMIC FELLOWSHIPS, SCHOLARSHIPS, AND AWARDS

2007 Recipient of Competitive IMVP grant
2005 Junior Faculty Consortia, BPS Division, Academy of Management
2004 Junior Faculty Consortia, IM Division, Academy of Management
2001 Doctoral Consortia, IM Division, Academy of Management
2000 Doctoral Consortia, BPS Division, Academy of Management
1998-2000 Recipient of CIBER Research Grant
1996-2000 Katz Ph.D. Program Fellowship
1996-1997 GAR Foundation Fellowship

TEACHING AND ADVISING

Fall 2009 Strategic Management James Madison University
Teaching Effectiveness 4.88/5.00

Summer 2009 Global Strategy and Policy-BiMBA at Peking University
Teaching Effectiveness 4.23/5.00

Fall 2007 **Strategic Management-MBA (Management 406)**
Teaching effectiveness : 4.03/5.00 (n=29, including distance students)

Spring 2007 **Strategic Management (Management 301)**
Teaching effectiveness : 4.75/5.00 (n=24), 4.93/5.00 (n=27), 4.83/5.00 (n=29)

Fall 2006 **Strategic Management-MBA (Management 406)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.35/5.00 (n=20)

Spring 2006 **Strategic Management (Management 301)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.26/5.00 (n=24) 5.00/5.00 (n=26)
Business Strategy (BUS 326)
Teaching effectiveness : 4.59/5.00 (n=27)

Fall 2005 **Strategic Management (Management 301)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.73/5.00 (n=33) 4.87/5.00 (n=31)

Spring 2005 **Strategic Management (Management 301)**
Assistant Professor, Lehigh University
Teaching effectiveness : 4.68/5.00 (n=22) 4.70/5.00 (n=10)

Fall 2004 **Strategic Management (Management 301)**
Teaching effectiveness : 4.47/5.00 (n=30) 4.80/5.00 (n=25)
Assistant Professor, Lehigh University

Spring 2004 **Strategic Management (Management 301)**
Teaching effectiveness : 4.70/5.00 (n=33) 4.69/5.00 (n=32)
Assistant Professor, Lehigh University

Fall 2003 **Strategic Management (Management 301)**
Teaching effectiveness : 4.44/5.00 (n=9) 4.88/5.00 (n=17)
Instructor, Lehigh University

Spring 2003 **Strategic Management (Management 301)**
Teaching effectiveness : 4.64/5.00 (n=28) 4.66/5.00 (n=29)
Instructor, Lehigh University

Summer 2001 **Strategic Management**
Required Course for Senior Undergraduate Students
Part-time lecturer
College of Business Administration, University of Pittsburgh

Spring 2000 **Competing in Global Environment**
Core Strategy Course for Senior MBA students
Teaching Assistant, lecture in several sessions
Katz Graduate School of Business, University of Pittsburgh

Fall 2000 **Strategic Management**
Required Course for Senior Undergraduate Students
Part-time lecturer
College of Business Administration, University of Pittsburgh

Summer 2000 **Strategic Management**
Required Course for Senior Undergraduate Students

- Graduate Student Instructor.
College of Business Administration, University of Pittsburgh
- Spring 2000 **Competing in Global Environment**
Core Strategy Course for Senior MBA students
Teaching Assistant
Katz Graduate School of Business, University of Pittsburgh
- Fall 1999-
Spring 2000 **Managing in Complex Environment**
Required Course for junior Undergraduate Students
Teaching Assistant, in charge of entrepreneurship projects.
College of Business Administration, University of Pittsburgh

SERVICE AND PROFESSIONAL ACTIVITIES

- Summer 2012 Reviewer for Strategic Management Society Mini Conference
Summer 2012 Reviewer for Technovation
Fall 2011-Spring 2012 University EAC Committee
Fall 2011 Department curriculum change committee, purple team
Fall 2011 Dalian Science and Technology University EMBA visit
Spring 2011 Interviewed by VOA TV on Chinese 12th five year plan
Fall 2010 Volunteered for JMU PREFACE
Spring 2010 Interviewed by VOA TV on Chinese Auto Market
Fall 2008 Testified before Congressional Commission on R&D in China's auto industry
Fall 2004-2008 Advising undergraduate students on course selection
Fall 2007 Mentor/Advisor for visiting scholar, Dr. Chen from Wuhan University
Fall 2006 Mentor/Advisor for visiting scholar, Dr. Tang from Hehai University
2007-2008 Member of Tauck Scholar Committee
2005-2008 Member of Undergraduate Core Curriculum Committee at CBE
2006-2008 Member of MBA Core Curriculum Committee at CBE
2006 Active participation in the exploration of potential joint MBA program with leading Chinese universities.
- 2006-2008 Reviewer for Academy of International Business
2005 Attendance to Faculty Seminar on Global Citizenship Program at Lehigh
2003-2004 Attendance to University meetings
Attendance to College Meetings and Academic Advisor for Students Recruiting (meetings at school; meetings at Academy of Management Conference)
- 2004 Reviewer for Journal of International Marketing
2004 Reviewer for International Journal of Technological Management
2003-2008 Reviewer for The Journal of Competitive Intelligence and Management
2002 Reviewer for Strategic Management Journal Special Issue on Innovation
2001-2008 Reviewer for Academy of Management (BPS and IM divisions)
1998-2004 Ad hoc Reviewer for Eastern Academy of Management
1996-2008 Member of Academy of Management, Strategic Management Society,

Academy of International Business, Society of Competitive Intelligence Professionals

1996-2008 Founding member of Society of Competitive Intelligence of China

2003-2008 Founding member of International Association for Chinese Management Research

PROFESSIONAL DEVELOPMENT

Association of Industry Studies, Early Career Faculty Consortium, Pittsburgh, June 2011.

Seminar , "Life cycle analysis method", James Madison University, Harrisonburg, VA, Full JMU Funding Received. (May 13, 2010).

Workshop 2011, Teaching Hybrid Courses for Graduate Students. James Madison University, CIT

Workshop 2010, "Professional Grant Development Workshop", James Madison University, Harrisonburg, VA, Full JMU Funding Received. (May 10, 2011 - May 12, 2011). Grant development workshop delivered by grant training center in D.C.

NSF Washington Conference on Competitive Funding Application, April, 2007

BPS Division Junior Faculty Consortium, Academy of Management, August 2005.

IM Division Junior Faculty Consortium, Academy of Management, August 2004.

IM Division Doctoral Consortium, Academy of Management, August 2002

BPS Division Doctoral Consortium, Academy of Management, August 2001.