**RUI YANG, PHD**

**EDUCATION**

Ph.D. in Strategic Management and Organizations 2020

*University of California, Riverside (Anderson Graduate School of Management)*

M.B.A. in Finance and Entrepreneurship 2013

*University of San Diego*

M.A. in Labor Economics 2007 – 2010

*Capital University of Economics and Business*

B.A. in Management 2002 – 2006

*Capital University of Economics and Business*

**REFEREED PUBLICATIONS**

**Yang R**, Shaheer N, Wang Y, & Li Z. 2025. [The internationalization of digital cultural content creators on global social media: Navigating virtual outsidership in a borderless space](https://doi.org/10.1057/s41267-025-00789-9). ***Journal of International Business Studies***. [DOI: 10.1057/s41267-025-00789-9](https://doi.org/10.1057/s41267-025-00789-9)

**Yang R**, & Haleblian J. 2019. [Acquisition's Impact on Alliance Network and Market's Revaluations on Alliance Partners](https://journals.aom.org/doi/10.5465/AMBPP.2019.136). ***Academy of Management Best Paper Proceedings***. 2019(1):15836. [DOI: 10.5465/AMBPP.2019.136.](https://journals.aom.org/doi/10.5465/AMBPP.2019.136)

Mak V, Seale D, Gisches E, **Yang R**, Cheng M, Moon M, & Rapoport A. 2018. [The Braess Paradox and Coordination Failure in Directed Networks with Mixed Externalities*.*](https://onlinelibrary.wiley.com/doi/abs/10.1111/poms.12827)***Production and Operations Management****,* 27(4): 717-733.

**CONFERENCE PAPERS**

**Yang, R**, & Wang, J. (2024). A Quasi-Experimental Study of Cross-Border Web-search Traffic to E-commerce Amidst Regional Unrest. ***Academy of Management Annual Conference****,* 2024. Chicago, IL.

Wang X, Wang, J, Xia J, **Yang R.** [Courtship and Communication: CEO Twitter Post and Corporate Press Release in Predicting Acquisition Outcomes](https://legacy.strategicmanagement.net/toronto/tools/session-details?sessionId=2632), ***Strategic Management Society Annual Conference***, 2023, Toronto.

**Y****ang, R.**Audience Coherence and Learning in Social Construction of Market Value: Evidence from DeFi. ***Strategic Management Society Annual Conference***, 2021. Virtual Conference.

**Y****ang, R**. Managing Technological Coherence and Institutional Conformity in Acquisitions. ***Strategic Management Society Annual Conference***, 2020. Virtual Conference.

**Yang, R**. [Identity Consistency as a Signal of Resource Autonomy](https://journals.aom.org/doi/10.5465/AMBPP.2020.15228abstract). ***Academy of Management Annual Conference***, 2020. Virtual Conference.

**Yang, R**. & Haleblian, J. [The Impact of Acquisition on Changing Alliance Network](https://journals.aom.org/doi/10.5465/AMBPP.2019.136). ***Academy of Management Annual Conference***, 2019. Boston, MA.

**Yang, R**. [Using Acquisitions to Achieve Optimal Distinctiveness.](https://www.strategicmanagement.net/minneapolis/tools/my-sessions#/?_k=58v59i) ***Strategic Management Society Annual Conference***, 2019. Minneapolis, MN.

**Yang, R**. [Value Transfer in Technology Acquisitions: Signaling from Startups’ Common-investor Network.](https://journals.aom.org/doi/abs/10.5465/AMBPP.2018.13942abstract) ***Academy of Management Annual Conference***, 2018. Chicago, IL.

**Yang, R**. & Zheng, C. [Balancing the Tradeoff or Stuck in the Middle? the Distinction of the ‘Distinctiveness’.](https://journals.aom.org/doi/abs/10.5465/AMBPP.2018.11394abstract) ***Academy of Management Annual Conference***, 2018. Chicago, IL.

**Yang, R**. Balance of Power in Social Defense as the Determinants of Venture Exit Route. ***Strategic Management Society Annual Conference***, 2017. Houston, TX.

**Yang, R**. [Acquire to Balance: The Effect of Positional Imbalance on Acquisition Behavior.](https://journals.aom.org/doi/abs/10.5465/AMBPP.2017.17846abstract) ***Academy of Management Annual Conference***, 2017. Atlanta, GA.

**Yang, R**. Cross-industry Competitive Dynamics and Incumbents’ Defensive Capabilities. ***Strategic Management Society Annual Conference***, 2015. Denver, CO.

**HONORS/AWARDS**

NSFC Research Grant 2021

Best Paper Proceedings, Academy of Management (AOM) 2019

Best PhD Paper Finalist, Strategic Management Society (SMS) 2019

Best Paper Runner-up, Strategic Management Society (SMS, Corporate Strategy IG) 2019

Dissertation Year Grant, University of California, Riverside 2019

Innovation and Entrepreneurship Award (UCR Office of Technology Partnerships) 2019

AGSM Scholarship, School of Business, University of California, Riverside 2019

Amnon Rapoport Endowed Ph.D. Research Award 2018

Doctoral Fellowship, University of California, Riverside 2014 – 2019

Dean’s Scholarship, University of San Diego 2011 – 2013

Best Graduate Thesis, Capital University of Economics and Business 2010

HRA Scholarship (by Association of Foreign and Chinese Enterprises) 2009

Graduate Research Scholarship, Capital University of Economics and Business 2009