

RUI YANG, PHD

ACADEMIC POSITIONS

Assistant Professor, Tongji University 2021 – Present

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 2010
Capital University of Economics and Business

B.A. in Management 2006
Capital University of Economics and Business

PUBLICATIONS

Yang R, Wang X, Yu R, & Zhan C. 2025. International Involvement of Managed Ecosystems: A Quasi-experiment of Foreign User Traffic to E-commerce Platforms amid Geopolitical Conflicts. *Journal of International Business Studies*. DOI: 10.1057/s41267-025-00815-w (UTD24)

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. *Journal of International Business Studies*. DOI: 10.1057/s41267-025-00789-9 (UTD24)

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. *Production and Operations Management*, 27(4): 717-733. DOI: 10.1111/poms.12827 (UTD24)

CONFERENCE PAPERS

Yang R, Yu Q, Gong T, & Zhao Z. Open Letter and Open Source: How Ethical Advocacy Shapes AI Repository Forking on GitHub. *Academy of Management Annual Conference*, 2025. Copenhagen, Denmark.

Wang X, Wang, J, Xia J, & **Yang R**. Courtship and Communication: CEO Twitter Post and Corporate Press Release in Predicting Acquisition Outcomes, *Strategic Management Society Annual Conference*, 2023, Toronto.

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

Yang, 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. *Academy of Management Annual Conference*, 2020. Virtual Conference.

Yang R, & Halebian J. Acquisition's Impact on Alliance Network and Market's Revaluations on Alliance Partners. *Academy of Management Best Paper Proceedings*. 2019(1):15836. DOI: 10.5465/AMBPP.2019.136. 2019. Boston, MA.

Yang, R. Using Acquisitions to Achieve Optimal Distinctiveness. *Strategic Management Society Annual Conference*, 2019. Minneapolis, MN.

Yang, R. Value Transfer in Technology Acquisitions: Signaling from Startups' Common-investor Network. *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.' *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. *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.

AWARDS/HONORS

NSFC Grant (No. 72172105)	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