

Chengli Shu



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Dr Shu's primary research interests reside in the strategic issues in new product development, innovation, market competition and entrepreneurship. Specifically, he studies learning and knowledge management related, as well as China specific factors, in influencing new product development, innovation, competition and entrepreneurship. His scholarly work has appeared in leading academic journals, such as *Journal of Product Innovation Management*, *Journal of International Marketing*.

Before joining academia, he worked in the Chinese government as an officer and in a Fortune 500 computer company as a key account manager for several years. Dr Shu has also taught

several marketing and management related courses in Chinese universities before pursuing his Ph.D. in the U.S. where he taught Introduction to Marketing and Product Management.

Publications

Refereed publications

- **Shu, Chengli**, Page, Albert, Gao, Shanxing, & Jiang, Xu. (2012). Managerial ties and firm innovation: Is knowledge creation a missing link? *Journal of Product Innovation Management*, 29 (1), 125-143.
- Zhang, Haisu, **Shu, Chengli**, Jiang, Xu, & Malter, Alan. (2010). Managing knowledge for innovation: The role of cooperation, competition, and alliance nationality. *Journal of International Marketing*, 18 (4): 74-94.
- **Shu, Chengli**, Gao, Shanxing, Jiang, Xu, & Page, Albert. (2010). Managerial *guanxi* ties, knowledge creation, and firm innovation: Evidence from China. *Academy of Management Best Papers Proceedings*, 1-6.

Conference participation

- Gao, Shanxing, Gao, Yu, Jiang, Xu, Shu, Chengli, & Page, Albert. (2011). Managerial ties, ecosystems, and product innovation: An institutional theory view. American Marketing Association, Summer Educators' Conference, August 5-7, 2011, San Francisco, CA.
- Shu, Chengli, Shanley, Mark, Gao, Shanxing, & Liu, Cuijuan. (2011). An empirical examination of knowledge spillover theory of entrepreneurship in alliances. Academy of Management Annual Conference, August 18-20, 2011, San Antonio, TX.
- Zhang, Haisu, Shu, Chengli, Jiang, Xu, & Malter, Alan. (2011). Innovation in strategic alliances: A knowledge-based view. American Marketing Association, Winter Educators' Conference, February 18-20, 2011, Austin, TX.
- Zhang, Haisu, Shu, Chengli, Jiang, Xu, & Malter, Alan. (2011). Innovation in strategic alliances: A knowledge-based view. Product Development Management Association, 34th Annual Global Conference on Product Innovation Management, October 16-20, 2010, Orlando, FL.
- Shu, Chengli, Gao, Shanxing, Jiang, Xu, & Page, Albert. (2010). Managerial *guanxi* ties, knowledge creation, and firm innovation: Evidence from China. Academy of Management, Annual Conference, August 6-10, 2010, Montreal, Canada.
- Shu, Chengli, Shanley, Mark, & Gao, Shanxing. (2010). Entrepreneurial orientation and performance in alliances: The role of spillovers, knowledge protection, and alliance type. Academy of Management, Annual Conference, August 6-10, 2010, Montreal, Canada.

- Gao, Shanxing, Gao, Yu, Jiang, Xu, & Shu, Chengli. (2010). Managerial ties and product innovation in China's transitional economy: The moderating role of environmental turbulence. Academy of Management, Annual Conference, August 6-10, 2010, Montreal, Canada.
- Shu, Chengli, Gao, Shanxing, Jiang, Xu, & Page, Albert. (2010). Managerial guanxi ties and firm innovation: Is knowledge creation a missing link? American Marketing Association, Winter Educators' Conference, February 19-22, 2010, New Orleans, LA.
- Zhang, Haisu & Shu, Chengli. (2010). Converting transaction-based services to relationship-based services: A critical role of information. American Marketing Association, Winter Educators' Conference, February 19-22, 2010, New Orleans, LA.
- Academy of Management, Annual Conference, August 7-11, 2009, Chicago, IL. Session facilitator and volunteer for Entrepreneurship division.
- Shu, Chengli, Gao, Shanxing, Jiang, Xu, & Page, Albert. (2009). Managerial ties and corporate innovativeness: Is knowledge creation a missing link? Research Symposium on Marketing and Entrepreneurship, August 6-7, 2009, Chicago, IL.
- Gateway Entrepreneurship Research Conference, March 5-7, 2009, John Cook School of Business, Saint Louis University, Saint Louis, MO.
- China Innovation Circles and Academy - Learning, Innovation and Competence Systems (CICALICS), Annual Conference, August 2006, Beijing, China.

Research interests

- New product development
- Innovation management
- Market competition strategy
- Strategic entrepreneurship

Research grants

- The mechanisms of creating and introducing radical indigenous innovations (No. 71172187), National Science Foundation of China, the second participant, January 2012 to December 2014, 450,000 (RMB).
- New product development and protection in pharmaceutical industry. Key project from National Social Science Foundation of China, key participant, January 2012 to December 2015, 1,000,000 (RMB).
- The evolution of innovation clusters and high-technology parks (No. 71003054), National Science Foundation of China, the first participant, January 2011 to December 2013, 225,000 (RMB).
- Innovation, environment uncertainty, and the dynamics of new product development alliance evolution (No. 70902067), National Science Foundation of China, the second participant, January 2010 to December 2012, 185,000 (RMB).
- Indigenous innovation strategies: Patterns and their influences on firms' patent racing behaviors (No. 70772111), National Science Foundation of China, the sixth participant, January 2008 to December 2010, 185,000 (RMB).

- Indigenous innovation patterns and strategies for sport industry of Shaanxi province (No. 0871), Social science research projects founded by Sport Management Department of Shaanxi Province, the principal investigator, February 2008 to February 2009, 4,000 (RMB).

Honours and awards

- Doctoral Fellow, 2011 AMA Sheth Foundation Doctoral Consortium, Oklahoma State University, OK, USA.
- Doctoral Fellow, 2011 PDMA-UIC Doctoral Consortium on New Product Development and Innovation, University of Illinois at Chicago, IL, USA.
- Best Paper Award, Academy of Management, Technology and Innovation Management (TIM) division, Montreal, Canada, 2010.

Professional services

- Ad Hoc Reviewer for Journal of Business Research, Journal of International Marketing, Journal of Small Business Management, Thunderbird International Business Review
- Reviewer for American Marketing Association, Winter Educators' conference, 2010, 2011; American Marketing Association, Summer Educators' conference, 2009, 2010, 2011; Academy of Management, Annual Conferences, 2009, 2010, 2011.
- Session Chair, Academy of Management Annual Conferences, 2009, Chicago

Professional memberships

- American Marketing Association
- Academy of Management (BPS, TIM, & Entrepreneurship)
- Product Development Management Association (PDMA)