

# Bingkun Zhang

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## ACADEMIC EMPLOYMENT AND AFFILIATIONS

### University of Melbourne

2025.8- Assistant Professor (Lecturer), Department of Management and Marketing

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## EDUCATION

### University of Hong Kong

2021-2025 Ph.D. in Strategic Management

### Xi'an Jiaotong University

2018-2021 M.Sc. Business Administration

2014-2018 B.A. Mechanical Engineering, B.A. Economics

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## RESEARCH INTERESTS

Non-market strategy, Environmental Sustainability, International Business, Organization Theory

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## PUBLICATION

1. Xuan Bai, Kevin Zhou, **Bingkun Zhang**, and En Xie (2025). The dual effects of geopolitical risk on MNCs' first-tier supply base: A political economy perspective. *Journal of International Business Studies*.
2. **Bingkun Zhang**, Kevin Zhou, and En Xie (2025). Effort Redirection across Multiple Career Tracks: Salary-Cut Policy and State-Owned Enterprises in China. *Journal of Management*.
3. Zhe Zhang\*, **Bingkun Zhang\*** and Ming Jia (2022). The military imprint: The effect of executives' military experience on firm pollution and environmental innovation. *The Leadership Quarterly*, 33(2), 101562. (\*equal contribution)

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## PAPERS UNDER REVISE-AND-RESUBMIT

4. Wei Jiang, **Bingkun Zhang**, and Kevin Zhou. [Corporate environmental investment]. *2<sup>nd</sup> round revise and resubmit at Management and Organization Review*.

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## PAPERS UNDER REVIEW

5. Milo Shaoqing Wang, **Bingkun Zhang**, Shipeng Yan, and Don Lange. [Reputation and sustainability]. Under review.
6. Wei Jiang, Kevin Zhou, and **Bingkun Zhang**. [Corporate sustainable innovation]. Under review.
7. **Bingkun Zhang**, Shipeng Yan, Cathy Lu, and Lisha Liu. [Green credit policy]. Under review.

8. **Bingkun Zhang** and Kevin Zhou. [Geopolitical conflicts]. Under review.

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## PREPARE FOR SUBMISSION

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9. **Bingkun Zhang** and Shipeng Yan. [ESG rating]. Prepare for submission.  
10. **Bingkun Zhang** and Kevin Zhou. [Climate change exposure]. Prepare for submission.

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## WORKING PROJECTS

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1. **Bingkun Zhang**, Shipeng Yan, and Heli Wang. [Green skills]. (Writing stage).

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## ACADEMIC AWARD

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2024 HKU Business School PhD Research Progress Award (~USD 2,000).

2025 HKU FBE PhD Research Excellence Award (~USD 6,000).

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## ACADEMIC SERVICE

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### Reviewing: Journals

*Management and Organization Review, Journal of Business Research, Long Range Planning, Business & Society, Leadership Quarterly.*

### Reviewing: Conferences

*Academy of Management Annual Conference (reviewer for divisions of STR, OMT, & ONE)*

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## TEACHING EXPERIENCE

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### University of Hong Kong

2024:

Competitive Strategy (EMBA core by Prof. Kevin Zhou), *Teaching assistant.*

2023:

Strategic Management (IMBA core by Prof. Kevin Zhou), *Teaching assistant.*

Business Communications (IMBA core by Dr. Xie Xiaoying), *Teaching assistant.*

Competitive Strategy (EMBA core by Prof. Kevin Zhou), *Teaching assistant.*

Behavioral Research Methods (DBA core by Prof. Kevin Zhou), *Teaching assistant.*

2022:

Spreadsheet Modelling in Finance (Finance master core by Dr. Jinghan Meng), *Teaching assistant.*

Strategic Management (IMBA core by Prof. Kevin Zhou), *Teaching assistant.*

Competitive Strategy (EMBA core by Prof. Kevin Zhou), *Teaching assistant.*

Behavioral Research Methods (DBA core by Prof. Kevin Zhou), *Teaching assistant.*

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## CONFERENCE PRESENTATION

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### Paper Presentations

2025: AMJ PDW (Hong Kong)

2024: Inaugural HKU Innovation and Entrepreneurship Conference (Hong Kong), CUHKSZ

Symposium (Shenzhen China), SMS PDW (Seoul, Korea), AIB (Seoul, Korea), AOM Annual Meeting (Chicago)

2023: AOM Annual Meeting (Boston), Inaugural HKU ESG Conference (Hong Kong)

2021: IAMCR Biennial Conference (Xi'an China)