

Bingkun Zhang

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ACADEMIC EMPLOYMENT AND AFFILIATIONS

University of Melbourne

2025- Lecturer (Assistant Professor), Department of Management and Marketing

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

RESEARCH INTERESTS

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

PUBLICATION

1. **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*.
2. 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)

PAPERS UNDER REVISE-AND-RESUBMIT

3. Xuan Bai, Kevin Zhou, and **Bingkun Zhang**. [Global supply chains]. *3rd round revise and resubmit at Journal of International Business Studies*.
4. Wei Jiang, **Bingkun Zhang**, and Kevin Zhou. [Corporate environmental investment]. *2nd round revise and resubmit at Management and Organization Review*.

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.

PREPARE FOR SUBMISSION

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

WORKING PROJECTS

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

ACADEMIC AWARD

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

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

ACADEMIC SERVICE

Reviewing: Journals

Management and Organization Review, Journal of Business Research, Long Range Planning, Business & Society

Reviewing: Conferences

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

TEACHING EXPERIENCE

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*.

CONFERENCE PRESENTATION

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)