

# Bingkun Zhang

Department of Management and Marketing,  
Faculty of Economics and Business,  
University of Melbourne  
Melbourne, Australia

E-Mail: [bk.zhang@unimelb.edu.au](mailto:bk.zhang@unimelb.edu.au)

Personnel website: <https://bingkunzhang.github.io>

University website: <https://findanexpert.unimelb.edu.au/profile/1098419-bingkun-zhang>

---

## 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. 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)

---

## PAPERS UNDER REVISE-AND-RESUBMIT

4. **Zhang** et al., [Human capital]. *Revise and resubmit at Strategic Management Journal*.
5. **Zhang** et al., [Geopolitical conflicts]. *Revise and resubmit at Journal of International Business Studies*.
6. **Zhang** et al., [Climate change]. *Reject and resubmit at Strategic Management Journal*.
7. Jiang et al., [Digitalization]. *Minor revision at Management and Organization Review*.

## PAPERS UNDER REVIEW

---

1. Wang et al., [Reputation and sustainability]. Under review.
2. **Zhang** et al., [Green credit policy]. Under review.

## PREPARE FOR SUBMISSION

---

3. **Zhang** et al., [ESG rating]. Prepare for submission.

## BOOK CHAPTER

---

1. Bingkun Zhang, Jiaqi Teng, and Shipeng Yan. 2025. Drivers of Green Innovation in Chinese Firms: Institutional Pressures, Market Competition, and Political Ties. Book chapter in *Chinese Business and Green Innovation*.

## 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

---

**Editorial Board Member:** *Management and Organization Review*

### Reviewing: Journals

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

### Reviewing: Conferences

*Academy of Management Annual Conference (reviewer for divisions of STR, OMT, IM, & 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), AOM Annual Meeting (Copenhagen), A&NET (Online)

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)