

Jie Yang
Fall 2010 - Fall 2022
Assistant Professor
(903)565-5859
jyang@uttyler.edu

Contact Information

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Texas

jyang@uttyler.edu
(903)565-5859

Current Position

Current Academic Rank: Assistant Professor

Degrees

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| 2016 | Ph.D., International Business, Saint Louis University, Saint Louis, Missouri, United States
Dissertation: FAMILY INVOLVEMENT, INNOVATION STRATEGY, AND FIRMS' IPO PERFORMANCE--EVIDENCE FROM THE CHINESE STOCK MARKET |
| 2010 | M.A., Applied Economics, Western Kentucky University, Kentucky, United States |
| 2008 | B.A., Sociology, Minzu University of China, China |

Professional Licensures & Certifications

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| 2020 | Certificate in Effective College Instruction, The Association of College and University Educators (ACUE) and the American Council on Education (ACE) |
| 2015 | University Teaching Certificate, Saint Louis University |

Work Experience

2016 - Ongoing

Assistant Professor of Management and International Business, The University of Texas at Tyler, Tyler, Texas

Scholarly Contributions and Creative Productions

Journal Article

Completed/Published

- Yang, J. (2021). The Effect of Religious Commitment and Global Identity on Purchase Intention of Luxury Fashion Products: The U.S. and Thailand. *Journal of Business Research*, 2021(137), 244-254.
- Yang, J. (2021). Sharing consumers' brand storytelling: Influence of consumers' storytelling on brand attitude via emotions and cognitions. *Journal of Product & Brand Management*.
- Yang, J. (2020). IJV's political ties and R&D strategy: Asymmetric contingencies of market vs. governmental policy turbulence. *Business Research Quarterly*, 1-14. [Attachment]
- Yang, J. (2020). The Contingent Effect of Political Ties on Post-Entry Performance: A Three-Way Interaction of Political Ties, Entry Mode, and Industry Restriction. *Management Decision*.
- Yang, J. (2020). The Moderating Role of Personal Cultural Values on Consumer Ethnocentrism in Developing Countries: The Case of Brazil and Russia. *Journal of Business Research*, 2020(108), 375-389.
- Yang, J. (2020). Family Involvement, Governmental Connections, and IPO Underpricing of SMEs in China. *Family Business Review*, 33(2), 175-193.
- Yang, J. (2019). Family Involvement, Environmental Turbulence, and R&D Investment: Evidence from

Chinese Listed SMEs. *Small Business Economics*, 53, 1017-1032. [Attachment]

Yang, J. (2018). Global Identity, Perceptions of Luxury Value and Consumer Purchase Intention: A Cross-Cultural Examination. *Journal of Consumer Marketing*, 35(5), 533-542.

Yang, J. (2018). With whom should you have dinner? A Multidimensional framework for understanding political ties in China. *Business Horizons*, 61(6), 891-898.

Zhao, H., Ma, J., & Yang, J. (2017). 30 years of research on entry mode and performance relationship: a meta-analytical review. *Management International Review*, 57(5), 653-682.

Yang, J. (2017). Power Makes Voice: Political Capital and Corporate Voice in China. *The Journal of Applied Management & Entrepreneurship*, 22(3), 54-69.

Singh, N., Ma, J., & Yang, J. (2016). Environmental Capabilities: A New Bridge between Environmental and Economic Performance. *Management Decision*, 54(10), 2544-2561.

Ma, J., Yang, J., Kalliny, M., & Roy, D. (2015). Consumer social responsibility: is it a new barrier for international marketers? *International Journal of Business Environment*, 7(3), 242-261.

Accepted

Yang, J. (2021). Cognitions and Entrepreneurial Intentions: Evidence from Highly-Educated, Employed Immigrants in the United States. *Cross Cultural & Strategic Management*

Yang, J. (2021). The Ultimate Escape: Escapism, Sports Fan Passion and Procrastination across two cultures. *Journal of Consumer Marketing*

Revise & Resubmit

Yang, J. (2021). The Double Threshold effect of Shared Leadership on Multilevel Creativity. *Creativity Research Journal*

Yang, J. (2021). To be Different or to be the Same? Strategic Conformity, Organizational Learning Ambidexterity, and corporate Innovation Performance. *Journal of Business Research*

Yang, J. (2021). Role Conflict and Employee Performance: Moderating Effect of Trust in S-shaped Relationships. *Current Psychology*

Grants

Completed

New Faculty Research Grant, Funded by Soules College of Business (September 1, 2016 - September 1, 2016), awarded September 1, 2016 (**\$5,000.00**), Completed, Fall 2016, PI Jie Yang

Funded - In Progress

Perceived Environmental distance, cultural Intelligence, and Job Satisfaction, Funded by University of Texas at Tyler (September 1, 2018), awarded May 17, 2018 (**\$9,600.00**), Funded - In Progress, Spring 2018, PI Jie Yang (100%)

Honors

2018

New Faculty Research Grant , The University of Texas at Tyler
Outstanding Faculty Award for Research, Soules College of Business

Complete vita

2016, Jie Yang CV from 2016 to present