

'U 56K LXQ /LRX  
\$VVR F3LDRWHVVRU RI 0DQDJH PHQW  
-RKQ + 6\NHV &ROOHJH RI %XVLQHVV  
7KH 8QLYHUVLW\ RI 7DPSD  
: .HQQHG\ %OYG  
7DPSD )/  
UOLRX#XW HGX

EDUCATION

3K 0DQDJH PHQW 0D\ WK  
Sam M. Walton College of Business  
University of Arkansas, Fayetteville, Arkansas  
Liou, R. Institutional Distance and Entry Mode: How do Emerging Market Multinational  
Companies Overcome Competitive Disadvantages in a Developed Market? V H U W D W L R G  
QR 8QLYHUVLW\ RD \$UNWDQWLDVH \$5  
0%\$ ,QWHUQDWLRQDO %XVLQHVV (PSKBMPEHU  
University of Hawaii at Manoa and JAAMS  
% 6 3XEOLF +HDOWK -XQH  
National Taiwan University, Taipei, Taiwan

PEER-REVIEWED PUBLICATIONS

Liou 5 6 7LQJ 3 + &7KH FRVW RI IRUHLJQ RZQHUVKLS  
VXVWDLQDELOLW\ UHSRUWLQJ DQG ILQD'CFSDO SHUIRUP  
Cultural & Strategic Management  
&RQR\ 6 7U]HLD 5VRZ 37NHLOO RU QRW WR WHOO ,QWLPDW  
VWLJPDWLJHG LGHQW\ Journal of Work and Organizational Behavior  
%URZQ Liou, R. S. +DVLMD 3(PHUJLQJ PDUNHW PXOWLQDWLRQ  
FURVV(ERUGHU PHUJHUV DQG DFTXLVLWLRQV DQG SROL  
DFWLYLWTHUW International Business Review  
Liou, R. S., )DLIPDQ / (O 1LDYLJDWLQJ SROLWLFDO ULVN 3UR  
RZQHUVKLS VWERWGHU Journal of Business Research  
Liou, R. 5DRFKROVRQ 5 63DQNHKROGHU VDOMSRQH HFRUS  
GXULQJ D SXEOLHUW Journal of Management Education  
1LFKR 6VIRQR. 7KH &XOWXUDO ORVDLF RI &RUSRUDWH 6RF  
5ROH LQ \$WWDLQLQJ 6XVWDLQDELOLW\ DQG HFRVWRIWPHUW \*RDK  
)URQLHUV RI ,QWHUQDWLRQDO %XVLQHVV &RQWULEX  
&KDRWSV GRL RUJ B U° }

6KDQ Liou, R 5DIRFKROVRQ<sup>3</sup>:K5DW WR 6D\ DQG +RZ WR 6D\ LW" &  
0HGLD &RPPXQLFDWLRQ International Journal of Statistics  
Communication

Liou, R /DPE 1 /HH&XOWXUDO ,PSULQWV (PHUJLQJ ODUNHV

Liou, R. /HH . 0 LOOH, Q V 6 L W X W L R Q D O L P S D F W V R Q R Z Q H U V K  
D Q G D G Y D Q F H G ' C r d s C u l t u r a l & S t r a t e g i c M a n a g e m e n t

Liou 5 6 K D & 0 & O G V W U D Q G 8 G S S D F I Q V Q W L W G X W W B Q D I D \$ G G U H V V  
K X P D F Q S L O V D I O R S P H P G W J B D Q U N L H V P Z Q H U W K U L S W H J \ L Q D Q  
D G Y D Q F R I G R F t h u n d e r b i r d I n t e r n a t i o n a l B u s i n e s s R e v i e w

Liou, R. & K D R + & D Q J 0 3 ( P H U F L R Q R P L H Q W V Q G T X W D R V D O \$ V V H V V L  
W I G H I H U H H Q H V L W O V M I L W G X W W L B Q F Z I O V U R V K U L S J o u r n a l o f W o r l d  
B u s i n e s s

7 V D L L i o u , R . 3 ' R H I Q W H U Q H P S H L L R L O F D Q Q W F U Q R F W G W P D U Q D D J H P H Q W  
F R X U H H F W L Y I n t e r n a t i o n a l J o u r n a l o f S e r v i c e s a n d S t a n d a r d s , V o l . 1 1 , N o . 4

Liou, R 5 R V H \$ 6 ( O O V W U D Q G P D \$ U N ( H W P X O ( W H Q D M Q L J R Q D O F R  
( 0 1 & V D V D J H Q W V R I J O R E D O L ] D W L R Q & R Q I O L F W L Q J L  
L V R P R U S K L V P R I J n s t i t u t e o f t h e o r y o f i n t e r n a t i o n a l B u s i n e s s  
' H Y L Q Q H H G H U V H Q 7 7 L S G D Y D Q F H V ( G Q , Q W H U Q D W L R Q D  
9 R O X P H 2 [ I R U G 8 . ( O V H Y L H U - \$ , 3 U H V V

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CONFERENCE PRESENTATIONS

7 R G G L i o u , R / H H 7 . K H 3 ( I I H F W V R I & X O W X U H \* R Y H U Q P H Q W D O  
0 H D V X U H P H Q W V R Q D & R X Q W U \ 1 V 2 Z S H W S K U L S V R Q W U H S W F  
\$ F D G H P \ R I , Q W H U G R V X W R K E D O \$ V A S K I D O S W R F S W U O U D Q V F H 4 ! P

+ R V V D L Q 7 1 D R X P R , Y D U G I L L i o u , R ) U R P ' H F R X S O L E - G P W R V D L X O V  
1 H W Z R U N ( F R Q R P \ 0 1 & V \$ G D S W L Y H 5 H V S R Q V H V W R W K H

(OOLLiou,R. )DLIPDQ IDYL<sup>3</sup>JDWLQJ 3ROLWLFDO 5LVNV DW +RPH  
(PHUJLQJ 0DUNHW 0XOWLQDEWRLRQDQO\$(FTXHVUSWLRQVZQW  
6WUDWHBREDO 6WUDWHJ\ -RXUQDO 3DSHU 'HYHORSPHQW  
,QWHUQDWLRQDO %XVLQHVV LQ 0LDPL )ORULGD

Liou, R. <sup>3</sup>LJLWDOLJDWLRQ DQG /RFDOLJHG 6XVWDLQDELOLW\ 3U  
3DSHU SUHVHQWHG DW \$FDGHP\ RI ,QWHUQDWLRQDO %XVLQHVV

Liou, R. )DLIPDQ / <sup>3</sup>00WHF.WLRQLVP DQG 2ZQHUVKLS 6WUDWHW  
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Liou, R., 1LVDUH6 . 'L[RQ ' 3HQSIDFJMLRQ &XOWXUDO ,QWHO  
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<DQJLiou, R <X & <sup>3</sup>,QGLYLGXDO FXOWDQDQGHYDOWMLWDXGGVZR'  
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%URZLiou/R +DVLMD01&V<sup>3</sup> 0DUNHW DQG 1RQPDUNHW 6WUDWHW  
\$QLPRVLW\ LQ D 'H\$BZLWKGWGHZHP\ RI ,QWHUQDWLRQ  
\$QQXDO &RQHIDPLQF)ORQLGD

/HH Liou, R /DPE \$'HSHU /RKH,QLQRDJH %HWZHHQ &RUSRUD  
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,QVWLWXWHV WK \$QQXDO 0HHWLQJ LQ 6DQ \$QWRQLR

Liou, R., /DPE 1 /HH . <sup>3</sup>&XOWXUDO ,PSULVQDQWPERIODQJ \$FT  
LQ WKH 'HYHORSHG 0DUNHWV DQG W3DLSHU &RSHUJRODQWGHVHIDQWGH  
UHFHLYHG EHVW\$B\$H% BZLWKGWGHVHW'HFVLVLRQ 6FLH  
RQ 2FWREHU

<DQJLiou, R <X & <sup>3</sup>,QGLYLGXDO FXOWDQDQGHYDOWMLWDXGGVZR'  
ILW DQG JHQHUDWLRQDOSGHVHIDQWGHVHW'HFVLVLRQ 6FLH  
&RQHIDQWGHVHW'HFVLVLRQ 6FLH 3DEQHILVWILVQ 0DQQLQWGRQ  
%HOOLQJRODQ\$ :\$

Liou, R., 7LQJ 3 <sup>3</sup>6XVWDLQDELOLW\ 5HSRUWLQJ DQG )RUHLJQ  
3HUVSHFWVHIDQWGHVHW'HFVLVLRQ 6FLH  
LQ &RSHQKDJHQ

Liou, R., 1LVDU 6 /HH . 'L[RQ ' 3HQQLQJWRQ - <sup>3</sup>,QWHUQD  
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%XVLQHVV \$QQXDO &RQHIDQWGHVHW'HFVLVLRQ 6FLH

Liou, R., 1LFKR 6VXQJ<sup>3</sup>6XEVGLDU\ \$XWRQRP\ DQG &RUSRUDWH  
DQ (PHUJLQJ 3DSHUJRODQWGHVHIDQWGHVHW'HFVLVLRQ 6FLH  
%XVLQHVVWFDQV\F\$%HUHQFH LQ 6DQ 'LHJR 0DUFK

Liou, R. %URZQDY LJD WSEOL WQIFHDOW DLQ FUR QV18MLC P D Q G HW  
WUDW H Y H Q RDS H'G3 D S H N H S W W K H Q S W % G D W R X W K H D V W  
& R Q I H U H Q F H L Q R Q D V R Y H O O H U 7 1

:HL 6 \$ Q a u , R 7 3 \* O R E D O R F E D O X W H W O D D W H G H W L Q J H O R H G F W U D W I L Q J  
FR X Q W I R U L J L I Q G L Y C E G X D R O U E I Q W B D S H R Q S U H V H Q W H G D W W K I  
6 X P P H U \$ 0 \$ & R Q I H U H Q F H L Q % R V W R Q 0 \$ R Q \$ X J X V W

/HH Liou, R /DPE 'RILQJ JRRG WR GR ZHOO" 'RHV FRUSRUDWH  
ILQDQFLDO SHUIRUPDQFH IRU HPHUJLQJ PDUNHW PXOW  
PDUNH'3 W S' H U S U H V H Q S V R X W I Z W W W H L R Q F L O W H L R Q \$ Q Q X D O  
& R Q I H U H Q F H \$ O E X T X H U T X H 1 H Z 0 H [ L F R

Liou, R 7DQ \$ \*ULJJV I R X W ( X U M S B O D L B G H V , Q H S H U Q D W E R I Q D  
H P S D W K F X D Q X U D O , G D S H O U S J H Q F H Q W R H G W X Z H W W H ' H F L V L R G  
6 F L H Q F H V T V Q W X Q Q W X W H P S O W X Q X H L Q T X H 1 H Z 0 H [ L F R

Liou, R 1 L F K R O M R O Q P I S W W H U V ( L I D D H E R Q R E V F W D Q F R O R Q Q G  
W H H P Q U J E D U N L H U P F U R F R U G H U S U S I R U P D Q S H U S U H V H Q W H G D  
\$ F D G H P \ R I , Q W H U Q D W L R Q D O % & R V L Q H W V H Q B B 6 : F D X M K E D W R

+ D V L M D



- 5HYLHZLQJ 7H[WERRN
  - 3DUWLFLSDWH LQ WKH &RQWH&KVDSDQHW&RQQHFW GL  
5RWKDHUPHO 6WUDWHJLF DQDQDJHPPHQW &RQFHSWV
  - 3DUWLFLSDWH LQ WKH &RQWH&KVDSDQHW&RQQHFW GL  
5RWKDHUPHO 6WUDWHJLFHSHVQDQDJHPPHQW
  - ,QWHUQDWLRQDO %XVLQHVV E\ - 0LFKDHO \*HULQJH

- ,QGLYLGXDO ILQDQFLDO DQDO\VLV
- 6HULHV 6HULHV1DMLURQDIQHSYVERFWLQMLRQ RI 6HFXULW
- \$UNDQVDV VWDWH LQVXUDQFH OLFHQVH FHUWLILHG

/RJLVWLFV &RRUGLQDWRU \$XJ 2 -DQ

MicroWorld Corp., California

- \$QDO\]HG VDOHV GDWD DQG IRUHFDVW LQYHQWRU\ QHHG
- ([HFXWHG GDLO\ LQYHQWRU\ FRQWURO DQG FIRSUSGLQDFA

,QWHUQ \$XJ 2 1RY

Personnel Decision International, Japan

- \$QDO\]HG VDOHV GDWD DQG IRUHFDVW FXVWRPHU VHUY
- &RQGXFWHG VXUYH\V ZLWK -DSDQHVH ILUPV RQ +5 PDQD
- &RQGXFWHG LQVXUDQFH QZLXQWIDQ WV WR LQYHVWLJDFH

)LQDQFLDO &RQVXOWDQW -XO\ 2 \$XJ

ChengYeh Consulting Firm, Taiwan

- \$QDO\]HG LQGLYLGXDO ILQDQFLDO QHHGV

6WRUH 0DQDJHU -XO\ 2 -XO\

Hi-Life Convenience Store Chain, Taiwan

- 6XSHUYLVHG VWRUH VWDII
- 3DUWLFLSDWHG LQ RSHQLQJ DQG FORVLQJ VWRUHV LQ Y
- \$QDO\]HG GDWD DQG H[HFXWHG LQYHQWRU\ FRQWURO