

CHARLES E. STEVENS, P.H.D.

Associate Professor, Management Department
Thomas J. Campbell '80 Professor
College of Business and Economics, Lehigh University
621 Taylor Street, Bethlehem, PA 18015
Phone (610) 758-5526 • Fax (610) 758-6941 • E-mail ces213@lehigh.edu

Curriculum Vitae (Abridged)

Updated February 2019

ACADEMIC APPOINTMENTS

College of Business and Economics, Lehigh University, Bethlehem, Pennsylvania <i>Associate Professor of Management with tenure</i>	2018 - present
College of Business and Economics, Lehigh University, Bethlehem, Pennsylvania <i>Assistant Professor of Management</i>	2013 - 2018
College of Business, University of Wyoming, Laramie, Wyoming <i>Assistant Professor of Management</i>	2010 - 2013
Fisher College of Business, The Ohio State University, Columbus, Ohio <i>Graduate Teaching Assistant & Graduate Research Assistant</i>	2005 - 2010

SHORT-TERM ACADEMIC POSITIONS

Nihon University, Tokyo, Japan <i>Visiting Faculty Fellow</i>	May-June 2016 June-July 2014
---	---------------------------------

EDUCATION

Fisher College of Business, The Ohio State University, Columbus, Ohio <i>Ph.D. in Business Administration (International Business)</i>	2010
Fisher College of Business, The Ohio State University, Columbus, Ohio <i>Bachelor of Science in Business Administration (International Business)</i> Summa cum laude, graduated with honors	2005
Colleges of the Arts & Sciences, The Ohio State University, Columbus, Ohio <i>Bachelor of Arts (Japanese)</i> Summa cum laude, graduated with honors & distinction	2005

PRIMARY RESEARCH INTERESTS

My research centers on the intersection of the strategic management and international business fields, with a particular interest in understanding how the formal and informal institutional environment affects the strategy and performance of multinational enterprises. As a result of my professional and academic experiences, I also have a particular interest in East Asian business issues. My primary goal is to contribute to the following fields in strategy and international business:

- Global strategy
- Political risk & liability of foreignness
- Legitimacy & stakeholder perceptions
- East Asian business & management issues

REFEREED JOURNAL ARTICLES

- Makarius, E., & **Stevens, C.** (2019) Drivers of collective human capital flow: The impact of reputation and labor market conditions. *Journal of Management*, 45(3): 1145-1172.
- Newenham-Kahindi, A., & **Stevens, C.** (2018) An institutional logics approach to liability of foreignness: The case of mining MNEs in Sub-Saharan Africa. *Journal of International Business Studies*, 49(7): 881-901.
- Mukherjee, D., Makarius, E., & **Stevens, C.** (2018) Business group reputation and affiliates' internationalization strategies. *Journal of World Business*, 53(2): 93-103.
- Makarius, E., **Stevens C.**, & Tenhiälä, A. (2017) Anchor or stepping stone? The relationship between corporate reputation and voluntary turnover. *Organization Studies*, 38(12): 1665-1686.
- Stevens, C.**, & Newenham-Kahindi, A. (2017) Legitimacy spillovers and political risk: The case of FDI in the East African Community. *Global Strategy Journal*, 7(1): 10-35.
- Stevens, C.**, Xie, E., & Peng, M. (2016) Toward a legitimacy-based view of political risk: The case of Google and Yahoo in China. *Strategic Management Journal*, 37(5): 945-963.
- Lebedev, S., Peng, M., Xie, E., & **Stevens, C.** (2015) Mergers and acquisitions in and out of emerging economies. *Journal of World Business*, 50(4): 651-662.
- Stevens, C.**, Makarius, E., Mukherjee, D. (2015) It takes two to tango: Signaling behavioral intent in service multinationals' foreign entry strategies. *Journal of International Management*, 21(3): 235-248.
- Stevens, C.**, & Makarius, E. (2015) Overcoming information asymmetry in foreign entry strategy: The impact of reputation. *Global Strategy Journal*, 5: 256-272.
- Stevens, C.**, Kidwell, R., & Sprague, R. (2015) Bound by Laws, or by Values? A multi-level and cross-national approach to understanding the protection of minority owners in family firms. *Corporate Governance: An International Review* 23(3): 203-215.

Kistruck, G., Morris, S., Webb, J., & **Stevens, C.** (2015) The importance of client heterogeneity in predicting make-or-buy decisions. *Journal of Operations Management*, 33-34: 97-110.

Stevens, C., & Dykes, B. (2013) The home country cultural determinants of firms’ foreign market entry timing strategies. *Long Range Planning*, 46(4-5): 387-410.

Stevens, C., & Shenkar, O. (2012) The liability of home: Institutional friction and firm disadvantage abroad. *Advances in International Management*, 25: 127-148.

Stevens, C., & Cooper, J. (2010). A behavioral theory of governments’ ability to make credible commitments to firms: The case of the East Asian paradox. *Asia Pacific Journal of Management*, 27(4): 587-610.

PUBLISHED CASES

Stevens, C. (2008). Amazon in Japan. In Peng, Mike W. *Global Business*. South-Western College Publishing. *Updated versions appear in 2nd edition (2011) and 3rd edition (2014)*.

Stevens, C. (2006). Bookoff, Amazon Japan, and the Japanese Retail Bookselling Industry. In Peng, Mike W. *Global Strategy*. South-Western College Publishing. *Updated version appears in 2nd edition (2009)*. Also reprinted in *Gale’s Business Insights: Global (Cengage Learning)*.

DISSERTATION

Stevens, C. (2010). *A legitimacy-based approach to political risk*. Committee: Mona Makhija (chair), Oded Shenkar, Shad Morris.

TEACHING INTERESTS

Consistent with my research interests, my teaching interests are in the fields of strategy and international business. In the classroom, I am able to draw both my scholarly knowledge of the subjects at hand as well as my practical knowledge from my unique work experience at a Japanese company in Japan. For this reason, I am interested in teaching classes on Asian business and cross-cultural management as well. Additionally, having lived and worked abroad, I believe strongly in seminars which combine classroom learning with experiential learning overseas and am excited to have experience leading such trips to Singapore, Dubai, and Vietnam. I enjoy teaching at the undergraduate and MBA levels, and have an interest in contributing to a PhD program should the opportunity arise.

TEACHING EXPERIENCE

2013~present **College of Business and Economics, Lehigh University**
- MBA456 Strategic Management (graduate)
 Spring 2017: 5.00 / 5.00

- MBA462 Government & Society (graduate, co-taught with Jim Dearden, Economics Dept.)

Spring 2017: 4.86 / 5.00

- MGT346 International Business (undergraduate)

Overall student ratings: 5.00 / 5.00 (average of 2 sections taught)

Student ratings by semester:

Spring 2018: 5.00 / 5.00

Spring 2017: 5.00 / 5.00

- MGT372 Global Lab (undergraduate, co-leader with Doug Mahony, *no teaching evaluations for this course*)

Spring 2019 (Singapore & Vietnam)

Spring 2018 (Singapore & Vietnam)

Spring 2017 (Singapore & Dubai)

Spring 2016 (Singapore & Dubai)

Spring 2015 (Singapore & Dubai)

Spring 2014 (Singapore)

- MGT301 Strategic Management in a Global Environment (undergraduate)

Overall student ratings: 4.86 / 5.00 (average of 15 sections taught)

Student ratings by semester:

Spring 2018 section 1: 4.75 / 5.00

Spring 2018 section 2: 4.72 / 5.00

Spring 2017: 5.00 / 5.00

Spring 2016 section 1: 4.96 / 5.00

Spring 2016 section 2: 4.84 / 5.00

Fall 2015 section 1: 4.95 / 5.00

Fall 2015 section 2: 4.97 / 5.00

Spring 2015 section 1: 4.96 / 5.00

Spring 2015 section 2: 4.88 / 5.00

Fall 2014 section 1: 4.90 / 5.00

Fall 2014 section 2: 4.97 / 5.00

Spring 2014 section 1: 4.71 / 5.00

Spring 2014 section 2: 4.66 / 5.00

Fall 2013 section 1: 4.89 / 5.00

Fall 2013 section 2: 4.68 / 5.00

- MBA406 Integrative Experience (graduate)

Guest lecturer on global strategy, Fall 2013 to present

2010~2013

College of Business, University of Wyoming

- Competitive strategy workshop (executive education: Wyoming Business Leadership Institute)

Autumn 2012

- Business Strategy & Policy (undergraduate)

Overall student ratings: 4.62 / 5.00 (average of 12 sections taught)

Student ratings by semester:

Spring 2013 section 1: 4.44 / 5.00

<i>Spring 2013 section 2:</i>	4.79 / 5.00
<i>Autumn 2012 section 1:</i>	4.87 / 5.00
<i>Autumn 2012 section 2:</i>	4.80 / 5.00
<i>Spring 2012 section 1:</i>	3.82 / 5.00
<i>Spring 2012 section 2:</i>	4.37 / 5.00
<i>Autumn 2011 section 1:</i>	4.76 / 5.00
<i>Autumn 2011 section 2:</i>	5.00 / 5.00
<i>Spring 2011 section 1:</i>	4.69 / 5.00
<i>Spring 2011 section 2:</i>	4.73 / 5.00
<i>Autumn 2010 section 1:</i>	4.36 / 5.00
<i>Autumn 2010 section 2:</i>	4.75 / 5.00

2007~2010

Fisher College of Business, The Ohio State University

- Introduction to International Business (undergraduate)

Overall student ratings: 4.65 / 5.00 (*average of 2 sections taught*)

Student ratings by semester:

Winter 2009: 4.8 / 5.0

Summer 2007: 4.5 / 5.0

- Business Policy (undergraduate)

Overall student ratings: 4.75 / 5.00 (*average of 2 sections taught*)

Student ratings by semester:

Spring 2009: 4.8 / 5.0

Spring 2008: 4.7 / 5.0

- Introduction to International Business (2005 - 2007: Teaching Assistant for Professors Mona Makhija, Mikelle Calhoun, & Candace Martinez)

SERVICE (NATIONAL & INTERNATIONAL-LEVEL)

Editorial review board member

Journal of World Business, 2018~present

Journal of International Business Studies, 2013~present

- Best Reviewer Award 2016

- Best Reviewer Award 2015

Journal of Asia-Pacific Business, 2013~2014

Conference advisory board member

Sustainability, Ethics, & Entrepreneurship (SEE) Conference, 2016~present

Ad hoc journal reviewer

Strategic Management Journal, 2010~present

Journal of Asia-Pacific Business, 2011~present

Journal of International Business Studies, 2013~present

Strategic Entrepreneurship Journal, 2013~present

Journal of Business Research, 2013~present

Corporate Governance: An International Review, 2013~present

Personnel Review, 2013~present

International Marketing Review, 2013~present
Journal of World Business, 2016~present
Asia Pacific Journal of Management, 2017~present
Global Strategy Journal, 2018 ~ present

Ad hoc conference reviewer

Academy of Management, 2005~present
- Best Reviewer Award 2008 (International Management Division)
- Best Reviewer Award 2017 (International Management Division)
Academy of International Business, 2005~present
- Best Reviewer Award 2017
- Best Reviewer Award 2016
- Best Reviewer Award 2008
Strategic Management Society, 2012~present
- Best Reviewer Award 2013 (Global Strategy Division)
Western Academy of Management, 2010

Conference session chair

Academy of International Business, 2015
Academy of Management, 2015
Strategic Management Society, 2013, 2014
Sustainability, Ethics, & Entrepreneurship (SEE) Conference, 2015

Management Doctoral Student Association (Organization for minority management PhD students)

Faculty presenter, 2015
Vice President emeritus, 2010 Planning Committee
Vice President, 2009 Planning Committee
Member, 2005~2010

PROFESSIONAL AFFILIATIONS

Academy of International Business
Academy of Management (International Management Division, Business Policy and Strategy Division)
The Association of Japanese Business Studies
Beta Gamma Sigma
Strategic Management Society

INDUSTRY EXPERIENCE

Ichimiya Group, Niihama, Japan 2003-2004
Intern, Nissen Chemitec Corporation
- Designed and facilitated training and education programs and seminars for new employees and high potential managers
- Writer and co-editor of company's quarterly newsletter and monthly online newsletter

LANGUAGES

English

- Native speaker

Japanese

- Full professional proficiency
- 日本語能力試験 N1 合格
- 日本漢字能力検定 3 級合格