

# CHARLES E. STEVENS, PH.D.

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

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## Curriculum Vitae

*Updated August 2020*

### ACADEMIC APPOINTMENTS

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

### SHORT-TERM ACADEMIC POSITIONS

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

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**Fisher College of Business, The Ohio State University, Columbus, Ohio**  
*Ph.D. in Business Administration (International Business)*

**Fisher College of Business, The Ohio State University, Columbus, Ohio**  
*Bachelor of Science in Business Administration (International Business)*  
Summa cum laude, graduated with honors

**Colleges of the Arts & Sciences, The Ohio State University, Columbus, Ohio**  
*Bachelor of Arts (Japanese)*  
Summa cum laude, graduated with honors & distinction

## PRIMARY RESEARCH INTERESTS

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*My research centers on the intersection of the strategic management and international business fields, with a particular interest in understanding how social evaluations (e.g., legitimacy and reputation) affect 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 (Japan and China in particular). My primary goal is to contribute to the following fields in strategy and international business:*

- Global strategy
- Political risk & liability of foreignness
- Legitimacy & reputation

## REFEREED JOURNAL ARTICLES

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- Stevens, C.**, & Newenham-Kahindi, A. (forthcoming) Avoid, acquiesce ... or engage? New insights from sub-Saharan Africa on MNE strategies for managing corruption. *Strategic Management Journal*.
- Cooper, J., Stanley, L., **Stevens, C.**, Shenkar, O., & Kausch, C. (2020) Switching analytical mindsets: A person-centered approach to the analysis of cultural values. *International Journal of Cross Cultural Management*, 20(2): 223-247.
- Dykes, B., **Stevens, C.**, & Lahiri, N. (2020) Foreignness in public-private partnerships: The case of project finance investments. *Journal of International Business Policy*, 3(2): 183-197.
- Xie, E., Huang Y., **Stevens, C.**, & Lebedev, S. (2019) Performance feedback and outward foreign direct investment by emerging economy firms. *Journal of World Business*, 54(6): 101014.
- 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.

- Stevens, C., & Makarius, E.** (2015) Overcoming information asymmetry in foreign entry strategy: The impact of reputation. *Global Strategy Journal*, 5: 256-272.
- 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.
- 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.,** 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.
- 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.

## **BOOK CHAPTERS**

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- Newenham-Kahindi, A., & **Stevens, C.** (2020). Ecological sustainability and practical wisdom from the Maasai and Hadza people in East Africa. In Intezari, A., Spiller, C., & Yang, S. *Practical Wisdom, Leadership and Culture: Indigenous, Asian and Middle-Eastern Perspectives*. Routledge.

## **PUBLISHED CASES**

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- 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**

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

## **TEACHING INTERESTS**

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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. Additionally, having lived and worked abroad, I believe strongly in immersion classes that combine classroom learning with experiential learning overseas and am excited to have experience leading such programs 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**

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- 2013~present      **College of Business and Economics, Lehigh University**
- MBA456 Strategic Management (full-time MBA)  
*Average student ratings:                      5.00 / 5.00*
  
  - MBA462 Government & Society (full-time MBA, co-taught with Jim Dearden, Economics Dept.)  
*Average student ratings:                      4.86 / 5.00*
  
  - MGT301 Strategic Management in a Global Environment (undergraduate)  
*Average student ratings:                      4.86 / 5.00*
  
  - MGT346 International Business (undergraduate)  
*Average student ratings:                      5.00 / 5.00*
  
  - MGT372 Global Lab (undergraduate, co-leader with Doug Mahony, *no teaching evaluations for this course*)  
    2018, 2019, 2020: Singapore & Vietnam  
    2015, 2016, 2017: Singapore & Dubai  
    2014: Singapore
- 2010~2013      **College of Business, University of Wyoming**
- Business Strategy & Policy (undergraduate)  
*Average student ratings:                      4.62 / 5.00*
- 2007~2010      **Fisher College of Business, The Ohio State University**
- Introduction to International Business (undergraduate)  
*Average student ratings:                      4.65 / 5.00*
  
  - Business Policy (undergraduate)  
*Average student ratings:                      4.75 / 5.00*
  
  - Introduction to International Business (2005 - 2007: Teaching Assistant for Professors Mona Makhija, Mikelle Calhoun, & Candace Martinez)

## **SERVICE**

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### **National and International-level service:**

#### **Editorial review board member**

*AOM Collections, 2020 ~ present*

*Journal of World Business, 2018 ~ present*

- Best Reviewer Award 2018

*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**

*Academy of Management Journal, 2020 ~ present*

*International Business Review, 2019 ~ present*

*Journal of Management Studies, 2018 ~ present*

*Global Strategy Journal, 2018 ~ present*

*Asia Pacific Journal of Management, 2017~present*

*Journal of World Business, 2016~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 Asia-Pacific Business, 2011~present*

*Strategic Management Journal, 2010~present*

#### **External grant reviewer**

*Research Grants Council (RGC) of Hong Kong, 2020 ~ present*

*Israel Science Foundation, 2020 ~ present*

#### **Ad hoc conference reviewer**

*Academy of Management, 2005~present*

- Best Reviewer Award 2017 (International Management Division)
- Best Reviewer Award 2008 (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 paper development workshops**

*Academy of Management, International Management Division, 2020 (panelist)*

### **Conference session chair**

*Academy of International Business, 2015*

*Academy of Japanese Business Studies, 2019*

*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 – part of the PhD Project)

*Faculty presenter, 2015*

*Vice President emeritus, 2010 Planning Committee*

*Vice President, 2009 Planning Committee*

*Member, 2005~2010*

### **Institution-level service:**

#### **Lehigh University**

##### **University-level**

###### *University Committees*

- *Faculty Committee on Global Affairs, committee member: 2016 – present*
- *Global Inquiry to Impact, committee member: 2018 – present*
- *Internal Review Committee for Faculty Research Grants, ad hoc reviewer: 2018*

###### *Global Social Impact Fellowship Project*

- *Panelist & referee, 2019*

###### *Global PreLUision*

- *Panelist on Globalization, 2017 – present*

###### *Iacocca Mikunigaoka Program*

- *Lecturer on Global Business, 2018 – present*

##### **College-level**

###### *Faculty advisor*

- *International Business Club, 2019 - present*

###### *College Committees*

- *Undergraduate Curriculum Committee, 2017 - 2018*
- *Global Steering Committee, 2016 - 2019*
- *Database Committee, 2020 -*

###### *Program Co-Director*

- *International Business Certificate, 2015 - present*

*Facilitated the hosting of visiting researchers*

- Tetsuya Saito (Nihon University), 2016
- Naohiko Ijiri (Nihon University), 2016
- Kazuaki Sasaki (Nihon University), 2015

#### *CBE Preview Day*

- CBE faculty/student panelist, 2015 - present

#### *Senior Open House*

- CBE faculty/student panelist, 2014

#### **Department-level**

##### *Management Department Research Seminar Series*

- Primary organizer, 2015 – 2017 and 2019 – 2020
- External researchers hosted: Rob Bray (U. Pennsylvania), Jonathan Doh (Villanova U.), Adam Seth Litwin (Cornell U.), Tom Dean (Colorado State U.), Paul Pavlou (Temple U.), Siri Terjesen (American U.), Katalin Takacs-Haynes (U. Delaware), Quinetta Roberson (Villanova U.).

##### *Faculty search committees*

- Entrepreneurship tenured, chaired position, 2018 (committee chair)
- Supply chain management professor of practice position, 2017 (committee member)
- Department chair position, 2014 (committee member)

#### **Other activities**

##### *Presentations on areas of expertise*

- Beta Alpha Psi honors society, March 2019 (topic: business culture of Singapore & Vietnam)
- MBA406 Integrative Experience, once per semester Fall 2013 through Spring 2019 (guest lecturer on global strategy)

#### **University of Wyoming**

##### *Executive education: Wyoming Business Leadership Institute*

- Competitive strategy workshop, 11/1/2012

##### *Football recruiting breakfast*

- College of Business representative, 1/14/2012

##### *Search committee member*

- Management tenure-track assistant professor position, 2011, 2012

##### *PhD Project Annual Meeting*

- UW representative, 2010, 2011, 2012

##### *Alpha Kappa Psi Case Competition*

- Informal advisor, February 2011

##### *Guest Speaker*

- Modern Japanese Society & Culture (HP2151-03), 4/2/2012 (topic: business in Japan)
- Global Business Club, 4/19/2011 (topic: experience as expatriate in Japan)

## **The Ohio State University**

*Fisher College of Business Committee for Educational and Professional Diversity*

- *Committee member, 2009~2010*

## **PROFESSIONAL AFFILIATIONS**

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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**

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**Ichimiya Group, Niihama, Japan**

2003-2004

- 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**

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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