

TIAN-JYUN GONG

Institution of Human Resource Management
College of Management
National Sun Yat-sen University

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EDUCATION

Ph.D. in Strategic Management, June 2017

National Chengchi University, Taiwan (R.O.C.)

Doctoral Advisor: Prof. Chwo-Ming Joseph Yu & Prof. Kuo-Feng Huang

M.S. in Human Resource Management, July 2008

National Central University, Taiwan (R.O.C.)

B.S. in Management, June 2003

Fu Jen Catholic University, Taiwan (R.O.C.)

WORK EXPERIENCES

2021 – Present, Assistant Professor, National Sun Yat-sen University, Taiwan

2019 – 2021, Assistant Professor, National Yunlin University of Science and Technology, Taiwan

2017 – 2019, Postdoctoral Fellow, National Chengchi University, Taiwan

2017 – 2017, Instructor, National Chengchi University, Taiwan

2015 – 2016, Visiting Scholar, Drexel University, United States

2012 – 2015, Research Assistant, National Chengchi University, Taiwan

2013 (short-term), Project Data Analysis, Verité Consulting International, Taiwan

2008 – 2010, Consultant, Top Talent Consulting Corp., Taiwan

2007 – 2008, Project Assistant, Hotai Corp., Taiwan

RESEARCH INTERESTS

Strategic balance perspective

Imitation and innovation adoption

Absorptive capacity

Strategies in emerging markets

TEACHING EXPERIENCES

- | | |
|--|----------------|
| National Yunlin University of Science and Technology | 2020 – 2021 |
| — Business Policy (Undergraduate) | |
| — Management Theory Seminar (PhD) (English Taught Program) | |
| National Yunlin University of Science and Technology | 2019 – Present |
| — Organization Theory and Human Resource Management (DBA) | |
| — Marketing Management (Undergraduate) (English Taught Program) | |
| — International Human Resource Management (Undergraduate) (English Taught Program) | |
| — Strategic Management (Undergraduate) | |
| — Management Case (Graduate) | |
| National Chengchi University | 2017 – 2017 |
| — Management (Undergraduate) | |

HORNORS

TOPCO Scientific Corporation Dissertation Award

The Ministry of Science and Technology Doctoral Dissertation Fellowships for the Humanities and Social Sciences (2016)

The Ministry of Science and Technology Graduate Students Study Abroad Program (2014)

SKILLS

Statistics: Econometrics, content analysis, multilevel method, and structural equation model

Software: Stata, NVivo, SPSS, LISREL

Research Method: Questionnaire survey, secondary data research, case study, and Q-sort methodology

RESEARCH

Journal Paper

Huang, M. C., **Gong, T. J.**,* Chiang, J. K., & Hsu, S. M. (forthcoming)
Industrial Mega Alliances: A-Team and M-Team. *Industry and Management
Forum*. (TSSCI)

Gong, T. J.,* Huang, K. F., & Yu, C. M. J. (online published) Strategic similarity
and firm performance: Multiple replications of Deephouse (1999). *Strategic
Organization*. (SSCI, 2019 Impact Factor = 3.413)

Gong, T. J.,* Cheng, P. Y., Yu, C. M. J., & Huang, K. F., (2016) The antecedents
of R&D action and R&D intensity: Empirical evidence from China. *Journal of
Technology Management*, 21(3): 27-52. (TSSCI)

Conference Papers

Huang, M. C., **Gong, T. J.**, Leu, H. D., & Hung, C. H. (2020) Do Formal
Institutions Matter? A Balanced View of Formal Institutional Risks on FDI
Location Choice. Paper accepted by Academy of International Business 2020
Annual Conference in Miami.

Gong, T. J., Hsu, D. H., Yu, C. M., & Wu, L. Y., (2018) How TMT diversity
resists institutional pressures: The case of CRM adoption. Paper presented in the
Journal of Management Studies Conference 2018, Boston, USA.

Gong, T. J., Yu, C. M. J., & Huang, K. F., (2016) The tension of legitimacy and
competition faced by firms in an emerging subgroup. Paper presented at 2016
Academy of Management Annual Meeting, Anaheim, USA.

Gong, T. J., Cheng, P. Y., Yu, C. M. J., & Huang, K. F., (2014) Exploring the
Slack-Performance Relationship in China: Strategic Similarity Perspective.
Paper presented at Strategic Management Society Special Conference, Sydney,
Australia.

Gong, T. J., Wu, H. C., & Wu, L. Y., (2014) Specific Asset Investment and
Relational Benefits. Paper presented at Strategic Management Society Special
Conference, Sydney, Australia.

Wu, H. C. & **Gong, T. J.**, (2013). The impact of workplace sensitivity on
socialization and performance. Paper presented at the 13th European Congress of
Psychology, Stockholm, Sweden.

Manuscripts in Preparation and Works in Progress

Gong, T. J., Huang, K. F., & Yu, C. M., Strategic similarity and firm performance: Replications of Deephouse (1999), Revision requested, *Strategic Organization*.

Gong, T. J., Hsu, D. H., Yu, C. M., & Wu, L. Y., How TMT diversity resists institutional pressures: The case of CRM adoption. Manuscript ready for submission. Target journal: *Journal of Management Studies*.

Gong, T. J., Yu, C. M., Lo, J. Y., & Huang, K. F., The tension of legitimacy and competition faced by firms in an emerging subgroup: Evidence from foreign firms in China. Manuscript in preparation. Target journal: *Strategic Management Journal*.

Gong, T. J., Hsu, D. H., Yu, C. M., Absorptive capacity for managerial knowledge. Manuscript in preparation.

Gong, T. J., Wu, H. C., & Wu, L. Y., Specific Asset Investment and Relational Benefits: Social Exchange Perspective. Manuscript in preparation.

Gong, T. J., Cheng, P. Y., Yu, C. M. J., & Huang, K. F., Exploring the Slack-Performance Relationship: Strategic Similarity Perspective. Manuscript in preparation.

Gong, T. J., Wu, L. Y., & Lo, J. Y., The role of frames in imitation: The case of CRM adoption. (Data analysis in progress.)

Gong, T. J., & Lo, J. Y., Categories across borders: Culture, meaning, and institution. Data collection in progress.

Gong, T. J. & Yu, C. M. J. How does geographical cluster affect firm innovations? A collective identity perspective. Data analysis in progress.

Huang, M. C., **Gong, T. J.**, Leu, H. D., & Hung, C. H. Do formal institutions matter? A balanced view of formal institutional risks on FDI location choice. (Target journal: *Asian Business & Management*)

ACADEMIC SERVICES

Taiwan Management Case Center Reviewer

Invited speaker: Internet of things and big data, National Defense University, 2018.

Panel discussor: How to begin your academic career. Professor Wenpin Tsai's experience sharing, Ministry of Science and Technology, 2017.

AOM reviewer