

Gerald Yong Gao

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Academic Experience

- 2022- Associate Dean of Research and Faculty Affairs, College of Business Administration, University of Missouri-St. Louis
- 2017- Professor of Marketing (early promotion), Department of Marketing, University of Missouri-St. Louis
- 2019-2021 Director, International Business Institute of University of Missouri-St. Louis
- 2008- International Business Fellow, International Business Institute of University of Missouri-St. Louis
- 2012-2017 Associate Professor of Marketing (tenured), Department of Marketing, University of Missouri-St. Louis
- 2006-2012 Assistant Professor of Marketing , Department of Marketing, University of Missouri-St. Louis
- 02-06, 2005 Visiting Scholar, Centre for Corporate Change, Australian Graduate School of Management, Australia.

Education

- 2001-2006 School of Business, The University of Hong Kong, Hong Kong.
Ph.D. in Marketing
- 1997-2001 School of Economics, Peking University, China.
B.A. in International Economics

Current Research Areas

Marketing and Innovation Strategies
Export, Foreign Market Entry, and FDI Performance
Strategic Orientation and Firm Capabilities

Journal Publications

- Ju, M and GY Gao (2022). “Performance Implication of Exploration and Exploitation in Foreign Markets: The Role of Marketing Capability and Operation Flexibility”, *International Marketing Review*, forthcoming.
- Ju, M, JY Murray, GY Gao, and M Kotabe (2019). “Concurrent Sourcing Strategy of Multinational Firms in China: Drivers and Performance implications”, *Journal of World Business*, 54(6), 101015.
- Gao, GY, DT Wang and Y Che (2018). “Impact of Historical Conflict on FDI Location and Performance: Japanese Investment in China”, *Journal of International Business Studies*, 49(8), 1060-1080.
- Zhou, KZ, GY Gao, and H Zhao (2017). “State Ownership and Firm Innovation in China: An Integrated View of Institutional and Efficiency Logics”, *Administrative Science Quarterly*, 62(2), 375-404.
- Ju, M and GY Gao (2017). “Relational Governance and Control Mechanisms of Export Ventures: An Examination across Relationship Length”, *Journal of International Marketing*, 25(2), 72-87.
- Gao, GY, E Xie, and KZ Zhou (2015). “How Does Technological Diversity in Supplier Network Drive Buyer Innovation? Relational Process and Contingencies”, *Journal of Operations Management*, 36, 165-177.
- Yang, DL, M Ju, and GY Gao (2015). “Export Relational Governance and Control Mechanisms: Substitutable and Complementary Effects”, *International Marketing Review*, 32(6), 627-645.
- Ju, M, KZ Zhou, GY Gao, and J Lu (2013). “Technological Capability Growth and Performance Outcome: Foreign versus Local Firms in China”, *Journal of International Marketing*, 21(2), 1-16, lead article.
- Murray, JY, M Ju, and GY Gao (2012). “Foreign Market Entry Timing Revisited: Trade-off between Market Share Performance and Firm Survival”, *Journal of International Marketing*, 20(3), 50-64.
- Ju, M, JY Murray, M Kotabe, and GY Gao (2011). “Reducing Distributor Opportunism: Effects of Monitoring Mechanisms, Norm-based Information Exchange, and Market Orientation”, *Journal of World Business*, 46(4), 487-496.
- Murray, JY, GY Gao, and M Kotabe (2011). “Market Orientation and Performance of Export Ventures: The Process through Marketing Capabilities and Positional Advantages”, *Journal of the Academy of Marketing Science*, 39(2), 252-265.

- Gao, GY and Y Pan (2010). “The Pace of MNEs’ Sequential Entries: Cumulative Experience and the Dynamic Processes”, *Journal of International Business Studies*, 41(9), 1572-1580.
- Gao, GY, JY Murray, M Kotabe, and J Lu (2010). “A ‘Strategy Tripod’ Perspective on Export Behaviors: Evidence from Firms Based in an Emerging Economy”, *Journal of International Business Studies*, 41(3), 377-396, lead article.
- Gao, GY, Y Pan, J Lu, and Z Tao (2008). “Performance of Multinational Firms’ Subsidiaries: Influences of Cumulative Experience”, *Management International Review*, 48(6), 749-768.
- Murray, JY, GY Gao, M Kotabe, and N Zhou (2007). “Assessing Measurement Invariance of Export Market Orientation: A Study of Chinese and Non-Chinese Firms in China”, *Journal of International Marketing*, 15(4) 41-62.
- Gao, GY, KZ Zhou, and CKB Yim (2007). “On What Should Firms Focus in Transitional Economies? A Study of the Contingent Value of Strategic Orientations in China”, *International Journal of Research in Marketing*, 24(1), 3-15, lead article.
- Gao, GY, Y Pan, DK Tse, and CKB Yim (2006). “Market Share Performance of Foreign and Domestic Brands in China”, *Journal of International Marketing*, 14(2), 32-51.
- Zhou, KZ, GY Gao, Z Yang, and N Zhou (2005). “Developing Strategic Orientation in China: Antecedents and Consequences of Market and Innovation Orientations”, *Journal of Business Research*, 58(8), 1049-1058.

Conference Proceedings and Presentations

- Ju, M and GY Gao, “Implementing Exploration and Exploitation Strategies of Foreign Ventures: The Role of Marketing Capability and Operational Flexibility”, *Proceedings of Academy of International Business*, Miami, 2021.
- Gao, GY, “Netflix: Its Open Innovation and Research Implications”, Keynote at International Summit on High-Quality Development and Management Innovation, Nanchang, China, 2019.
- Ju, M, KZ Zhou, and GY Gao, “Do International Ventures Benefit from Marketing Capability in Emerging Markets? The Contingent Value for New Product Development”, *Proceedings of Academy of International Business*, Dubai, 2017.
- Ju, M and GY Gao, “Managing International Distribution Relationships: A Dynamic View of Relational Governance and Control Mechanisms”, *Consortium for International Marketing Research*, Xi’an, China, June, 2016.
- Li, Y, E Xie, GY Gao, and KZ Zhou, “Compliance or Resistance: Firms' responses to Corruption and Performance in an Emerging Economy”, *Academy of Management Proceedings*, Vancouver, Canada, 2015.

- Xie, E, GY Gao, Y Huang, and KZ Zhou, "Outward FDI of Emerging Market Firms: Performance feedback and Institutional Factors", *Proceedings of Academy of International Business*, Vancouver, Canada, 2014.
- Gao, GY, JY Murray, and M Kotabe, "Concurrent Sourcing Strategy of Multinational Firms: Drivers and Performance Implications", *Proceedings of Academy of International Business*, Istanbul, Turkey, 2013.
- Gao, GY, YA Li, and M Ju, "Bi-directional Technology Spillovers between Foreign and Local Firms: Empirical Evidence from an Emerging Economy", *Proceedings of Academy of International Business*, Washington DC, 2012.
- Ju, M, JY Murray, and GY Gao, "Concurrent Sourcing Strategy of Foreign Firms in China: Integrating Transaction Cost Economics and Institutional Theory", *Proceedings of American Marketing Association's Summer Educators' Conference*, Boston, 2010.
- Ju, M, KZ Zhou, and GY Gao, "Performance Implications of Marketing, Technological, and Production Capabilities: An Institutional Perspective", *Proceedings of Academy of International Business*, Rio de Janeiro, Brazil, 2010.
- Gao, GY, D Xu, and Y Pan, "From International Joint Venture to Wholly Owned Subsidiary: A Real Options Perspective on Ownership Change", *Proceedings of the Academy of International Business*, San Diego, 2009.
- Murray, JY, M Ju, M Kotabe, and GY Gao, "Reducing Distributor Opportunism: Effects of Monitoring Mechanisms, Export Market Orientation and Norm-based Information Exchange", *Proceedings of the Academy of International Business*, San Diego, 2009.
- Murray, JY, GY Gao, and M Kotabe, "Export Performance Implications of Marketing Capabilities Development: The Critical Role of Export Market Orientation", *Best Paper Proceedings of the Academy of International Business*, Milan, 2008.
- Gao, GY, "Entry Order, Survival, and Financial Performance of Foreign Invested Firms: Empirical Evidence from Emerging Economies", *Proceedings of The Sixth International Symposium on Multinational Business Management*, Nanjing, 2008.
- Murray, JY, GY Gao, M Kotabe, and N Zhou, "Cross-Cultural Construct Equivalence Validation of Export Market Orientation: A Study of Chinese and non-Chinese Firms in China", *Proceedings of Annual Meeting of the Academy of International Business*, Indianapolis, 2007.
- Gao, GY and Y Pan, "Performance of Multinational Firms' Subsidiaries: A Learning Perspective", *Proceedings of the American Marketing Association Winter Educators' Conference*, San Diego, February, 2007.

- Gao, GY, Y Pan, Z Tao, and J Lu, "Performance of Multinational Firms' Subsidiaries: The Impacts of Cumulative Knowledge", *Proceedings of the Annual Conference on Corporate Strategy*, Berlin, June, 2006.
- Gao, GY and Y Pan, "Determinants of the Pace of Sequential Entry Activities: The Case of Multinational Firms' Investments in China, 1979-2002", *Proceedings of the American Marketing Association Summer Educators' Conference*, San Francisco, August, 2005.
- Gao, GY, KZ Zhou, and DK Tse, "On What Should Firms Focus in Times of Turbulence? An Empirical Study of Strategic Orientation and Performance in China", *Proceedings of the American Marketing Association Summer Educators' Conference*, San Francisco, August, 2005.
- Gao, GY, Y Pan and X Lu, "The Survival and Market Share Performance of Foreign Invested Firms: The Effects of Entry Timing, Mode, and Size", *Proceedings of the Annual Meeting of the Academy of International Business*, Quebec, July, 2005.
- Gao, GY, KZ Zhou, and DK Tse, "Does Competitive Environment Moderate the Strategic Orientation and Business Performance Relationship: An Empirical Study in China", *Academy of International Business Southeast Asia Conference Proceedings*, Macau, August, 2004.
- Gao, GY, FF Gu, G Guo, and DK Tse, "Profiling Green Product Consumers in China", *Association for Consumer Research Asia-Pacific Conference Proceedings*, Beijing, June, 2002.

Research Grants

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| 2018-2019 | Competitive Research Grant, International Studies & Programs, University of Missouri- St. Louis |
| 2016-2017 | Competitive Research Grant, International Studies & Programs, University of Missouri- St. Louis |
| 2015-2016 | Competitive Research Grant, International Studies & Programs, University of Missouri- St. Louis |
| 2013-2014 | Competitive Research Grant, International Studies & Programs, University of Missouri- St. Louis |
| 2012-2013 | Competitive Research Grant, International Studies & Programs, University of Missouri- St. Louis |
| 2011-2013 | General Research Fund, Hong Kong, "The Development and Contingent Value of Marketing and Technology Capabilities in China: A Longitudinal and Multilevel Study", HK\$ 396,000 (US\$ 51,000), Co-I. |
| 2011 | Summer Competitive Grant, College of Business Administration, University of Missouri- St. Louis |
| 2010-2011 | Competitive Research Grant, Center for International Studies, University of Missouri- St. Louis |
| 2010 | Travel Grant, International Business Institute, University of Missouri- St. Louis |
| 2009 | Summer Competitive Grant, College of Business Administration, |

2008-2009	University of Missouri- St. Louis Competitive Research Grant, Center for International Studies, University of Missouri- St. Louis
2007-2008	UMSL Research Award, \$8,900.00 University of Missouri- St. Louis
2007-2008	Competitive Research Grant, Center for International Studies, University of Missouri- St. Louis
2007	University of Missouri- St. Louis Small Grants

Teaching Interests

Marketing Strategy
International Marketing
Global Business Management

Courses Offered

<i>DBA-</i>	BUS AD 7700 Advanced Marketing Research and Empirical Strategies
<i>Professional MBA-</i>	MKTG 5700 Contemporary Marketing Concepts
<i>MBA-</i>	MKTG 5780 Seminar in International Marketing
<i>Undergraduate-</i>	MKTG 3700 Basic Marketing

Business Cases

Fung, H and GY Gao (2009) “Ping An’s Overseas Expansion: Financial Uncertainties and Risk Management”, *The Asia Case Research Centre*.

Fung, H, GY Gao, and J Yau (2009) “PCCW Going Private: Valuation and Corporate Governance”, *The Asia Case Research Centre*.

Gao, GY, J Lu, and H Fung, (2008) “Wang’s Fortune Tea from China: Competing for a New Arena of the Beverage Market (A) & (B)”, *The Asia Case Research Centre*.

Gao, GY, J Lu, and H Fung, (2008) “PORTS: China’s Walk in the Global Luxury Fashion Boulevard”, *The Asia Case Research Centre*.

Gao, GY, H Fung, and J Lu, (2008) “Minsheng Bank: Penetrating the US Market through Acquisition”, *The Asia Case Research Centre*.

Honors and Scholarships

2017	Douglas E. Durand Award for Research Excellence
2016	Young Scholar Best Paper Award, CIMaR 25 th Annual Conference
2013	Certificate of Excellence in Reviewing, Journal of International Management

2010	Douglas E. Durand Award for Research Excellence
2010	Best Paper Award, the Global Marketing Track, American Marketing Association Summer Educator's Conference
2008	Anheuser-Bush Award for Excellence in Teaching
2005	Endeavour Australia Cheung Kong Award
2005	Academy of International Business Doctoral Consortium Fellow
2004	Delegate (awarded travel grant) of the Yousei Leadership Forum, South Korea
2001-2006	Postgraduate Studentship, the University of Hong Kong
2000	New Oriental Award for Excellence in English Studies
1998	Student Leadership Award, Peking University
1997	Champion of Freshman Debate Competition, Peking University

Professional Services

Editorial Board Member

Journal of International Business Studies, 2022-
 Global Strategy Journal, 2021-
 Journal of International Marketing, 2016-
 Asia Pacific Journal of Management, 2014-

Associate Editor (Marketing), Journal of Asia Business Studies, 2014-2017

Consulting Editor, Journal of Asia Business Studies, 2017-2019

Ad Hoc Reviewer

Academy of Management Journal
 Journal of International Business Studies
 Strategic Management Journal
 Journal of Operations Management
 Production and Operations Management
 Journal of International Marketing
 International Journal of Research in Marketing
 Management International Review
 Journal of World Business
 Journal of Management Studies
 Journal of International Management
 Journal of Business Research
 International Business Review
 International Marketing Review
 Asia Pacific Journal of Management
 Business & Society
 Annual Conference of Academy of International Business, 2005-
 American Marketing Association Educators' Conference, 2006-

External Reviewer, Research Grants Council of Hong Kong, 2012-

External Reviewer for Tenure and Promotion

University of Macau, 2014, 2015
Brock University, 2018
Peking University, 2019
Florida Atlantic University, 2020

Committee Services

Campus Tenure and Promotion Committee, 2017-2021
Campus Academic Prioritization Committee, 2018
Dean Search Committee of College of Arts and Sciences, 2017
DBA Admission Committee, 2017-
DBA Program Development Committee, 2015-2016
Research Policy Committee, Faculty Senate of University of Missouri-St. Louis, 2013-2018
Faculty Senate of University of Missouri-St. Louis, 2009-
Campus Marketing Committee, University of Missouri-St. Louis, 2009
International Business Committee, College of Business Administration, University of Missouri-St. Louis, 2009-
Faculty advisor of the Marketing Club, 2012-

Faculty Member

Beta Gamma Sigma Honor Society
Alpha Mu Alpha Marketing Honorary Society

Member

American Marketing Association
Academy of International Business