

Curriculum Vitae

Mee-Shew Cheung, Ph.D.

Williams College of Business, Xavier University
Department of Marketing
3800 Victory Parkway, Cincinnati, Ohio 45207-1214, USA
Phone: (513) 745-3058
E-mail: cheungm@xavier.edu

EDUCATION

Ph.D. Marketing and International Business, The University of Tennessee, USA, 2005
M.B.A. Marketing and International Business, Oklahoma City University, USA, 2000
B.SC. Business Administration, Oklahoma City University, USA, 1997

ACADEMIC POSITIONS

Professor, Williams College of Business, Xavier University, 08/2017 - Present

Associate Professor, Williams College of Business, Xavier University, 08/2011-07/2017

Visiting Professor, Heider College of Business, Creighton University, Spring 2016

Visiting Professor, Oklahoma City University & Tianjin University of Finance & Economics,
Summer 2006 and 2007

Assistant Professor, Williams College of Business, Xavier University, 08/2005-07/2011

Teaching & Research Assistant, College of Business, The University of Tennessee, 2001-2005

ACADEMIC PUBLICATIONS

1. Mary Cooper, **Mee-Shew Cheung** and Myles Gartland (2020), “The Impact of Market Orientation on the Growth of Accounting-Related Master’s Options to Fulfill the 150-Hour Requirement”, *Journal of Education for Business*.
2. Hema Krishnan, **Mee-Shew Cheung** and Mina Lee (2020), “Pedagogy Training for Teaching an Online MBA Course: the BRICS Nations”, *Journal of Education for Business*.
3. Philips, M., Kashyap, V., **Cheung, M.** (2015), “Increasing Product Confidence – Shifting Paradigms”, *PDA Journal of Pharmaceutical Science and Technology*, Nov/Dec, Vol. 69, 736-742.
4. **Mee-Shew Cheung**, Ravi Chinta and Hasan Faruq (2015), “Social Value Creation and the Role of Business Education”, *International Journal of Management in Education*, Vol. 9, No. 4, 426-443.

5. **Cheung, M.**, Kashyap, V., Phillips, M. (2014). "Increasing Supply Chain Reliability – Shifting Paradigms", *Chemistry Today*, 32(5), 60-62.
6. Marla Philips, **Mee-Shew Cheung**, Vishal Kashyap (2014), "Industry, FDA Still Wary of Supply Chain Security", *PDA Letter*, July/August, 32-34.
7. **Mee-Shew Cheung** , Oliver Rust, Christopher Blocker and Daewoo Park (2014), "Strategic Sensemaking and Value Creation at the Base of the Pyramid in China", *International Journal of Management*, Vol. 3, Issue 2, 14-20.
8. Daewoo Park, Hema A. Krishnan, **Mee-Shew Cheung** (2014), "Managing Supply Chain Projects: Differences between Japanese and American Managers", *International Journal of Management*, Vol. 3, Issue 1, 82-87.
9. **Mee-Shew Cheung** and Megan Belden (2013), "Beyond Business Basics at the Base of the Pyramid – The Perspectives of Multinational Corporations", *Business Management Dynamics*, Vol.3, No. 6, December, 27-32.
10. **Mee-Shew Cheung**, Matthew B. Myers, and John T. Mentzer (2011) "The Value of Relational Learning in Global Buyer-Supplier Exchanges: A Dyadic Perspective and Test of the Pie-Sharing Premise," *Strategic Management Journal*, October, Vol. 32, No. 10, 1061-1082.
11. **Mee-Shew Cheung**, Matthew B. Myers, and John T. Mentzer (2010), "Does Relationship Learning Lead to Relationship Value? A Cross National Supply Chain Investigation," *Journal of Operations Management*, 28, 472-487.
12. Matthew B. Myers and **Mee-Shew Cheung** (2008), "Sharing Global Supply Chain Knowledge", *MIT Sloan Management Review*, Summer, Vol. 49, No. 4, 67-73.
13. **Mee-Shew Cheung** and Matthew B. Myers (2008), "Creating Knowledge Sharing Networks in Global Supply Chains," *International Journal of Management and Decision Making*, Special Issue: Managing Information and Knowledge: Markets, Suppliers, and Customers, Vol. 9, No. 6, 581-599.
14. **Mee-Shew Cheung**, Meral Anitsal and Ismet Anitsal (2007), "Revisiting Word of Mouth Communications: A Cross-National Exploration," *Journal of Marketing Theory & Practice*, Summer, Vol. 15, No. 3, 235-249 (Ranked Top 20 JMTP articles in terms of citation in 10 years)
15. Matthew B. Myers, Cornelia Droge and **Mee-Shew Cheung** (2007), "The Fit of Home to Foreign Market Environment: An Exploratory Study of the Relationship of Congruence to Performance", *Journal of World Business*, 42, 170-183.
16. Mentzer, John T., Matthew B. Myers and **Mee-Shew Cheung** (2004), "Global Market Segmentation for Logistics Services," *Industrial Marketing Management*, 33 (January), 15-20.

WORKING PAPERS

Currently working on topics relating to: good supply practices, harnessing the BOP ecosystem in emerging markets, BOP & the new marketing paradigm.

AWARDS & HONORS

Journal of Marketing Theory & Practice, Top Citations Award, 2015

Xavier University, Faculty Development Leave, Fall 2015

Xavier University, D.J. O’Conor Research Professorship, 2014-2017

Xavier University, D.J. O’Conor Research Fellowship, 2011-2014

Xavier University, D.J. O’Conor Research Fellowship, 2008-2011

Xavier University, Williams College of Business, Merit Faculty Award (for excellence in service, teaching and scholarship), 2017

Xavier University, Williams College of Business, Merit Faculty Award (for excellence in service, teaching and scholarship), 2013

Xavier University, Williams College of Business, Merit Faculty Award (for excellence in service, teaching and scholarship), 2012

Xavier University, Williams College of Business, Merit Faculty Award (for excellence in service, teaching and scholarship), 2011

Xavier University, Williams College of Business, Merit Faculty Award (for excellence in service, teaching and scholarship), 2010

Xavier University, Williams College of Business, Downing Scholarship – 2010-2011

Xavier University, Faculty Development Leave, Fall 2009

Xavier University, Teaching Development Grant, 2009

Xavier University, Intellectual Contributions Development Summer Research Fellowship, 2008

Xavier University Williams College of Business, Dean’s Award for Excellence in Teaching, 2007

Best Teaching Award, Great Wall MBA Program, Oklahoma City University & Tianjin University of Finance & Economics, China, 2006

Academy of International Business, Farmer Dissertation Award Finalist, 2006

The University of Tennessee, College of Business Administration
Graduate Teaching Award Finalist, 2005

American Marketing Association - Sheth Doctoral Consortium Fellow, 2004.

Academy of International Business - Doctoral Consortium Fellow, 2004.

Delta Mu Delta Scholarship, Oklahoma City University, 2000

OCU High Honors Graduate, Oklahoma City University, 2000

TEACHING EXPERIENCE

- | | |
|---------------------|--|
| 2016 Spring | Creighton University – Visiting Faculty for the DBA Program, <i>Marketing Research</i> |
| 2005 Fall – Present | Xavier University – <i>Principles of Marketing, International Marketing, Global Marketing, Marketing Strategy, Doing Business in China, Business in Emerging Economies</i> |
| 2006/2007 Summer | Oklahoma City University/Tianjin University of Finance and Economics – The Great Wall MBA Program – <i>Global Marketing</i> |
| 2001 – 2005 Spring | University of Tennessee – <i>Principles of Marketing, Demand Management, Services Marketing, Integrated Marketing Communication</i> |

PROFESSIONAL AFFILIATIONS & CONTRIBUTIONS

Member of Academy for International Business

Ad Hoc Journal Reviewer

- *Journal of International Business Studies*
- *Journal of International Marketing*
- *MIT Sloan Management Review*
- *International Journal of Production Economics*
- *International Journal of Management in Education*