

He Gao

Department of Management
Broad College of Business
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ACADEMIC POSITION

Michigan State University, Broad College of Business	2016-present
Assistant Professor	

EDUCATION

Arizona State University	2016
Ph.D., Management (Strategy)	
University of Massachusetts, Lowell	2008
M.A., Regional Economic and Social Development (Economics)	
Shanghai International Studies University	2006
B.A., Japanese Language and Literature (Minor: Computer Science)	

DISSERTATION

(Dissertation defended on April 13, 2016)

Abstract: The traditional action-response perspective has largely ignored the role of language in competitive dynamics. In this study, I treat language (i.e., word response) as an alternative way to react to rivals when a firm is attacked, in addition to no reaction and action-based reaction. Word response is a specific and public statement about a focal firm's potential move in reaction to a competitor's word or action attacks. To better understand the underlying mechanisms behind word responses, I aim to answer two broad questions: *under what situations are responders motivated to use words as competitive responses*; and *what kinds of responders are more likely to use words as competitive responses*. Besides incorporating language into the action-response perspective, my dissertation also further integrates the upper-echelons perspective with competitive dynamics research, providing a more realistic and complete understanding of competitive engagement. I test my hypotheses in the consumer electronics industry, in part by using structured content analysis.

Committee: Dr. Albert Cannella, Jr. (Chair), Dr. Tieying Yu, and Dr. Luiz Mesquita.

RESEARCH

Research Interests

My research interests center on competitive dynamics, language, strategic leadership, and entrepreneurship.

Journal Articles

Gao, H., Yu, T., & Cannella, A. A., Jr., 2017. Understanding word responses in competitive dynamics. *Academy of Management Review*.

Gao, H., Yu, T., & Cannella, A. A., Jr., 2016. The use of public language in strategy: a multidisciplinary review and research agenda. *Journal of Management Annual Review Issue*.

Kim, J., **Gao, H.,** Hoetker, G., & Mesquita, L., 2015. Doing well by doing good and saying good. *Academy of Management Proceedings*.

Gao, H., Yu, T., & Cannella, A. A., Jr., 2014. Understanding verbal response in competitive dynamics. *Academy of Management Proceedings*.

Conference Presentations

Gao, H., Wang, D., Cannella, A. A. Jr., & Waldman, D., 2016. “Understanding vision in strategy”, presented at Strategic Management Society Conference, Berlin, Germany, September 17-20, 2016.

Gao, H., Kim, J., Hoetker, G., & Mesquita, L., 2015. “How corporate social responsibility engagement matters in organization: A multilevel test of internal mechanisms”, presented at Strategic Management Society Conference, Denver, Colorado, October 3-6, 2015.

Kim, J., **Gao, H.,** Hoetker, G., & Mesquita, L., 2015. “Doing well by doing good and saying good”, presented at Academy of Management Conference, Vancouver, British Columbia, Canada, August 7-11, 2015.

Gao, H., Yu, T., & Cannella, A. A., Jr., 2014. “Understanding verbal responses in competitive dynamics”, presented at Academy of Management Conference, Philadelphia, PA, August 1-5, 2014.

Woo, H., **Gao, H.,** & Cannella, A. A., Jr., 2011. “Restoring multimarket equilibrium: A 'spheres of influence' perspective on rivals' behaviors after mergers”, presented at Strategic Management Society Conference, Miami, FL, November 6-9, 2011.

Doctoral Workshops

Doctoral Workshop, Strategic Management Society Conference, Denver, CO, October 3, 2015.

BPS Doctoral Consortium, Academy of Management Annual Meeting, Philadelphia, PA, August 1-3, 2014.

TEACHING

Teaching Interests

My teaching interests include strategic management, cross-cultural management and entrepreneurship.

Undergraduate Teaching Experience

Instructor, Business Policy & Strategic Management	Spring 2017
Broad College of Business, Michigan State University	
Instructor, Cross-Cultural Management	Spring 2016
W. P. Carey School of Business, Arizona State University	
Instructor, Cross-Cultural Management	Fall 2015
W. P. Carey School of Business, Arizona State University	
Instructor, Strategic Management	Fall 2014
W. P. Carey School of Business, Arizona State University	
Instructor, Strategic Management	Fall 2013
W. P. Carey School of Business, Arizona State University	

Graduate Teaching Experience

Teaching Assistant, Strategic Leadership (Full-time MBA Core)	Fall 2012
W. P. Carey School of Business, Arizona State University	
Teaching Assistant, Strategic Leadership (Master of Science in Management)	Fall 2012
W. P. Carey School of Business, Arizona State University	

AWARDS

Milton I. Rosenson Fellowship, Tulane University	2010-2012
Solomont Scholarship, University of Massachusetts, Lowell	2008

PROFESSIONAL SERVICES AND MEMBERSHIPS

Conference Reviewer: Academy of Management Annual Meeting
 Memberships: Academy of Management (Divisions BPS, OMT and MOC),
 Strategic Management Society