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| Leeds Beckett UniversityLeeds Business SchoolEconomics, Analytics, and International Business groupThe Rose BowlPortland GateLeeds LS1 3HBUK | Current Job Title**Principal Lecturer in International Business**Tel: (O)+44 (0) 113 812 6204 (M)+44 (0) 7872637442Email: m.leung@leedbeckett.ac.uk |

## Research Interests

My research interests include internationalisation of services sector: retails, finance and technology sector, FDI in emerging markets (Greater China Region in particular), institution environment, learning gain.

**Education**

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| 2007 | **Postgraduate Certificate Higher Education**Leeds Metropolitan University (now Leeds Beckett University) |
| 2004 | **Ph.D. in International Business**University of Leeds |
| 1994 | **MSc. In Fiscal Studies**University of Bath |
| 1993 | **Honours Diploma in International Economic and Political Affairs**Lingnan College (now Lingnan University) |

**Academic Appointments**

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| Feb 2005 - Current | **Leeds Beckett University**Principal Lecturer in International Business |
| Oct 2003 - Sep 2004 | **The University of Reading Business School**One Year Temporary Lecturer in Management |
| Oct 1999 - Nov 2000 | **Open University of Hong Kong**Part-time Tutor on Marketing in the Business School |

**Membership of Professional Affiliation**

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| Aug 2020 | **Professional Development Course For External Examiners,** Advance HE. Register of completers. |
| Since September 2016 | Senior Fellow of the Academy of Higher Education (Ref: PR113523) |
| Since 2014 | Alumni of Aurora program delivered by Leadership Foundation for Higher Education |
| Current | Academy of International Business (AIB) |

**Academic Administrative Responsibilities**

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| **SUBJECT GROUP LEVEL** |
| Aug 2020 - Current | **Postgraduate courses coordinator: Economics, Analytic and International Business** |
| Sep 2013 - Current | **Subject lead** in Academic Quality (approval of external examiner) |
| Sep 2013 – Sep 2015 | **Staff-lead** of Economic and International Business group: managing staff deployment and staff development in teaching and research of 25 full-time and part-time staff |
| Jan 2017 - Sep 2017 | **Subject lead** in Academic Quality and Student Experience |
| Sep 2018 – Aug 2019 | **Ph.D. student coordinator** for Economics, Analytic and International Business subject group |
| **COURSE GROUP LEVEL** |
| Current | **Course leader –** MSc International Banking and Investment |
| Feb 2012 - Current  | **Course leader -** MSc International Trade and Finance joint delivered in China with a local partner. Responsible for course development and overseeing quality assurance. Managing teaching quality, student experience, admission, and maintaining partnership and alumni relationships |
| Sep 2018 - CurrentFeb 2012 - Aug 2014 | **Course leader -** MSc International Trade and Finance  |
| Sept 2019 - Current | **Level tutor (H5) –** BA (Hons) International Business. Main responsibility: support students in order to maintain high rate of student retention, improve progression rates. Carry additional student support in applying study aboard program and work placement. Administrative support to Course Director in managing the course.  |
| Feb 2008 – Feb 2015 | **Course leader** of BA (Hons) Business IPOS (FT/PT) |
| Feb 2008 – Sep 2010 | **Course leader** of BA (Hons) Business and Management (P/T) |
| Sep 2010 – Aug 2011 | **Coordinator** of BA (Hons) Business and Foreign Language (Spain, Germany and Italy) |
| **MODULE GROUP LEVEL** |
| CurrentPrevious | **Module leader:** International Environments of Business (PG), Management of International Business (H6)Global Business Environments (H4), Foundations of International Business (H4) |
| Have taught the following modules  | International Trade Policy and Practice (H5); PG research methods; **E**conomic and Business Strategies (H5); EU Policy and Business (H5);PACE (study skills);  |
| Other current modules  | PG dissertation coordinator (MAITF, China); supervise both PG and UG student dissertation  |
| **STUDENT SUPPPORT**  |
| 2018 - Current | **Academic Advisor** of BA (Hons) International Business |
| Sep 2007 – 2014 | **Personal Tutor** of BA (Hons) International Business |
| Sep 2007 – Aug 2011 | **Personal Tutor** of BA (Hons) Business Studies |
| 2005 – 2006 | **Personal Tutor** Coordinator (School of Human Resources and Economic) |
| 2007 – 2008, 2010 – 2012 | **Placement tutor** |
| 2007 | **Academic Representative** at the University Student Forum (for research students)  |

**External Academic Responsibilities**

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| Current  | **Register for External Examiners,** Advance HE.  |
| 2016 – 2020 | **External Examiner** – University of Buckingham, Business School since September 2016. Examine Strategic and International Business modules for MBA, BSc Business Management programme.*Modules examine: Business Ethics (H5); Global and International Business (H5); International Business (H6); Corporate Strategy and Strategic Management (H6); Research Skills for Business (H6); CSR and Business Ethics (H6); Corporate Strategy & Leadership in Practice (MBA); and MBA dissertation*. |
| Jan 2021 | **External academic advisor** for the Change of Approval by correspondence of the BA (Hons) International Business Management at University of Northampton |
| July 2020 | **External advisor** for Collaborative Institutional Approval Event – partnership in Nepal. Course validation of the BA (Hons) Business Administration (extended); Periodic Course Review of the BA (Hons) Business Administration (international business and pathway); Periodic Course Review of the MBA; Course Validation MBA (Global) at London Metropolitan University, 2020. |
| April 2020 | **External examiner** for Validation of the BA International Business at University of Northampton, 2020. |
| Oct, 2019 | **External assessor** for Re-approval event of MSc International Business Management, at Manchester Metropolitan University, 2019. |
| July, 2019  | **External examiner** for Validation of the BA Commerce & International Business Top-up programme, at University of Northampton, 2019.  |

**University/ School Committee and Panel Member**

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| Feb 2020 – present  | **Employability Working Group (Leeds Business School) – member**  |
| 2015 – 2018 | **Faculty Collaborations & Partnerships Oversight Group – member**Make recommendations of quality issues on off-shore UG/PG delivery |
| July 2016 | **Vocational Certificate in Coroners Law & Administration Approval event**Internal Faculty Panel Member |
| 2015-2016 | **MSc Management and International Business course development team** Course development team member for course approval event |
| 2013-2014 | **MA International Business course development team member** |
| 2013- 2014 | **MA International Trade and Finance (off-shore) validation panel member**Prepare validation documents and present in validation event at overseas partner intuition |
| Sep 2012 - Current | **MSc International Trade and Finance & MA International Business course development team leader** |
| Sep 2011 – current  | **BA (Hons) International Business course development team member** |
| April 2014 | **QAA review –overseas partner – support team member**To prepare documents for the visit of QAA Review team  |
| Current | **PhD Progression board Chair & panel member** |
| Current | **DBA Internal examiner** |
| Current | **Ph.D. examination chair** |

**Other Tracking Activities**

Overseas Teaching Undertaken in Hong Kong 2007-2012; module link of IB modules deliver in India.

Research responsibility**:** Supervise dissertations at undergraduate and post-graduate level, and Ph.D.

**External Research Position and Responsibilities**

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| 2020 | **Academic Lead #WECAN - Women Empowered through Coaching And Networking. Part funded by the European Social Fund 2021-2023.**  |
| 2020 - Present | **Editorial Collective – Women, Economics and The Labour Relations Series**[https://books.emeraldinsight.com/page/series-detail/women-economics-and-the-labour-relations/](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fbooks.emeraldinsight.com%2Fpage%2Fseries-detail%2Fwomen-economics-and-the-labour-relations%2F&data=04%7C01%7CM.Leung%40leedsbeckett.ac.uk%7Cfef20fd26d4242e7c8a908d8cc68b3d1%7Cd79a81124fbe417aa112cd0fb490d85c%7C0%7C0%7C637484097347715815%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=r9QteV0FQCFuuv0ZVV8CBzdVk0mJlSZjKEVAm4DgO6E%3D&reserved=0) |
| 2009 | **Leeds Met New Researcher Journal of Methodologies**Reviewer |
| 2009 | **Annual conference of Academy of Marketing, Leeds, UK**Act as Co-chair for the Asia Pacific Marketing track |
| 2006 - Present | **Conference Paper Referee**Euromed Academy of Business Conference, 12th.annual 2019. EIBA (European International Business Academy) Annual Conference, Catania, Italy 2007AIB (Academy of International Business) Annual Conference, Indianapolis, USA 2007, Online 2021EAMSA (Euro-Asia Management Studies Association) Annual Conference, Seoul, Republic of Korea 2006AIB UK Annual Conference, Manchester, 2006British Academy of Management, 2020 |
| Jan 2007- Sept 2007 | **Visiting Research Fellow** at Centre for International Business, Leeds University Business School, University of Leeds |

**Recent Grants and Achievements**

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| June 2016 | Award a Faculty Fellowship, USD400 to attend the Faculty Development in International Business: Globalization Workshops, 2-5 June 2016, Centre for International Business Education and Research, Georgia State University, USA. |
| June 2014 | Nominated and sponsored by the Faculty of Business and Law for the Aurora Female Leadership Programme organised by Leadership Foundation for Higher Education, which I successfully completed. |
| May 2013 | Received the Golden Robes certificate for Motivator of the Year and Course Leader of the Year by the Students’ Union, in recognition of my contribution to students’ experience at Leeds Metropolitan University (now Leeds Beckett University). |
| April 2012 | On a competitive basis awarded funding by EU Lifelong Learning Programme/Erasmus Programme for a teaching placement/mobility. Visited the School of Business and Economics, Univer Sidad CEU San Pablo, Madrid in Spain from 15/04/2012 to 20/04/2012. Main activities included teaching final year economic business students on China trade and investment and a social and cultural event to enhance the institutional relationship and foster future research opportunities.  |
| March 2006 | Funded by HEFCE (Higher Education Funding Council for England) under the Promising Researcher Fellowship Scheme, a £15,000 Promising Research Fellowship was awarded by the Leeds Metropolitan University (now Leeds Beckett University). |
| June 2005 | £500 Overseas Conference Grants was awarded by the British Academy (Grant No.: OCG-41343) to support the attendance of AIB annual conference in Quebec City, Canada. |
| 2004 | A bursary of £850 for research training was awarded by the ESRC |
| 2001 | Awarded a scholarship of £7,750 by the Sino-British Fellowship Trust. |
| 2001 | An invited speaker for an expert panel section chaired by Professor Frederic Jallat of ESCP-EAP on “International Marketing Strategies in a Global Environment” at the 27th Annual Conference of the European International Business Academy, ESCP-EAP, Paris, France, Dec 2001. |
| 1997 | A research visitor at the David C Lam Institute for East-West Studies at Hong Kong Baptist University during January–February 1997 & September–November 2000. |
| 1996 | Award a grant HK$60,000 by the UK/Hong Kong Joint Research Scheme of the British Council and the Research Grants Council of Hong Kong (JRS/96-97/07) to conduct a research project with the title. ‘The Prospects for Liberalisation and Foreign Investment in the Telecommunications Services Market in China: A Comparative Study of the UK and Hong Kong Experience’. This application was submitted with my supervisor Professor Jeremy Clegg and Dr. Joseph Fung of the University of Leeds and Hong Kong Baptist University. |

**Recent Publications**

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| Refereed Journals | US Trade Deficit, a Reality Check: New Evidence Incorporating Asymmetric and Nonlinear Effects of Exchange Rate Dynamics’ The World Economy, 2020, Vol. 44, Iss. 3, pp. 818-836. (with Ali Muhammad Nasir) [**https://doi.org/10.1111/twec.12986**](https://doi.org/10.1111/twec.12986)‘Understanding the motives for SMEs entry choice of international entry mode’, Marketing Intelligence & Planning, 2012, Vol. 30, Iss. 7, pp. 717-739. (with Shaista Nisar, Agyenim Boateng and Junjie Wu)‘European Multinational Activity in Telecommunications Services in the People’s Republic ofChina: Firm Strategy and Government Policy’, Management International Review, 36,Special Issue 1/96, pp. 111-37. (With Jeremy Clegg and Syed Kamall) |
| Conference Paper (\*\* refereed) | ‘Product innovation and firm performance of African firms’, a paper submitted to the 35th British Academy of Management, online, UK, 31st August – 3rd September, 2021.‘Government Initiatives in Attracting FDI – A Study on Least Developed Countries’, a paper submitted to the Academy for Global Business Advancement’s 15th World Congress, Bangkok, Thailand, 2-4th July, 2018, (with Waheed Lutfuzzaman, Paul Jones, and Samira Rahman)‘Dual Nationality with Dual Obligations: A Review of Quality Assurance in Transnational Education Provision’, a paper submitted to The Sino-British College, USST 10th Anniversary Conference and Inaugural Annual Conference, SBC Campus, Shanghai, China 27th-28th October, 2016. ‘Why culture matters: the significance of Guanxi in an economic and business context?’, a paper submitted to the 2014 Chinese Economic Association Annual Conference, University of Gothenburg, Gothenburg, Sweden, 1st-2nd September 2014, (With Jamie Morgan)‘An investigation of the internationalization of British education in Hong Kong: A case study from a University in North England’, a paper submitted to the 24th British Academy of Management, University of Sheffield, Sheffield, UK, 14th -16th September, 2010, (With Niki Kyriakidou, Crystal Zhang)‘The Great British ‘Education Takeaway’: A case study on transnational education in Hong Kong’, a poster submitted to the Going Global 4 conference, British Council, London, 25-16th March 2010 (with Niki Kyriakidou, Crystal Zhang)‘An investigation of the impact of British education on Hong Kong international students’ employability and career development: A case study from a University in North England.’, a paper submitted to the 10th International Conference on Human Resource Development Research and Practice across Europe, Northumbria University, Newcastle, UK, 10-12th June 2009 (With Niki Kyriakidou, Crystal Zhang)‘Foreign Market Servicing Strategy of International Telecommunications Operators in China - from a resource-based view perspective’ (2008) a paper submitted to the Annual Conference, AIB, University Bocconi, Milan, Italy, 30 June-3 July 2008 (With Malcolm Chapman and Jeremy Clegg)\*\*‘Foreign Market Servicing Strategy of International Telecommunications Operators in China - from a resource-based view perspective’ (2008) a paper submitted to the Annual Conference, AIB-UKI, University of Portsmouth, Portsmouth, UK, March 2008 (With Malcolm Chapman and Jeremy Clegg)\*\*‘International management of International Corporate Social Responsibility’ (2007) a paper submitted to the Annual Conference, European International Business Academy (EIBA), University of Catania, Catania, Italy, December 2007\*\*‘The Foreign Market Servicing Strategy of International Telecommunications Operators in China’ (2007) a paper submitted to the 24th Annual Conference, Euro-Asia Management Studies Association (EAMSA), University of Leeds, Leeds, UK, November 2007 (With Malcolm Chapman and Jeremy Clegg)\*\*‘Global Corporate Social Responsibility – Repent from Sin or Stung by Conscience’ (2006) a paper submitted to the 33rd Annual Conference, UK Chapter of the Academy of International Business, University of Manchester, England, UK, April 2006 (With Simon Robinson)\*\*‘Perfect match in an imperfect market environment: an investigation of political strategy of international telecommunications operators in China’, (2005) to the AIB 2005, Quebec City, Montreal, Canada, July 2005. \*\*‘Prevention is better than cure. Does pre-entry strategy matter? — An Exploratory Study of Foreign Telecommunications Operators in China’, (2004) to the 21st Annual Conference Euro-Asia Management Studies Association (EAMSA), Hong Kong, November 2004 (With Jeremy Clegg)\*\*‘Dig your well before you thirst — Pre-entry Strategy of Foreign Telecommunications Operators in China’, (2004) to the AIB 2004, Stockholm, Sweden, July 2004. (With Malcolm Chapman and Jeremy Clegg) \*\*‘Dig your well before you thirst — Pre-entry Strategy of Foreign Telecommunications Operators in China’, (2004) to the 31st Annual Conference, UK Chapter of the Academy of International Business, University of Ulster, Northern Ireland, UK, April 2004. (With Malcolm Chapman and Jeremy Clegg) \*\*‘Strategies for Closed Markets: Camping at the Gates — Foreign Telecoms Operators and China’, (2003) to the AIB 2003, Monterey, California, USA, July 2003. (With Malcolm Chapman and Jeremy Clegg) \*\*‘Monks from Far Away: International firms in China’, (2002) to the 29th Annual Conference, UK Chapter of the Academy of International Business, University of Central Lancashire, Preston, UK, April 2002. (With Malcolm Chapman and Jeremy Clegg) \*\*‘Monks from Far Away: European Firms in China’, (2002) to the 17th LVMH Conference, INSEAD, Fontainebleau, France, February 2002. (With Malcolm Chapman and Jeremy Clegg)‘Strategies for Closed Markets: Camping at the Gates — Foreign Telecoms Operators and China’, (2002) presented at the International Business and Economy Conference 2002, San Francisco State University, San Francisco, USA, January 2002. (With Malcolm Chapman and Jeremy Clegg) \*\*‘Strategies for Closed Markets: Camping at the Gates — Foreign Telecoms Operators and China’, (2001) to the 27th Annual Conference of the European International Business Academy, EIBA, ESCP-EAP, Paris, France, December 2001. (With Malcolm Chapman and Jeremy Clegg) \*\*‘The Activities of Telecommunications Multinationals in the People’s Republic of China: Firm Strategy, Cross-cultural management and Government Policy’, (1996) to the Conference on Cross-cultural Management in China, Hong Kong Baptist University, August 1996. (With Jeremy Clegg, Syed Kamall and Hui Tan)‘European Telecommunications Multinationals’ Strategy in the People’s Republic of China’, (1996) to the World Conference on Globalisation and Regionalisation of Trade and Investment, Colloque en Sorbonne, held at the Université de Paris-I, Pantheon-Sorbonne, France, May 1996. (With Jeremy Clegg and Syed Kamall)'European Multinational Entry Strategy in Telecommunications Services in the People’s Republic of China' (1996) to the Second Conference of the Europe Asia — European Union Business Research Group, held at the Management Centre, King's College, London, UK, April 1996. (With Jeremy Clegg and Syed Kamall)'Foreign Investment Strategy in a High-Technology Industry — a Case Study of the Chinese Telecommunications Industry' (1996) paper presented at the Annual Conference UK Chapter of the Academy of International Business, Aston University, Birmingham, UK, March 1996. (With Jeremy Clegg and Syed Kamall) ‘European Multinational Activity in Telecommunications Services in the People’s Republic of China: Firm Strategy and Government Policy’, (1995) to the 12th Annual Conference of the Euro-Asia Management Studies Association, SDA Bocconi Business School, Bocconi University, Milan, November 1995. (With Jeremy Clegg and Syed Kamall)‘Telecoms Market in China', (1995) a doctoral presentation at the UK Chapter of AIB Annual Conference, University of Bradford, April 1995, UK. |
| Consultant Reports | Overview of China’s e-Commerce Market in Retail Business Globalisation Annual Report: Current and Future Trends in Global Online Retail, 26th April 2018, The Retail Institute, Leeds Beckett University. Exploring the Retail Landscape in Africa Client: Mattel Inc, September 2017, The Retail Institute, Leeds Beckett University (with Professor Nath Prithwiraj and Brendan Emmerson). |
| Reports | ‘The Prospects for Liberalisation and Foreign Investment in the Telecommunications Services Market in China: A Comparative Study of the UK and Hong Kong Experience’ (2002) Final report for the UK/Hong Kong Joint Research Scheme of the British Council and the Research Grants Council of Hong Kong (JRS/96-97/07), 2002. (with Jeremy Clegg & Joseph Fung)‘European Multinational Activity in Telecommunications Services in the People’s Republic of China: Firm Strategy and Government Policy’, Occasional paper, European Research Institute, University of Bath, (1996). (with Jeremy Clegg & Syed Kamall) |

**Supervised the following PG & UG dissertations topics**

Media and Entertainment industry competitiveness, knowledge management between HQ and subsidiary, internationalization strategy of SMEs in China, FDI impacts on economic, technology and environmental development in India, FDI and job creation in India retail industry, technology transfer and product quality in automotive international joint venture in China, cross-cultural communication and training, exploring the influence of the belt and road initiative on economic growth, Brexit influence on SMEs internationalization strategy a study of Fintech industry.

**Current and past PhD students**

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| --- | --- |
| 2020 | Exploring Organisational Capacity for Change: An Empirical Analysis of the Dubai Government. Dr. Maryam Mubarak Alserkal |
|  | Host country government role in attracting FDI – a LDC perspective. Waheed Lutfuzzaaman |
| 2019 | Determinants of Russian cross-border merger and acquisition: the role of institutions. Dr. Hazem Heswani |
| 2019 | Examining the impact of self-identity and national identity on consumer behaviour within the United Arab Emirates. Dr. Mubarak Harbi Alkheyeli |
| 2014 | Optimising Business Relationships between Europe and China – A Case study in the Chinese Ventilation Markets. Dr. Sally Chao |
| 2012 | Foreign market entry modes and performance: empirical evidence from Norway. Dr. Shaista Nisar |

**Staff Development Training**

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| July 2020 | Online Professional Development Course For External Examiners, 10 June – 19 July, 2020, Advance HE. In Advance HE register of completers.  |
| July 2020 | Attend Annual Academy of International Business Teaching & Education Professional Development Workshop, July 1 – 3, 2020, at 2020 Academy of International Business online.  |
| April 2018 | Attend International Business Pedagogy Workshop, hosted by LUBS International Business Leeds and Georgia State University CIBER, 9-10 April 2018 at University of Leeds, UK |
| June 2016 | Attend Faculty Development in International Business: Globalization Workshops, 2-5 June 2016, Centre for International Business Education and Research, Georgia State University, USA. Awarded a Faculty Fellowship to attend the workshop. |
| March 2016 | 18 March 2016, funded by the Leeds Business School, participate the UK-China Workshop on Quality Assurance in Beijing during the 2016 UK-China Education Policy Week organised by British Council. |
| July 2015 | Attended and completed the training in Integrated Mixed Methods Research: QCA as part of the methods@manchester Summer School at The University of Manchester 6-10 July 2015. |

**Skills**

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| Language | Mandarin (working level), Cantonese (native) and English (proficiency) |
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