

Daisy Bei HE (何贝)

Singapore Management University

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EDUCATION

Singapore Management University, Lee Kong Chian School of Business

Ph.D. in Strategy & Entrepreneurship

2026

Committee: Ilya Cuypers (chair), Daphne Yiu, Liang Chen

Dissertation: Essays on Decision-making Under Information Complexity?

Waseda University, Waseda Business School

M.S. in International Business and Management

2021

Advisor: Jesper Edman

Honor: Recipient of Azusa Ono Memorial Scholarship

South Central Minzu University, School of Economics

B.A. in Economics

2012

Honor: Recipient of Professional First-class Scholarship (top 1% student at school level)

RESEARCH INTERESTS

Strategy, International Business, CSR/ESG, Information Economics, Nationalism, Emerging Markets, Mergers and Acquisitions.

PUBLICATIONS

[1] Yang, X., He, B., Wang, L., Yu, M., & Zhu, F. (2021). Enabling projects for strategic implementation: Role of designated project manager in CEO-TMT interface during project front-end investment decisions. *International Journal of Project Management*, 39(6), 620-632. [*Publication before PhD*]

WORKING PAPERS

[2] Bei He & Ilya Cuypers, "Signal hierarchy in cross-border acquisitions: The impact of CSR information cues on acquisition premiums"

- Dissertation Essay 1
- In preparation for submission to JWB

[3] Bei He & Ilya Cuypers, "ESG Rating divergence and firm value"

- Dissertation Essay 2
- In preparation for submission (Target SMJ)

[4] Jesper Edman, Junichi Yamanoi, & **Bei He**, “Nationalism, entry mode, and foreign subsidiaries’ survival”

- Manuscript writing

WORK IN PROGRESS

[5] **Bei He** & Jesper Edman, “Loud at home, quiet abroad: How firms navigate dual nationalism in cross-border acquisitions?”

- Manuscript writing

[6] “Counteract undesirable signals in money laundering scandal”.

- Data collection

[7] “Environmental policy and MNEs’ FDI location choice”, with Liang Chen, Data collection.

[8] “Political CSR across arenas: Managing home- and host-country political pressures”, with Daphne Yiu, Idea generation.

TEACHING CASE

Kotha, R., Appasamy, L., Joshi, H., & He, B. (2024). Safe in India: Casting light on the dark side of workers’ safety in the automotive industry. *Singapore Management University, Teaching Case ID: SMU-23-0031*.

CONFERENCE PRESENTATIONS

“Making Sense of Mixed Signals: CSR Signal Incongruence, Investor Search, and Firm Valuation”

- Academy of Management (AOM) Annual Meeting, Pennsylvania, July 2026
- Strategic Management Society (SMS) Annual Conference, Berlin, October 2026

“Signal hierarchy in cross-border acquisitions: The impact of CSR information cues on acquisition premiums”

- Academy of Management (AOM) Annual Meeting, Copenhagen, July 2025
- International Association for Chinese Management Research (IACMR), Xi’an, June 2025

“Catch You or Protect You? Regulator’s Common Risk in Anti-money Laundering”

- Strategic Management Society (SMS) Annual Conference, Istanbul, October 2024

“Nationalism, Entry Mode and Foreign Subsidiary Survival”

- Academy of Management (AOM) Annual Conference, Boston, August 2023

“Entry Mode Still Matters: A Replication and Extension of Shaver’s (1998) Endogeneity Thesis”

- Academy of Management (AOM) Annual Conference, Virtual, August 2020

INVITED CONSORTIA/WORKSHOPS

- STR Doctoral and Dissertation Consortium hosted by AOM STR division. Accepted to attend, July 2025. Mentors: Anne Jacqueminet and Arzi Adbi.
- Professional Development Workshop & Annual Symposium hosted by The Oxford University Centre for Corporate Reputation. Invited to attend, August 2024. Mentors: Tim Pollock, Scott Graffin, and Daniel L. Gamache.
- “Come with an idea, leave with a paper.” Research Atelier sponsored by SMS, Global Strategy IG, and GSJ, May 2024. Invited to attend. Mentors: Asli Arikan, Alvaro Cuervo Cazorra, Ram Mudambi, and Elizabeth Rose.
- BizGov Research Workshop in ESSEC Business School. As discussant, March 2024.

AWARDS & GRANTS

• ASEAN Business Research Initiative Grant 8,000 SGD	2022
• Singapore Management University Ph.D. Fellowship	2021
• Azusa Ono Memorial Scholarship	2019
• Professional First-class Scholarship	2012
• National Scholarship, Ministry of Education, China	2010

TEACHING EXPERIENCE

Teaching Assistant – Singapore Management University

2025	International Business, Master’s course (Prof. Liang Chen)
2024	Strategic Management, MBA course (Prof. Ilya Cuypers)
2024	International Business, Undergraduate core course (Prof. Daphne Yiu)
2023	Business Research, DBA course (Prof. Roy Chua)
2023	Strategy, Undergraduate core course (Prof. Liang Chen)

SERVICE

- Emergency Reviewer for the Academy of Management’s (AOM) International Management Divisions
- Emergency Reviewer for the Academy of International Business’s (AIB) Knowledge and Innovation Track
- Ad hoc reviewer for the Academy of Management (AOM) Annual Conference

- Ad hoc reviewer for the Strategy of Management Society (SMS) Annual Conference
- Ad hoc reviewer for the Academy of International Business Annual (AIB) Conference

INDUSTRY EXPERIENCE

Media Group (Fortune Global 500 home appliance manufacturer), Guangdong, China
Overseas Sales Manager, Eastern Europe. 2012-2018

UNIQLO (Fast Retailing Co., Ltd.), Tokyo, Japan
Retail Operations & Customer Experience Associate (Part-time) 2019-2020

SKILL & LANGUAGE

Software: Stata, Python, Atlas.ti (for qualitative analysis)
Language: Mandarin (Native); English; Japanese (JLPT-N1).

REFERENCES

Ilya Cuypers

Lee Kong Chian Professor of Strategy & Entrepreneurship
Associate Editor at Global Strategy Journal
Former Associate Editor at Academy of Management Journal (2019-2022)
Lee Kong Chian School of Business
Singapore Management University
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Daphne Yiu

Lee Kong Chian Professor of Strategy & Entrepreneurship
Area Editor at Journal of International Business Studies (Incoming)
Former Associate Editor at Academy of Management Journal (2020-2022)
Lee Kong Chian School of Business
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Liang Chen

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