

Si (Coco) Cheng

Copenhagen Business School – Solbjerg Pl. 3, 2000 Frederiksberg, Copenhagen – Denmark
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ACADEMIC AFFILIATION

Sept 2024 – present **Copenhagen Business School (CBS)**
Assistant Professor
Department of Strategy and Innovation

EDUCATION

Sept 2018 – June 2024 **ESSEC Business School, France**
PhD in Management
Committee: Srividya Jandhyala (ESSEC), Raffaele Conti (ESSEC), Heather Berry (Georgetown)

Sept 2016 – Sept 2017 **University of Edinburgh, UK**
MSc International Business and Emerging Markets

Aug 2012 – June 2016 **Sichuan International Studies University, China**
BBA International Economy and Trade

RESEARCH INTERESTS

Global strategy, non-market strategy, corporate political activities, international business, international institutions

WORKING PAPERS

Cheng, S., and Jandhyala, S. *International institutions and firms' perception of the investment climate: Evidence from the international investment regime.*

- The Best Proposal Award in Stakeholder Strategy IG at SMS Annual Conference London 2022
- The Best Paper in International Business and Policy Award Finalist (IM Division) at AoM Annual Conference Seattle 2022
- Nomination for the Best PhD Paper Prize at SMS Annual Conference London 2022

Cheng, S., Conti, R., and Jandhyala, S. *How do multinational firms respond to country positioning in the new world order? Evidence from the effect of country membership in the Asian Infrastructure Investment Bank on foreign direct investment.*

Cheng, S., and Jandhyala, S. *Policing the world? Effect of U.S. Anti-Corruption Enforcement Actions on Non-Targeted Firms.*

WORKS IN PROGRESS

Cheng, S., and Jandhyala, S. *Strategic determinants of investor-state dispute settlement.*

- Nomination for the Best PhD Paper Prize at SMS Annual Conference 2020

Cheng, S. *Managing corruption demands: Can foreign firms arm themselves with home-country regulation.*

ACADEMIC HONORS

Awards

2022 The Best Proposal Award in Stakeholder Strategy IG at SMS Annual Conference London 2022

- 2022 Nomination for the Best PhD Paper Prize at SMS Annual Conference London 2022
- 2022 The Best Paper in International Business and Policy Award Finalist (IM Division) at AoM Annual Conference Seattle 2022
- 2020 Nomination for the Best PhD Paper Prize at SMS Annual Conference 2020
- Scholarships**
- 2018 – 2023 Doctoral scholarship, ESSEC Business School
- 2021 – 2022 Travel fellowship, ESSEC Business School

INVITED CONFERENCES & CONSORTIA

Policing the world? Effect of U.S. Anti-Corruption Enforcement Actions on Non-Targeted Firms.

- AOM, Boston, US, August 2023
- Non-Market Strategy Research Community Doctoral Conference, Virtual, May 2023
- ESSEC Management Ph.D. Bootcamp, by ESSEC Business School, May 2023
- Graduate Students in International Political Economy (GSIPE) Workshop, Virtual, May 2023

International institutions and firms' perception of the investment climate: Evidence from the international investment regime.

- SEI Doctoral Consortium, Rotterdam, Netherlands, October 2022
- SMS, London, UK, September 2022
- AOM, Seattle, US, August 2022
- EGOS, Vienna, Austria, July 2022
- Strategy Science Conference, New York, US, June 2022
- Non-Market Strategy Research Community Doctoral Conference, Virtual, May 2022
- The Nexus of Business and Government Workshop, Virtual, March 2022
- 15th Chamonix Ph.D. Seminar in Management, by EMLyon, March 2022

Strategic determinants of investor-state dispute settlement.

- IM Division Doctoral Consortium at AOM, Virtual, August 2021
- Non-Market Strategy Research Community Doctoral Conference, Virtual, May 2021
- Strategy Science Doctoral Workshop, Virtual, April 2021
- SMS, Virtual, October 2020
- OMT Division Doctoral Consortium at AOM, Virtual, August 2020

DISCUSSED CONFERENCE SESSIONS

Research Workshop on the Nexus of Business and Government in the Global Economy, Singapore, March 2024

TEACHING EXPERIENCE

Copenhagen Business School:

External Growth Strategies, Masters CM, 2024

Strategy in a Service Perspective, Bachelors SEM, 2024

ESSEC Business School:

Strategy and Management, Master in Management, 2023

PROFESSIONAL MEMBERSHIPS & SERVICE

Reviewer for Academy of Management Annual Meetings (2019 – Present)

Member of Academy of Management (2019 – Present); Strategic Management Society (2020 – Present)

PRACTITIONER EXPERIENCE

- July 2017 – Sept 2017 Asia Scotland Institute, Edinburgh, UK
Intern
Invited speakers who are experts in the economic and political relationships between China and the UK; organized seminars and conferences
- Jan 2017 – Mar 2017 IceRobotics, Edinburgh, UK
Analysed the new market entry; Designed entry strategies for the Chinese market
- Mar 2016 – May 2016 China Academy of Telecommunication Research, Chongqing, China
Intern, Internet Development Department
Conducted a large-scale survey of all Internet companies in the Chongqing city; analysed the Internet industry

SKILLS & INTERESTS

Languages: Chinese (native), English (fluent), French (basic)
Programming: Python, Stata