

---

---

# Yundong Huang, Ph.D.

## Assistant Professor of Management

*The Bill Munday School of Business  
St. Edward's University*

326 Trustee Hall  
(512) 448-8608

yhuang2@stedwards.edu  
www.yundong-huang.com

**Research interests:** international management; cross-cultural organizational behavior; risk analysis

## Education

---

**Ph.D. – Texas A&M International University, Texas, USA (December 2014)**

*AACSB (Association to Advance Collegiate Schools of Business) Accredited*

International Business with concentration in Management

**MBA – Texas A&M International University, Texas, USA (August 2009)**

*AACSB (Association to Advance Collegiate Schools of Business) Accredited*

MBA with concentration in Management

**Bachelor of Arts – Shanghai Jiao Tong University, Shanghai, China (July, 2008)**

English (Finance & Business)

## Professional Organization Membership

---

Academy of Management (AOM)

Academy of International Business (AIB)

Editorial Board of Journal of Risk analysis and Crisis Response (JRACR)

Society of Risk Analysis –China (SRA-China)

Academy of Business Research (ABR)

## Peer-reviewed Journal Articles and Book Chapters

---

Huang, Y. (2018). Motivation Exchange Rate: The Real Value of Incentives. *Journal of Management Development*, 37(4), 353-362.

Huang, Y., & Huang, J. (2018). Competitiveness as a Broad Concept: Definitions, Methodologies within Three Industry Context. *International Journal of Management Concepts and Philosophy*, 11(2), 172-189.

Huang, Y. (2018). Dynamic Social Judgment Scheme (DSJS) with Information Lag: An Agent Based Model. *Journal of Management and Marketing Research*, 22, 1-12.

- 
- Huang, C., & Huang, Y. (2018). An information diffusion technique to assess integrated hazard risks. *Environmental research*, 161, 104-113.
- Huang, Y. (2016). Monetary Rewards and Job Satisfaction: A Comparison between the US and China. *Journal of Management Research*, 8 (3), 1-14.
- Huang, Y. (2016). Global Consumer Culture Positioning (GCCP): Reviews and Conceptual Framework. *Journal of International Business Research*, 15(1), 56-62.
- Huang, Y. (2015) Impact of Intrinsic Motivation on Organizational Commitment: Empirical Evidences from China. *International Business and Management*, 11(3), 31-44.
- Bakay, A., Huang J., & Huang, Y. (2014). Group Decision Making Processes and Group Decision Quality: Moderation of Mutual Interest. *International Journal of Management and Decision Making*, 13(4), 335-355.
- Huang, Y., Smith, M., & Durr, D.W. (2013). A Weighted Mean Model for Operational Risk Assessment. *Journal of Law and Financial Management*, 12(1), 10-17.
- Huang, Y. (2011). Strategic Risk for Enterprise in Highly Unpredictable Environment: An Experimental Random Selection Model. *Human & Ecological Risk Assessment*, 17(3), 688-699.
- Smith, M., Huang, Y., Limaye A., & Okafor, C. (2011). Accounting, IFRS, and Capital Markets in India, Singapore, and South Africa. *Internal Auditing*, 26(4), 32-37.
- Huang, Y. (2009). Evolutionary Risk Analysis Based on Modeling Enterprise in Random Selection. In C. Huang & J. B. Weiner (Eds.), *New Perspectives on Risk Analysis and Crisis Response* (655-660). Paris: Atlantis Press.
- Huang, Y. (2008). A Naive Uncertainty Model for Measuring Operational Risks Faced By Financial Institutions. *Stochastic Environmental Research and Risk Assessment*, 23(4), 507-516.
- Huang, Y. (2007). An Approach to Estimating Operational Risk in the Financial Industry. In C. Huang, C. Frey, & J. Feng (Eds.), *Advances in Studies on Risk Analysis and Crisis Response* (489-499). Paris: Atlantis Press.

## Conference Proceedings & Presentations

---

- Huang, Y. (2017). Uncertainty on Work Motivation: A Source of Operational Risk. *Proceedings of 2017 Midwest Academy of Management Annual Conference* (pp.111). Chicago, IL.
- Huang, Y. (2016). The Different Reaction of Energy Stock on Carbon Market: Does EU ETS Provide Enough Incentive for Clean Energy Investment? *Proceedings of 2016 Academy of Business Research Fall Conference* (pp. 37). Atlantic City, NJ.

---

Bakay, A., Huang, J., & Huang, Y. (2013). Group Decision Making Process and Group Decision Quality: A Structural Equation Modeling. *Proceedings of Allied Academies' Spring International Conference* (pp. 335-355). New Orleans, LA.

Huang, Y., & Huang, J. (2012). The Impact of Economic Freedom on FDI in China: A Gravity Approach. *Proceedings of 2012 Decision Science Institute Annual Conference* (pp. 83101-83108). San Francisco, CA.

Huang, Y. (2012). The Influence of Corruption on International Trade Flow: A Study on China-ASEAN Free Trade Area. *Proceedings of 2012 Western Hemispheric Trade Conference* (pp. 241-248). Laredo, TX.

## Manuscripts

---

Huang, Y. (2018). Work Motivation and Operational Risk Assessment: A New Direction for Organizational Behavior Studies. *International Journal of Risk Assessment and Management*, under review.

## Dissertation

---

Huang, Y. (2014). How Intrinsic Motivation and Extrinsic Motivation Affect Organizational Commitment and Job Satisfaction: A Cross-Cultural Study in the United States and China (Doctoral Dissertation).

*Committee: Milton Mayfield (chair), Jacqueline Mayfield, Ned Kock, Runchang Lin*

## Teaching Experience & IASystem Evaluation 1.0 (low) to 5.0 (high)

---

- Seminar in International Management, 2018, Murray State University. (4.8/5.0)
- Fundamentals of Management, 2018, Murray State University. (4.1/5.0)
- Organizational Behavior, 2018, Murray State University. (N/A for Summer Semester)
- Seminar in International Management, 2017, Murray State University. (4.6/5.0)
- International Management, 2017, Murray State University. (4.5/5.0)
- Organizational Behavior, 2017, Murray State University. (N/A for Summer Semester)
- Fundamentals of Management, 2017, Murray State University. (4.1/5.0)
- Organizational Behavior, 2016, Murray State University. (N/A for Summer Semester)
- Seminar in International Management, 2016, Murray State University. (4.8/5.0)
- Fundamentals of Management, 2016, Murray State University. (4.2/5.0)
- International Management, 2016, Murray State University. (N/A for Winter Semester)
- International Management, 2015, Murray State University. (4.5/5.0)
- Organizational Behavior, 2015, Murray State University. (4.7/5.0)

- 
- Fundamentals of Management, 2015, Murray State University. (4.5/5.0)
  - International Management, 2014, Murray State University. (4.0/5.0)
  - Fundamentals of Management, 2014, Murray State University. (4.1/5.0)
  - Principles of management & Organizational Behavior, 2013, Texas A&M International University. (N/A for Summer Semester)
  - Industrial Relations, 2013, Texas A&M International University. (4.5/5.0)

## Academic Services

---

Paper Reviewer, Academy of Management Annual Meeting 2018, International Management (IM) Division.

Paper Reviewer, 2018, Journal of Management Development

Faculty Development Committee, Chair, 2015~2019, Arthur J. Bauernfeind College of Business, Murray State University.

Southern Association of Colleges and Schools (SACS) Assessment Advisor for Management Division, 2017~2019, Arthur J. Bauernfeind College of Business, Murray State University.

Academic advisor for undergraduate student, 2015-2018, Murray State University.

Faculty Advisor for Management Marketing & Business Administration Student's Club, 2018, Murray State University.

Faculty Searching Committee, 2018, Arthur J. Bauernfeind College of Business, Murray State University.

Paper Reviewer, Academy of Management Annual Meeting 2017, Organizational Behavior (OB) Division, International Management (IM) Division.

Textbook Reviewer, Mollica, C. & Mollica, C.P. (2016). Principles of Management, Chapter 6: Organizational Structure & Chapter 11: Motivation. NY: Pearson Education.

Paper Reviewer, Academy of Management Annual Meeting 2016, Organizational Behavior (OB) Division, International Management (IM) Division.

Paper Reviewer, Academy of Management Annual Meeting 2015, Organizational Behavior (OB) Division, International Management (IM) Division.

Paper reviewer, 2014-2018. Journal of Risk analysis and Crisis Response (JRACR).

Program committee member, 2015, 5th International Conference on Risk Analysis and Crisis Response.

---

---

Paper Reviewer, Academy of Management Annual Meeting 2014, Organizational Behavior (OB) Division, International Management (IM) Division.

Paper Reviewer, Academy of Management Annual Meeting 2013, Organizational Behavior (OB) Division, International Management (IM) Division.

Paper reviewer, 43rd Decision Sciences Institute Annual Meeting 2012, Management Strategies and Organizational Behavior and Theory division.

Program committee member, 2014, 4th International Conference on Risk Analysis and Crisis Response.

## **Work History**

---

Assistant Professor of Management, Murray State University (2014-present), Murray, KY

Research Assistant, Texas A&M International University (2010-2014), Laredo, TX

Assistant for General Manager (Internship 2007), Swiss Re Group, Beijing Branch, China

## **Honors/Awards**

---

Outstanding Contribution Award to Society of Risk Analysis, China branch (2016)

Lamar Bruni Vergara Competitive Fund (2010)

A. R. Sanchez, Jr. School of Business Competitive Ph.D. Scholarship (2008-2014)

Study Abroad Scholarship, Texas A&M International University (2009)