



Professor Bruce McKern

Bruce McKern is a researcher, educator and corporate advisor on innovation, strategy and international business

Current appointments (2017-)

Adjunct Professor, UTS Business School, University of Technology Sydney
Member, International Advisory Committee, Research Center for Technological Innovation, Tsinghua University, Beijing
Adviser, Maritime Silk Road Society, Hong Kong
Mentor, ON Prime Accelerator, CSIRO, Australia
Mentor, Stone & Chalk Fintech Hub, Sydney

Recent: Professor of International Business and Co-Director of the Centre on China Innovation, China Europe International Business School, Shanghai (2011–2014)
Visiting Fellow, Hoover Institution, Stanford University (2007- 2015)
Director of the Stanford Sloan Master's Program, Stanford Graduate School of Business (2001-2007)

Research appointments 2015-2016

Visiting Research Fellow, The Saïd Business School, University of Oxford (2016)
Visiting Research Fellow, Technology & Management Centre for Development, University of Oxford (2015)
Visiting Research Fellow, INSEAD, Fontainebleau; SKEMA, Sophia Antipolis (2015)

Research & Teaching Interests

Research and writing in the fields of innovation, strategy and international business. Most recent work on innovation and business strategy in China.

Previous appointments

President of the Carnegie Bosch Institute & Professor of International Business, Carnegie Mellon University
Director of Merck Innovation Research Program, United States Studies Centre University of Sydney,
Honorary Professor of International Business, University of Sydney Business School
Dean, Monash Mt Eliza Business School, Melbourne
Dean, Macquarie Graduate School of Management, Sydney

Publications

Author or editor of numerous academic papers and nine books, including: *China's Next Strategic Advantage: from Imitation to Innovation* (with George Yip). MIT Press, April 2016;

Managing the Global Network Corporation; Transnational Corporations in the Exploitation of Natural Resources, Multinational Enterprise and Natural Resources, Limits to Prediction, and others

Education

BE Chem Eng Hons. *Sydney*; Doctorate in International Business, *Harvard*

Voluntary appointments-current

Editorial Board Member of *Management International Review* (2006 to present).

Adviser, Maritime Silk Road Society, Hong Kong

Mentor, ON Prime Accelerator, CSIRO, Australia; and Stone & Chalk Fintech Hub, Sydney

Board & Voluntary Appointments-previous

Board Member, MIT Enterprise Forum, Pittsburgh

Member, US-Korea Business Council, Washington DC

Board Director, State Rail Authority of NSW (1988-1990)

Co-author, Ministerial Inquiry into Postgraduate Education in the Australian Defence Force (2000-2001)

Founding Member, Global Trade Institute of Pennsylvania

Board Member, Harmarville Rehabilitation Center, Pittsburgh

Executive programs and talks for international companies

Clients include Goodyear China, Nestlé China, Schneider, Bayer, Philips, GE China, Bosch Group, Element 6, Nitto Denko, E&Y, Rio Tinto, Shandong Gold, Symantec, Google. Executive and graduate programs at INSEAD, Saïd Business School Oxford, CEIBS, University of Sydney, Berlin School of Creative Leadership.

Talks to universities, business and government world-wide in 2015-2107, including NYU, Yale, MIT, Harvard, Stanford, INSEAD and ANU; Imperial College, Oxford, Bocconi, Sydney, Melbourne and Tsinghua Business Schools; Google US and Philips Netherlands; CEIBS in Shanghai, Beijing, Shenzhen and Zürich; Hong Kong Chamber of Commerce, Savantas Institute Hong Kong, Asia Society Sydney, CEDA, government departments; and conferences of international academic societies, including AIB and Strategic Management Society conferences in Guangzhou, Sydney, Geneva and Hong Kong.

Commentator in international media on issues of MNC strategy and China innovation, including *The Conversation*, *The Economist*, *Wall Street Journal*, *Financial Times*, *Forbes*, *Die Welt*, *Berliner Morgenpost*, *China Radio International*, *China Daily*, *South China Morning Post*, *All China Review*, *Australian Financial Review*, etc.