

2003 Spring Seminars of the Center for China Finance and
Business Research

March 19, 2003

2:00 p.m. to 4:00 p.m.

Conference Room (BB4117), School of Business and Economics, CSUN

“Effective Management of Diversification Strategies in Emerging
Economies: Evidence from Chinese Firms”

Professor Mingfang Li

Dr. Mingfang Li is the associate director of the Center for China Finance and Business Research. Dr. Li is currently Professor of Management at California State University, Northridge (CSUN). Professor Li received his Ph.D. in Strategic Management from Virginia Polytechnic Institute and State University in 1990. In addition to books, he has written for *Academy of Management Review*, *Strategic Management Journal*, *Information & Management*, *International Journal of Management*, *Advances in International Marketing*, *Asia Pacific Journal of Management*, *Journal of Applied Management Studies*, *Advances in Comparativeness Research*, *Business Quest*, *Journal of Education for Business*, *Advances in International Comparative Management*, *Technology and Higher Education*, *Academy of Management Best Papers Proceedings*. His more recent research has focused on corporate performance, technology and innovation, corporate diversification, and corporate strategies. Dr Li has presented more than 40 papers at major conferences such as Academy of Management. In 2002, he organized a panel of 16 American scholars and industry representatives in the area of technology and innovation management to participate in the US-China bilateral workshop at the Third International Symposium of Technology and Innovation Management (ISMOT) in Zhejiang, China. Dr. Li has received many awards and grants including NSF Grants and Outstanding Paper Awards.

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