

**MICHELLE C. HONG**  
Department of Management & Marketing  
College of Business  
North Dakota State University

**Education**

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<b>Ph.D. in Management</b> Virginia Tech Major: Organizational Behavior	2016
<b>M.B.A.</b> Syracuse University Concentration: Finance	2010
<b>B.A.</b> University of Toronto Concentration: Economic for Management Studies	2003

**Academic Experience**

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Assistant Professor of Management College of Business, North Dakota State University (NDSU)	2018 - Present
Assistant Professor of Management College of Business, Texas A&M University– Kingsville (TAMUK)	2017 - 2018
Visiting Assistant Professor College of Business, Appalachian State University (AppState)	2015 - 2016
Instructor Pamplin College of Business, Virginia Tech (VT)	2013 - 2015

**Publications**

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Hong, M. C., Lin, H. E., Hsu, D. K., & Shi, Y. (2021). When ownership of the venture triggers cofounders' unethical pro-venture behavior. *Journal of Business Venturing Insights*, 16, e00255. (ABDC ranking = A; IS = 2.861)

Li, J., Chai, L., Tangpong, C., Hong, M.C., Traub, R. (2021). An empirical investigation of buyer-supplier relationship typologies and their behavioral and performance outcomes. *Journal of Business & Industrial Marketing*, 37(4), 874-892. (ABDC ranking = A; IF = 3.619)

Hsu, D.K., Burmeister-Lamp, K., Foo, M.D., Simmons, S.A., Hong, M.C., & Pipes, J.D. (2019). 'I know I can, but I don't fit': Perceived fit, self-efficacy, and entrepreneurial intention. *Journal of Business Venturing*, 4(2),11-326. (ABDC ranking = A\*; IF = 12.065)

Hong, M. C., Barnes, C. M., & Scott, B. A. (2017). Collateral damage from the show: emotional labor and unethical behavior. *Business Ethics Quarterly*, 27(4), 513-540. (ABDC ranking = A; IF = 2.788)

- Featured on Notre Dame Deloitte Center for Ethical Leadership:  
<https://ethicalleadership.nd.edu/news/do-good-by-being-yourself-the-ethical-benefits-of-authenticity/>

Hsu, D.K., Burmeister-Lamp, K., & Hong, M.C. (2017). How does entrepreneurs' psychological ownership affect their grief after failure? *International Journal of Entrepreneurial Venturing*, 9(2): 160-180.

Singal, M., Wokutch, R., Poria, Y., & Hong, M.C. (2014). Ethical decision-making in extreme operating environments: Kew garden principles and strategic CSR in three scenarios, *Business & Professional Ethics Journal*, 33(2): 211-252. (ABDC ranking = C; IS = 0.24)

Poria, Y., Singal, M., Wokutch, R. E., & Hong, M.C. (2014). Hotels' social responsiveness toward a community in crisis, *International Journal of Hospitality Management*, 39, 84-86. (ABDC ranking = A\*; IF = 9.237)

### **Conference Paper/Presentations**

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Hong, M.C., Li, J., Chai, L., Tangpong, C. Moral disengagement and corporate ethics: An interactionist perspective in predicting purchasing managers' unethical practices. *Society for Business Ethics*, Virtual Conference, 2020

Hong, M. C. Let the music play: The role of music in emotional labor. *Academy of Management*, Boston, MA, 2019

Tangpong, C., Aikens, S., Soltwisch, B., Pillutla, A., Hong, M.C., Peterson, T.O. Surviving the need for research productivity in high-demand teaching condition. *Midwest Academy of Management*, St. Louis, MO, 2018

Abid, G., Khan, B., & Hong, M.C. Thriving at work: How fairness perception matters for employees to thrive and job satisfaction. *Academy of Management*, Anaheim, CA, 2016

Hong, M.C. Beyond looking fair: Social accounts and moral behavior, *Society for Business Ethics*, Vancouver, Canada, 2015

Hong, M.C., & Cobb, A. T. Unintended consequence of social accounting: Explanations and (Un)ethical Behavior, *Academy of Management*, Vancouver, Canada, 2015

Barnes, C.M., Hong, M.C., & Scott, B. Collateral damage from the show: Emotional labor and unethical behavior, *Society for Industrial and Organizational Psychology (SIOP)*, Honolulu, Hawaii, 2014.

Hsu, D., Leung, A., & Hong, M.C. Revising the theory of planned behavior: the role of perceived person-entrepreneurship fit, *Babson College Entrepreneurship Research Conference*, London, Toronto, Canada, 2014.

Wokutch, R., Singal, M., Poria, Y., & Hong, M.C. Crisis situations and role of strategic CSR in decision-making, *Society for Business Ethics*, Orlando, FL, 2013.

Singal, M., Wokutch, R., Poria, Y., & Hong, M.C. Ethical decision-making in extreme operating environments: Kew garden principles and strategic CSR in three scenarios, *Academy of Management*, Orlando, FL, 2013.

Hsu, D.K., Hong, M.C., & Burmeister-Lamp, K. People don't always grieve after failure: The psychological ownership perspective, *Babson College Entrepreneurship Research Conference*, Dallas, TX, USA, 2012

### **Honors, Awards, and Recognitions**

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Best Paper Award, Department of Management and Marketing, NDSU	2019 - 2020
Founder's Award, Society for Business Ethics	2015 - 2016
OB Doctoral Consortium Scholarship, Virginia Tech	2015 - 2016
Hills-Stephens Research Award, Virginia Tech	2014 - 2015
Excellent Graduate Student Teaching Award, Virginia Tech	2014 - 2015
Summer Research Award, Virginia Tech	2014 - 2015
Doctoral Student Research Award, Virginia Tech	2013 - 2014
Robert J. Litschert Research Award, Virginia Tech	2012 - 2013
Whitman Merit Scholarship, Syracuse University	2008- 2010

### **Teaching Experience**

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**Foundation of Organizational Behavior (MGMT 330), NDSU**

A behavioral approach to management with emphasis on the understanding of individual behavior in groups in organizations. Topics include motivation, communication, perception, and cultural diversity.

Average Instructor Rating: **4.25**

**International Business (BUSN 340), NDSU**

Study of international business: ways in which it differs from domestic operations; benefits of operating globally; and political, cultural, and economic problems faced by managers of firms engaged in international activities.

Average Instructor Rating: **4.13**

**Organizational Change Management (MGMT727), NDSU**

Change management as the process of making either incremental improvements or radical changes to an organization for the purpose of enhancing both organizational and individual effectiveness. A multi-perspective systems viewpoint is employed, stressing pragmatic implications for leadership.

Average Instructor Rating: **4.72**

**Principles of Management (MGMT3322), TAMUK**

Introduction to the management of business organizations. The functions of management and role of the manager. Managerial decision-making, communication, social responsibility and business ethics. How organizational power and politics affect the manager.

Average Instructor Rating: **4.70**

**Leadership in Organizations (MGMT4351), TAMUK**

Theoretical foundations of leadership in organizational change and innovation initiatives as they relate to competitive advantage in an ever-changing global market.

Average Instructor Rating: **4.60**

**International Business (BUAD2374), TAMUK**

Introduction to various facets of international business including theories of international trade, monetary systems, environmental forces and the organizational environment.

Average Instructor Rating: **4.45**

**Organizational Theory and Human Behavior (MGMT3312), TAMUK**

Various organizational structure models and supporting theory, organizations as complex systems, organizational behavior, individual and group dynamics in the business environment, organization development and change.

Average Instructor Rating: **4.51**

**Contemporary Leadership (MGT4700), AppState**

Theoretical and practical applications of management and leadership in organizational settings. The major emphasis is on building the leadership skills necessary to diagnose and provide remedies for organizational level problems.

Average Instructor Rating: **4.90**

### **International Management (MGT3800), AppState**

The influences of differences in the political, economic, social, legal environments on the management functions and effectiveness are examined. The requirements and problems of adapting the American approach to management in foreign cultures will be basic to the course.

Average Instructor Rating: **4.63**

### **Organizational Behavior (MGT3324), VT**

This course focuses on developing the managerial and “people” knowledge and skills needed by organizational leaders in today’s world of work.

Average Instructor Rating: **4.48**

### **Professional Service**

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#### **Ad-hoc Reviewer:**

*Business Ethics: A European Review*

*Group & Organization Management*

*Business Ethics Quarterly*

*Journal of Management and Organizations*

*New England Journal of Entrepreneurship*

#### **Chair or discussant:**

Chair, Ethical Decision-Making, Organizational Behavior Division, 2015

Academy of Management Meeting, Vancouver, CA

### **University Service**

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Search Committee for Assistant Professor of Practice in Marketing, NDSU, 2021

Academic Discipline Group, Liaison for Business, NDSU, 2020 - Present

Leadership Ad Hoc Committee, Department of Management & Marketing, NDSU 2020

College of Business Scholarship Committee, NDSU, 2019 – 2022

Scholarship Committee for the Dr. Stephen Scofield Prize, TAMUK, 2018 – 2019

Delegates of Graduate Student Assembly, the Graduate School, Virginia Tech 2014

### **Professional Memberships**

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Academy of Management

Society for Business Ethics

## **Industry Experiences**

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### **Deputy Manager, HSBC Global Asset Management Ltd. Taipei**

Service the Taiwan Fund (NYSE: TWN), the largest closed-end foreign raised fund.

Prepare Request for Proposal (RFP) for bidding offshore government mandates.

### **Senior Client Account, State Street Bank and Trust Co., Taipei**

Build and maintain business relationships with institutional investors.

Liaise with investment manager and operational units to ensure smooth and timely transactions.

Underwrite business approval and deal with legal issues for clients.

### **Investment Fund Specialist, CIBC Mellon Investment Co., Toronto**

Prepare monthly cash flow forecast and audit financial reports for corporate pension funds.

Resolve account balance discrepancy on the daily reports.