Lisa Z. Song, Ph.D.

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University of Missouri-Kansas City
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EDUCATION

Ph.D. Cornell University**,** Ithaca, New York,	August 1987
M.S. Cornell University, Ithaca, New York	August 1985

HONORS and AWARDS

Cornell University Henry Strong Denision Fellowship	1986
Cornell University Schuyler-Gage Fellowship	1985
Cornell University Strong Denision Fellowship	1984
Chinese Department of Education Merit Scholarships	1983-1984

ACADEMIC WORK EXPERIENCE

Assistant Professor of Entrepreneurship and Innovation Henry W. Bloch School of Business and Public Administration University of Missouri-Kansas City	Sept. 2007- present
Visiting Assistant professor The Eli Broad School of Business Michigan State University	1998-2000
Research Associate Cornell University	1987-1988

INDUSTRY WORK EXPERIENCE

Co-founder, GlobalTech and Investment Management	1999-2007
Consultant, Exxon Chemicals Consulting Project	1996-1997
Financial Analyst, Financial Strategy Analyst, Inc. Charlottesville, Virginia	1989-1990

REFEREED JOURNAL PUBLICATIONS AND CONFERENCE PROCEEDINGS

1. "The Strategic Advantage of New Product Pioneering: Perception of Senior Managers in China" (with C. Anthony Di Benedetto and Michael Song), *SCMS Journal of Indian Management (2006)*, 13 (2), 24-37

2. "Pioneering Advantages in New Service Development: A Multi-Country Study of Managerial Perceptions" (with X. Michael Song and C. Anthony Di Benedetto), *Journal of Product Innovation Management (2000)*, 17 (5), 378-392

3. "Pioneering Advantages in Manufacturing and Service Industries: Empirical Evidence from Nine Countries" (with X. Michael Song and C. Anthony Di Benedetto), *Strategic Management Journal (1999)*, 20 (9), 811-836

4. "Managing R&D-Marketing Integration in the New Product Development Process" (with X. Michael Song and Sabrina M. Neeley), *Industrial Marketing Management (1996)* 25 (6), 545-554.

5. "Stock Returns and Volatility: Another Look" (with Ramon P. DeGennaro), *Journal of Economics and Finance (1998)*, 22(1), 5-18

6. "Describing Interactions in Dystocia Scores with a Threshold Model" (with R. L Quaas and E. J. Polak), *Journal of Animal Science (1988)*, 66, 396-399

7. "Does Pioneering Advantage Exist? A Cross-National Comparative Study" (with X. Michael Song and C. Anthony Di Benedetto), *Marketing Science Institute Report (1999)*.

PAPER UNDER REVIEW

"The Role of Information Technologies in Enhancing R&D-Marketing Integration," under review at *Journal of Product Innovation Management*

CONFERENCE PROCEEDINGS and PRESENTATIONS

"Systematic Risk Factors and Expected Returns in the Stock Market" (with Ramon P. DeGennaro), Proceeding, Annual Meeting, *Eastern Finance Association (1996)*

RESEARCH PROJECTS IN PROGRESS

Success Factors of First New Product in New Ventures

An International Comparative Study of Entrepreneurial Risk-Taking

RESEARCH GRANTS AND CONTRACTS

Ewing Marion Kauffman Foundation, 2001-2002

General Motors**,** 1997-1998

TEACHING INTERESTS

- Entrepreneurship

- Product Innovation Management
- Venture capital investment
- Quantitative methods

RESEARCH INTERESTS

- Success factors of new venture's first product
- Entrepreneurial risk-taking
- Innovation management
- First-mover advantage