



Professor Bruce McKern

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

Current appointments (2017-)

Adjunct Professor, UTS Business School, University of Technology Sydney
Mentor, ON Prime Accelerator, Commonwealth Scientific and Industrial Research Organisation, Australia
Adviser, Maritime Silk Road Society, Hong Kong

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)
Honorary Professor of International Business, University of Sydney Business School (2008–2017)

Other appointments 2015-2016

Visiting Research Fellow at:
Technology & Management Centre for Development, University of Oxford (2015)
The Saïd Business School, University of Oxford (2016)
INSEAD, Fontainebleau (2015); 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 strategy in China.

Previous appointments

Director of the Stanford Sloan Master's Program, Stanford Graduate School of Business (2001-2007)
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
Dean, Monash Mt Eliza Business School, Melbourne
Founding 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*.

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, Commonwealth Scientific and Industrial Research Organisation, Australia

Board & Public Appointments-previous

US-Korea Business Council, Washington DC

Board Director, State Rail Authority of NSW

Ministerial Inquiry into Postgraduate Education in the Australian Defence Force

MIT Enterprise Forum, Pittsburgh

Founding Member, Global Trade Institute of Pennsylvania

Executive programs and talks for international companies

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

Talks to universities and institutions world-wide, including NYU, Yale, MIT, Harvard, Stanford, INSEAD, ANU; Business Schools of Imperial College, Oxford, Bocconi, Sydney & Melbourne Universities; CEIBS in Shanghai and Beijing; Hong Kong Chamber of Commerce, Savantas Institute Hong Kong, Asia Society Sydney, CEDA, government departments; and conferences of international academic societies, including AIB and SMS.

Commentator in international media on issues of MNC strategy and China innovation, including *The Conversation*, *The Economist*, *Financial Times*, *China Radio International*, *China Daily*, *South China Morning Post*, etc.

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