



# Full Professor Christopher WILLIAMS

Academic Department: Strategy, Entrepreneurship  
and International Business

Email: christopher.williams@essca.fr

## RESEARCH INTERESTS

---

- Entrepreneurship
- Subsidiary management in multinational enterprises
- International strategy
- Contextual and institutional determinants of innovation

## TEACHING DOMAINS

---

- Strategy
- International Business

## EDUCATION

---

*Highest degree :*

- |      |   |
|------|---|
| 2005 | PhD in International Management, Birkbeck College, University of London, United Kingdom               |
| 1998 | MBA, Open University, United Kingdom  |
| 1989 | B.Sc (Hons) Information Systems Engineering, St. John's College, University of Durham, United Kingdom |

## PROFESSIONAL EXPERIENCE

---

### Academic experience and positions

- |             |   |
|-------------|---|
| Since 2023  | Professor, ESSCA School of Management, France   |
| 2022 - 2023 | Professor and Associate Dean of School for External Relations and Knowledge Exchange, School for Business and Society, University of York, United Kingdom |
| 2020 - 2021 | Full Professor in Strategy, NEOMA Business School, France   |
| 2015 - 2020 | Associate Professor, University of Durham, United Kingdom   |
| 2014 - 2015 | Associate Professor, NEOMA Business School, France  |
| 2010 - 2014 | Assistant Professor, Ivey Business School at Western University, Canada   |
| 2007 - 2010 | Assistant Professor, Amsterdam Business School, Netherlands (The)   |

### Professional experience

- |             |   |
|-------------|---|
| 1997 - 2007 | IMS Health, United Kingdom                                |
| 1991 - 1996 | Informix Software, UK (1991-1993) and Germany (1993-1996) |
| 1989 - 1990 | Midland Bank, United Kingdom                              |

## PROFESSIONAL EXPERIENCE

---

### Professional experience

1985 - 1989 GEC Research (R&D internships), United Kingdom

## INTELLECTUAL CONTRIBUTIONS

---

### Peer-reviewed Articles

- AMIRALY, A., SAWAMURA, H. and WILLIAMS, C. (2025). The Hybrid Domain for Energy in India: Exploring the Early Diffusion of Off-Grid Urban Solar Power. *Society and Business Review*.
- WILLIAMS, C. (2025). Allocating time on scientific platforms in outer space: Evidence from James Webb Space Telescope Cycle 1-3 General Observer programs. *Research Policy*, 54(5), pp. 105239.
- SHI, X., WILLIAMS, C. and RONG, K. (2025). China's Technological Catch-up through Foreign IP Acquisitions: Disaggregating the Effects of Cross-National Distance. *Technovation*, 139(5), pp. 103137.
- WILLIAMS, C. (2024). Donor Country Official Development Assistance in Health R&D: Domestic Economic Burden vs. Medical Disseminative Capacity. *Science and Public Policy*, 51(6), pp. 1143–1155.
- WILLIAMS, C. (2024). Peacebuilding by MNE Subsidiaries: The Role of Intangible Capital and Local Initiative. *Business Horizons*, 67(6), pp. 711-725.
- SPIELMANN, N., WILLIAMS, C. and KOHLI, A.K. (2024). Local Roots and Global Responsibility: Terroir Brands and their Responsible Engagement. *Journal of International Marketing*, 32(3), pp. 65-82.
- HAMZI, L., WILLIAMS, C., ANARAKI, N. and WIJEWARDENA, C. (2024). Exploring the effect of the Arab Spring on the relationship between foreign aid and corruption'. *International Studies of Management and Organization*, 54(3), pp. 238-260.
- WILLIAMS, C., SPIELMANN, N. and YOU, J.J. (2024). The Effect of Breadth of External Pressure on Leaders in Small-Medium Sized Enterprises: Does the Firm Become more Entrepreneurial?". *International Journal of Entrepreneurial Behavior & Research*, 30(5), pp. 1270-1289.
- YOU, J.J. and WILLIAMS, C. (2023). Organizational resilience and interorganizational relationships: An exploration of Chinese business service firms. *European Management Review*, 20(3), pp. 591-609.
- WILLIAMS, C. and VAN TRIEST, S. (2023). Understanding performance in professional services for innovation intermediation: Technology consultants vs. management consultants. *Technovation*, 126, pp. 102824.
- WILLIAMS, C. and VAN TRIEST, S. (2023). Researching practice areas of consultancy firms. *Management Consulting Journal*, 6(2), pp. 105-110.
- DU, H.S., COLOVIC, A. and WILLIAMS, C. (2023). Editorial for Special Issue on FDI and Cities: FDI and cities: new approaches, fresh insights and new challenges for MNEs and investment policy. *Competitiveness Review*, 33(3), pp. 505-511.
- WILLIAMS, C. and KUMAR, M. (2022). Diffusing MNE subsidiary initiatives across national cultural distance: The role of organizational values sharing and knowledge sharing. *Management International*, 26(6), pp. 13–31.
- WILLIAMS, C., HAILEMARIAM, A.T. and ALLARD, G. (2022). Exploring entrepreneurial innovation in Ethiopia. *Research Policy*, 51(10), pp. 104599.

- VAN TRIEST, S. and WILLIAMS, C. (2022). Following the chain of command? How managers balance benefits and risks in granting autonomy to employees. *European Management Journal*.
- WILLIAMS, C. and STERIU, R. (2022). MNE market entry and social investment in battle-weary countries: Evidence from Heineken. *Journal of World Business*, 57(4), pp. 101342.
- SHI, X., WILLIAMS, C., SUTHERLAND, D. and RONG, K. (2022). Patent- and trademark-seeking outward foreign direct investment by Chinese firms: The role of business group affiliation. *Industrial and Corporate Change*, 31(3), pp. 838-862.
- WILLIAMS, C. (2021). Global human burden and official development assistance in health R&D: The role of medical absorptive capacity. *Research Policy*, 50(10), pp. 104365.
- TAKESHITA, S., LEE, S.H., WILLIAMS, C. and YOU, J.J. (2021). Crisis, rigidity and nonliberal governance in Japan: the cases of Mitsubishi Motors and Kanebo. *Continuity & Resilience Review*, 3(3), pp. 209-231.
- WILLIAMS, C. and VAN TRIEST, S. (2021). Innovativeness in the Professional Services Industry: A Practice Level Analysis. *European Management Review*, 18(3), pp. 263-276.
- WILLIAMS, C., CONNER, N. and YOU, J.J. (2021). Management Consultancy: The Power to Unleash Natural Capital Thinking. *Management Consulting Journal* June, pp. 72-81.
- SHI, X., SUTHERLAND, D., WILLIAMS, C. and RONG, K. (2021). Chinese MNE acquisition of unrelated foreign businesses: The role of diversified business group affiliation, private ownership and strategic asset seeking. *Journal of Business Research*, 129, pp. 145-156.
- ALLARD, G. and WILLIAMS, C. (2020). National-level innovation in Africa. *Research Policy*, 49(7), pp. 104074.
- WILLIAMS, C., YOU, J.J. and JOSHUA, K. (2020). Small-business resilience in a remote tourist destination: exploring close relationship capabilities on the island of St Helena. *Journal of Sustainable Tourism*, 28(7), pp. 937-955.
- WILLIAMS, C., DU, J. and ZHANG, H. (2020). International orientation of Chinese internet SMEs: Direct and indirect effects of foreign and indigenous social networking site use. *Journal of World Business*, 55(3), pp. 101051.
- COLOVIC, A. and WILLIAMS, C. (2020). Group culture, gender diversity and organizational innovativeness: Evidence from Serbia. *Journal of Business Research*, 110, pp. 282-291.
- CHEN, J., WILLIAMS, C. and TRAN, T.S. (2019). Internal Consulting Units: A Flexible Friend? *Management Consulting Journal* December, pp. 65-74.
- WILLIAMS, C. and SPIELMANN, N. (2019). Institutional pressures and international market orientation in SMEs: Insights from the French wine industry. *International Business Review*, 28(5), pp. 101582.
- WILLIAMS, C. and DURST, S. (2019). Exploring the transition phase in offshore outsourcing: Decision making amidst knowledge at risk. *Journal of Business Research*, 103, pp. 460-471.
- WILLIAMS, C. and YOU, J.J. (2018). Building Resilience in Client Organisations: The Consultant's Challenge. *Management Consulting Journal* December, pp. 28-37.
- WILLIAMS, C. and ALLARD, G. (2018). University – industry collaboration in R&D: the role of labor market rigidity. *R&D Management*, 48(4), pp. 410-421.
- WILLIAMS, C. and VRABIE, A. (2018). Host country R&D determinants of MNE entry strategy: A study of ownership in the automobile industry. *Research Policy*, 47(2), pp. 474-486.

- WILLIAMS, C., COLOVIC, A. and ZHU, J. (2017). Integration-responsiveness, local hires and subsidiary performance amidst turbulence: Insights from a survey of Chinese subsidiaries. *Journal of World Business*, 52(6), pp. 842-853.
- WILLIAMS, C. and VAN TRIEST, S. (2017). Product Launch Performance in Hi-Tech SMEs: Newness to the Firm and the Role of Management Controls. *International Journal of Innovation Management*, 21(03), pp. 1750022.
- DU, J. and WILLIAMS, C. (2017). Innovative Projects Between MNE Subsidiaries and Local Partners in China: Exploring Locations and Inter-organizational Trust. *Journal of International Management*, 23(1), pp. 16-31.
- WILLIAMS, C., LUKOIANOVA (VASHCHILKO), T. and MARTINEZ, C.A. (2017). The moderating effect of bilateral investment treaty stringency on the relationship between political instability and subsidiary ownership choice. *International Business Review*, 26(1), pp. 1-11.
- SPIELMANN, N. and WILLIAMS, C. (2016). It goes with the territory: Communal leverage as a marketing resource. *Journal of Business Research*, 69(12), pp. 5636-5643.
- CHOI, S.B. and WILLIAMS, C. (2016). Entrepreneurial orientation and performance: mediating effects of technology and marketing action across industry types. *Industry and Innovation*, 23(8), pp. 673-693.
- WILLIAMS, C., COLOVIC, A. and ZHU, J. (2016). Foreign Market Knowledge, Country Sales Breadth and Innovative Performance of Emerging Economy Firms. *International Journal of Innovation Management*, 20(06), pp. 1650059.
- WILLIAMS, C. and LEE, S.H. (2016). Knowledge flows in the emerging market MNC: The role of subsidiary HRM practices in Korean MNCs. *International Business Review*, 25(1), pp. 233-243.
- WILLIAMS, C. and DU, J. (2014). The impact of trust and local learning on the innovative performance of MNE subsidiaries in China. *Asia Pacific Journal of Management*, 31(4), pp. 973-996.
- WILLIAMS, C. and VOSSEN, J. (2014). How Open Do MNCs Need to Be to Extract Value in Open Innovation? *International Journal of Innovation Management*, 18(05), pp. 1450035.
- CHOI, S.B. and WILLIAMS, C. (2014). The impact of innovation intensity, scope, and spillovers on sales growth in Chinese firms. *Asia Pacific Journal of Management*, 31(1), pp. 25-46.
- BONG CHOI, S., WILLIAMS, C. and HO HA, S. (2014). Institutions and broadband internet diffusion in emerging economies: Lessons from Korea and China. *Innovation: Organization & Management (formerly known as Innovation: Management, Policy and Practice)*, 16(1), pp. 2-18.
- ECKER, B., VAN TRIEST, S. and WILLIAMS, C. (2013). Management Control and the Decentralization of R&D. *Journal of Management*, 39(4), pp. 906-927.
- BONG CHOI, S. and WILLIAMS, C. (2013). Innovation and firm performance in Korea and China: a cross-context test of mainstream theories. *Technology Analysis and Strategic Management*, 25(4), pp. 423-444.
- WILLIAMS, C. and MARTINEZ, C.A. (2012). Government Effectiveness, the Global Financial Crisis, and Multinational Enterprise Internationalization. *Journal of International Marketing*, 20(3), pp. 65-78.
- ALLARD, G., MARTINEZ, C.A. and WILLIAMS, C. (2012). Political instability, pro-business market reforms and their impacts on national systems of innovation. *Research Policy*, 41(3), pp. 638-651.
- WILLIAMS, C., MARTINEZ, C., GASTELAARS, E., GALESLOOT, L. and VAN DE KERKE, D.

(2011). Dutch MNE Foreign Expansion into Developed and Developing Economies. *Management International*, 16(1), pp. 31-44.

WILLIAMS, C. and ECKER, B. (2011). R&D subsidiary embedment: a resource dependence perspective. *Critical Perspectives on International Business*, 7(4), pp. 297-325.

WILLIAMS, C. and LEE, S.H. (2011). Political Heterarchy and Dispersed Entrepreneurship in the MNC. *Journal of Management Studies*, 48(6), pp. 1243-1268.

WILLIAMS, C. (2011). Client-vendor knowledge transfer in IS offshore outsourcing: insights from a survey of Indian software engineers. *Information Systems Journal*, 21(4), pp. 335-356.

CHOI, S.B., LEE, S.H. and WILLIAMS, C. (2011). Ownership and firm innovation in a transition economy: Evidence from China. *Research Policy*, 40(3), pp. 441-452.

WILLIAMS, C. and LEE, S.H. (2011). Entrepreneurial contexts and knowledge coordination within the multinational corporation. *Journal of World Business*, 46(2), pp. 253-264.

MARTINEZ, C.A. and WILLIAMS, C. (2010). National institutions, entrepreneurship and global ICT adoption: a cross-country test of competing theories. *Journal of Electronic Commerce Research*, Special Issue: Global E-Commerce, 11(1).

WILLIAMS, C. and LEE, S.H. (2009). Resource allocations, knowledge network characteristics and entrepreneurial orientation of multinational corporations. *Research Policy*, 38(8), pp. 1376-1387.

WILLIAMS, C. and LEE, S.H. (2009). International management, political arena and dispersed entrepreneurship in the MNC. *Journal of World Business*, 44(3), pp. 287-299.

WILLIAMS, C. and LEE, S.H. (2009). Exploring the internal and external venturing of large R&D intensive firms. *R&D Management*, 39(3), pp. 231-246.

WILLIAMS, C. and VAN TRIEST, S. (2009). The impact of corporate and national cultures on decentralization in multinational corporations. *International Business Review*, 18(2), pp. 156-167.

WILLIAMS, C. and NONES, B. (2009). R&D subsidiary isolation in knowledgeintensive industries: evidence from Austria. *R&D Management*, 39(2), pp. 111-123.

WILLIAMS, C. (2009). Subsidiary-level determinants of global initiatives in multinational corporations. *Journal of International Management*, 15(1), pp. 92-104.

LEE, S.H. and WILLIAMS, C. (2007). Dispersed entrepreneurship within multinational corporations: A community perspective. *Journal of World Business*, 42(4), pp. 505-519.

LEE, S.H. and WILLIAMS, C. (2007). Institutional Foundations of Entrepreneurship: An Introduction and Cross-country Comparisons. *Journal of Interdisciplinary Economics*, 18(2-3), pp. 113-121.

WILLIAMS, C. (2007). Creating Economic Growth through Networked Entrepreneurship. *Journal of Interdisciplinary Economics*, 18(2-3), pp. 265-273.

### Books Editor

WILLIAMS, C. and KASPAR, M. [Eds] (2025). *Foreign Direct Investment and Cities Global Case Studies for Theory and Practice*. 1 ed. Abindgon: Routledge.

### Textbooks

WILLIAMS, C. (2024). *Strategic Business Case Analysis*. 1 ed. Abindgon: Routledge, 222 pages.

WILLIAMS, C. and YOU, J.J. (2021). *Organizing for Resilience - Leading and Managing Risk in a Disruptive World*. Abindgon: Routledge, United Kingdom.

WILLIAMS, C. (2019). Management Consultancy for Innovation. Abindgon: Routledge, United Kingdom.

WILLIAMS, C. (2018). Venturing in International Firms. Abindgon: Routledge, United Kingdom.

### Chapters in book

FEAR, H., MCCUNN, D. and WILLIAMS, C. (2025). Case 3: Building the Shop Window for Inward Investment into Cambridge, UK. In: Christopher Williams, Martin Kaspar eds. *Foreign Direct Investment and Cities*. 1st ed. Abindgon: Routledge, pp. 43-50.

WILLIAMS, C. (2025). Introduction. In: Christopher Williams, Martin Kaspar eds. *Foreign Direct Investment and Cities*. 1 ed. Abindgon: Routledge, pp. 1-11.

WILLIAMS, C. (2025). Concluding comments. In: Christopher Williams, Martin Kaspar eds. *Foreign Direct Investment and Cities*. 1 ed. Abindgon: Routledge, pp. 263-269.

YOU, J.J., VU, M.C. and WILLIAMS, C. (2021). Building skillful resilience amid uncertainty. In: Seung Ho Park, Maria Alejandra Gonzalez-Perez, Dinorá Eliete Floriani eds. *The Palgrave Handbook of Corporate Sustainability in the Digital Era*. 1st ed. Cham: Palgrave Macmillan, pp. 379-395.

WILLIAMS, C. (2021). Case #1: G-Unique Designs: Individual resilience on a small remote island'. In: C. Williams and J. You (ed.). *Organizing for resilience: Leading and managing risk in a disruptive world*, 1st ed. Abindgon: Routledge.

KITAYAMA, K., WILLIAMS, C. and TAKESHITA, S. (2020). Corporate governance and international strategy of Japanese brewing companies: the cases of Suntory and Kirin Breweries'. In: Erik Strøjer Madsen, Jens Gammelgaard, Bersant Hobdari eds. *New Developments in the Brewing Industry: The Role of Institutions and Ownership*. 1st ed. London: Oxford University Press, pp. 273–298.

WILLIAMS, C. and VAN EERDE, W. (2017). A time use perspective on entrepreneurial initiatives in the multinational enterprise'. In: Stavros Sindakis, Panagiotis Theodorou eds. *Global Opportunities for Entrepreneurial Growth: Coopetition and Knowledge Dynamics within and across Firms (Advanced Strategies in Entrepreneurship, Education and Ecology)*. 1st ed. Emerald Publishing , pp. 31-54.

WILLIAMS, C. and KUMAR, M. (2014). Experiential Learning and Innovation in Offshore Outsourcing Transitions. In: Torben Pedersen, Markus Venzin, Timothy M. Devinney, Laszlo Tihanyi eds. *Orchestration of the Global Network Organization*. Book series vol. 27 ed. Emerald Publishing , pp. 433-461.

WILLIAMS, C. (2013). Leadership and preparedness to internationalize in the brewing industry: the case of Asahi Breweries of Japan. In: Jens Gammelgaard, Copenhagen Business School, Denmark and Christoph Dörrenbächer eds. *The Global Brewing Industry: Markets, Strategies and Rivalries*. 1st ed. Cheltenham: Edward Elgar Publishing, pp. 247-268.

MARTINEZ, C.A. and WILLIAMS, C. (2012). An Extended View of Institutional Domains and Implications for the Multinational Enterprise. In: Laszlo Tihanyi, Timothy M. Devinney, Torben Pedersen eds. *Institutional Theory in International Business and Management*. 1 ed. Emerald Publishing , pp. 43-63.

WILLIAMS, C. (2011). Subsidiary manager socio-political interaction: the impact of host country culture. In: Christoph Dörrenbächer, Mike Geppert eds. *Politics and Power in the Multinational Corporation: The Role of Interests, Identities, and Institutions*. 1st ed. Cambridge University Press.

WILLIAMS, C. (2008). Managing the distance equation. In: *Twenty:09 Enhance Your IT Strategy*. 1st ed. British Computer Society.



## Conference proceedings

- WILLIAMS, C. and DU, J. (2024). Managing loss of empowerment in fast growing SMEs: communication and the Chinese context. In: *AOM Meeting*. Chicago: Proceedings - Academy of Management (AOM).
- VAN TRIEST, S., KLOOSTERMAN, H. and WILLIAMS, C. (2024). Understanding organizational-professional conflict from a control perspective. In: *AOM Annual Meeting*. Chicago: Proceedings - Academy of Management (AOM).
- GOLDING, C., YOU, J.J., HUGHES, M., WILLIAMS, T.A., ASHIRU, F.Y., MORTON, J. ... ZORINA, A. (2022). 'Resilience Activation': Exploring Relational Mechanisms in Strategy and Practice. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).
- WILLIAMS, C. and LEE, S.H. (2015). Value Creation in MNC Subsidiaries: Intangible Capital and Control Alignment. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).
- WILLIAMS, C., TRIEST, S.V. and WEBER, M. (2015). Product Launch Performance in Hi-Tech SMEs: A Moderating Role for Management Control. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).
- ZHU, J., WILLIAMS, C. and KUMAR, M. (2014). "Environmental Turbulence, Integration-Responsiveness and MNE Subsidiary Performance in China". In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).
- WILLIAMS, C. and VASHCHILKO, T. (2012). How Does BIT Design Impact FDI and International Joint Ventures in Politically Risky Countries? In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

## Conference paper (with selection committee)

- WILLIAMS, C. (2026). Space Research and Science Communication: a Study of 87 Mega-Telescope. In: Society for the Advancement of Socio-Economics (SASE). Bordeaux.
- WILLIAMS, C. (2026). Social Network Analysis of Scientists and Panel Affiliations. In: Society for the Advancement of Socio-Economics (SASE). Bordeaux.
- WILLIAMS, C. and ALLARD, G. (2025). Understanding Responsibility in African Presidential Speeches Using a Large Language Model (LLM). In: EBEN Annual Conference. Technical University Munich.
- WILLIAMS, C. (2025). Gender Equality and Competition in Astronomy: Exploring Director's Discretionary Time on the Chandra X-Ray Observatory. In: EBEN Annual Conference. Technical University Munich.
- WILLIAMS, C. (2025). Teaching for impact with cases on business and peace. In: Responsibility, Business and Peace Workshop. Paris.
- WILLIAMS, C. (2024). Allocating time on scientific platforms in outer space? Evidence from the James Webb Space Telescope Cycle 1 programs. In: Society for the Advancement of Socio-Economics (SASE). University of Limerick.
- WILLIAMS, C., VAN TRIEST, S. and KLOOSTERMAN, H. (2024). Exploring personal innovativeness in medical practice: do physicians react to the organizational environment differently than business consultants? In: Society for the Advancement of Socio-Economics (SASE). University of Limerick.
- AMIRALY, A., WILLIAMS, C. and PRABHAKAR, P. (2024). The diffusion of water metering in low-income Indian households: towards a typology of unconventional problem solving. In: R&D Management Conference. Stockholm.

WOKKE, M. and WILLIAMS, C. (2024). The European steel industry – Quo Vadis? In: EU\*Asia Institute Workshop on European Multinationals. ESSCA School of Management, Lyon.

KASPAR, M. and WILLIAMS, C. (2024). Reassertion of the nation state over the corporate sector: Implications for EU MNEs. In: EU\*Asia Institute Workshop on European Multinationals. ESSCA School of Management, Lyon.

### Published Case Studies

ALLARD, G., HAILEMARIAM, A.T. and WILLIAMS, C. (2023). Brightwater: Clean water from broken wells. W29898. Toronto. Ivey Publishing.

WIESNER, F., WILLIAMS, C. and CHEN, J. (2021). Koenig & Bauer: Pioneers facing disruption in the printing machine industry. n° 321-0143-1. The Case Center.

WIESNER, F., CHEN, J. and WILLIAMS, C. (2020). E.ON and RWE: To swap or not to swap? 9B20M189. Toronto. Ivey Publishing.

WIESNER, F., CHEN, J. and WILLIAMS, C. (2020). A.T. Kearney Inc.: The push to become a management consulting titan. 9B20M180. Toronto. Ivey Publishing.

CHEN, J., BURNS, C. and WILLIAMS, C. (2020). Arconic vs Elliott Management: A battle for control. 9B20M014-E. Toronto. Ivey Publishing.

CHEN, J., WILLIAMS, C. and TRAN, T.S. (2018). Innogy Consulting: Competing away from home. 8B18M159. Toronto. Ivey Publishing.

SPIELMANN, N. and WILLIAMS, C. (2018). Champagne Cattier: The diversification challenge. 9B18M146. Toronto. Ivey Publishing.

JOSHUA, K. and WILLIAMS, C. (2018). St Helena: Landing a future for a South Atlantic island. 8B18M034. Toronto. Ivey Publishing.

WILLIAMS, C. (2017). Ergonomica Consulting and Solltram Hotels: An ethical dilemma. 9B17M153. Toronto. Ivey Publishing.

WILLIAMS, C., SHAFIQUE, U., KAYSSI, A., ZHAO, W., BARCZYK, A. and GLUSZYNSKI, L. (2017). Tesla: Internationalization from Singapore to China. 9B15M074. Toronto. Ivey Publishing.

WILLIAMS, C. and SHAFIQUE, U. (2017). Time Out: A new global strategy to bring back profit. 9B17M063.

WILLIAMS, C. and VAN EERDE, W. (2017). 'Expatica Communications: Leading through tragedy. 9B17C001. Toronto. Ivey Publishing.

WILLIAMS, C. and SHAFIQUE, U. (2016). Roq.ad and the ad-tech industry. 9B16M069. Toronto. Ivey Publishing.

WILLIAMS, C. and MARK, K. (2015). Montana Plastics Inc.: the Shelby Division in 2014. 9B15M037. Toronto. Ivey Publishing.

MARK, K. and WILLIAMS, C. (2015). Shelby Division in 2012. 9B14M126. Toronto. Ivey Publishing.

LI, X., WILLIAMS, C. and MU, Z. (2014). Hongxin entrepreneur incubator: expanding the cloud. 9B14M113. Toronto. Ivey Publishing.

WILLIAMS, C. and BURNS, C. (2014). Readiness to internationalize at Maynooth Natural Granite. 9B14M093. Toronto. Ivey Publishing.

RAMASASTRY, C.S. and WILLIAMS, C. (2014). Tesco PLC: Strategy for India. 9B14M096. Toronto. Ivey Publishing.



- RAMASASTRY, C.S. and WILLIAMS, C. (2014). Xerox Innovation Group – from products to services. 9B14M034. Toronto. Ivey Publishing.
- RAMASASTRY, C.S. and WILLIAMS, C. (2013). Tesco's Fresh & Easy: Learning from the U.S. exit. 9B13M126. Toronto. Ivey Publishing.
- VASHCHILKO, T., WILLIAMS, C. and BURNS, C. (2013). Coca-Cola: Back in Burma. 9B13M079. Toronto. Ivey Publishing.
- RAMASASTRY, C.S. and WILLIAMS, C. (2013). Philips NV: Dealing with a global financial crisis. 9B13M011. Toronto. Ivey Publishing.
- WILLIAMS, C., DUNCAN, N., THOMAS, G., HELD, C. and LEBENDIKER, A. (2012). Morita's legacy and international strategy at SONY. 9B12M082. Toronto. Ivey Publishing.
- WILLIAMS, C., VAN EERDE, W. and THE, D. (2012). Infusion's Greenfield Subsidiary in Poland. 9B12M076. Toronto. Ivey Publishing.
- TAKESHITA, S. and WILLIAMS, C. (2012). Olympus and the Whistleblower President. 9B12M012. Toronto. Ivey Publishing.
- WILLIAMS, C. and LIAW, E. (2011). 3M Taiwan: Product Innovation in the Subsidiary. 9B11M101. Toronto. Ivey Publishing.
- WILLIAMS, C. and VAN HERWAARDEN, J. (2011). The challenges of international entrepreneurship at Expatica.com. 9B11M085. Toronto. Ivey Publishing.
- ROWE, W.G., WILLIAMS, C. and PRASHAD, S. (2011). 'Developing an international growth strategy at New York Fries. 9B11M082. Toronto. Ivey Publishing.
- RAMASASTRY, C.S. and WILLIAMS, C. (2011). Business process outsourcing at Apollo Health Street. Toronto. Ivey Publishing.
- WILLIAMS, C. and DAVIS, M. (2011). International Entrepreneurship at Infusion. 9B11M014. Toronto. Ivey Publishing.
- ALKEMA, R., KOSTER, M. and WILLIAMS, C. (2010). Resuming Internationalization at Starbucks. 9B10M073. Toronto. Ivey Publishing.

### Invited in Academic Conferences

- WILLIAMS, C. (2025). Foreign Direct Investment and Cities: Insights from Global Case Studies. In: Investment Management Exhibition (IME). Frankfurt.

## RESEARCH ACTIVITIES

---

### Editorial activities

#### Reviewer for an academic or professional publication

- |            |   |
|------------|---|
| Since 2023 | Ad-hoc reviewer, Asian Business and Management                                |
| Since 2023 | Ad-hoc reviewer, International Journal of Entrepreneurial Behavior & Research |
| Since 2023 | Ad-hoc reviewer, Journal of Business Research                                 |
| Since 2023 | Ad-hoc reviewer, Applied Economics Letters                                    |
| Since 2023 | Ad-hoc reviewer, Research Policy  |
| Since 2023 | Ad-hoc reviewer, Management International Review                              |
| Since 2023 | Ad-hoc reviewer, Technovation   |

Since 2023 Ad-hoc reviewer, Industrial and Corporate Change

## **Service to the institution**

### **Active participation in an event organised by the institution**

2025 - 2025 Responsibility, Business and Peace workshop, ESSCA EU\*Asia Institute, France

2025 - 2025 FDI and Cities Workshop, ESSCA EU\*Asia Institute, France

## **Service to the academic discipline**

### **Scientific committee of an academic conference**

2024 - 2024 Session Chair Moderator, AOM Annual Meeting, United States of America

### **Membership in an academic association**

Since 2013 Member, Society for the Advancement of Socio-Economics, SASE

Since 2005 Member, Academy of Management (AOM), United States of America

Since 2005 Member, Academy of International Business (AIB), United States of America

Since 2005 Member, European International Business Academy (EIBA), Belgium

## **Service to professional community**

### **Activites in direct contact with business leaders or public decision-makers**

Since 2022 Convenor of workshops on the topic of FDI and Cities that linked practitioners and policy makers with academics on this topic

Since 1997 Member of the British Computer Society (MBCS) with Chartered Engineer (C.Eng) and Chartered Information Technology Professional (CITP) status

2024 - 2024 'Urban water infrastructure development in the global south', Workshop on Urban Infrastructure as a Service, Ministry of Land, Infrastructure, Transport, and Tourism. Avec Amilary, A. 'Urban water infrastructure development in the global south', Workshop on Urban Infrastructure as a Service, Ministry of Land, Infrastructure, Transport, and Tourism. With Amilary, A., Japan

2022 - 2022 Convenor for Business for Peace Workshop, University of York, United Kingdom

## **PhD Supervision**

2021, PhD co-supervisor

J. J. YOU, Defended, Exploring Organizational Resilience from an Inter-organizational Perspective: New Empirical and Theoretical Approaches based on Business Ecosystems in China', University of Durham - Durham

2020, PhD co-supervisor

J. SEO, Defended, The Role of Home Country Soft Power in the Internationalisation of Firms in Cultural and Creative Industries: The Case of KCON within the Korean Wave (2012-2018), University of Durham - Durham

2018, PhD co-supervisor

H. WANG, Defended, From Chinese Local State-Owned Enterprise to Global MNE: an Investigation into pre- and post- Strategic Asset Seeking FDI in China's Northern Heavy Industries Group', University of Durham - Durham

2020, PhD co-supervisor

F. A. ALFEHAID, Defended, The Impact of Learning through Strategic Alliances on Firm Diversification Decisions in Non-Diversified Economies: Evidence from Saudi Arabia', University of Durham - Durham

2018, PhD co-supervisor

X. SHI, Defended, The Outward FDI Strategies of Chinese MNEs: an empirical study of the Role of Business Group Affiliation and Government Affiliation Level', University of Durham - Durham

