

MARKUS D. TAUSSIG

Management & Global Business Dept.
 Rutgers Business School – Newark and New Brunswick
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ACADEMIC POSITIONS

Associate Professor, Management and Global Business Department Rutgers Business School , Newark and New Brunswick	2017-Present
Member, Evidence in Governance and Politics (EGAP), University of California at Berkeley	2020-Present
Assistant Professor, Strategy & Policy Department NUS Business School , National University of Singapore (NUS)	2011-2017

EDUCATION

DBA, Strategy, Harvard Business School	2011
Summer Institute in Survey Research Techniques, University of Michigan	2002
MA, International Economics and Southeast Asian Studies, Paul H. Nitze School for Advanced International Studies, Johns Hopkins University	1999
BA, Politics, Oberlin College	1994
Spring semester abroad, School for International Training (SIT), Ho Chi Minh City, Vietnam	1993
Summer semester, University of California at Berkeley	1991

HONORS AND AWARDS

AOM ONE-SIM Divisions Outreach Award https://www.outreach-award.org/finalists	2020
Best Reviewer, AOM IM Division	2018
IAMCR/CRRBM Presidential Award for Responsible Research in Management	2018
Best Article Award, AOM PNP Division	2017
NUS Humanities and Social Sciences Research Scholarship	2015
Best Paper Award, AIB Southeast Asia Special Conference, Macau, China	2014
Barry M. Richman Best Dissertation Award, AOM IM Division	2012
Best Paper Award, Ivey PhD Sustainability Academy	2010
Best Paper Award, UNDP Oikos Young Scholars Development Academy	2009
Blakemore Freeman Fellowships, Vietnam, Blakemore Foundation	2002 & 2008
Fulbright Fellowship, Vietnam, Fulbright Foundation	1998-1999
David L. Boren National Security Education Program Fellowship	1998

PEER-REVIEWED PUBLICATIONS (Google Scholar Cites: 712; h-index: 10; since 2016: 8)

** Equal contributions by alphabetically listed authors

- Sethuram, Shyamala, Markus Taussig, and Ajai Gaur (Forthcoming). “A multiple agency view of venture capital investment duration: The roles of institutions, foreignness, and alliances,” *Global Strategy Journal*, Special Issue on “Institutions and Entrepreneurship.” Published online May 11, 2021 at: <https://onlinelibrary.wiley.com/doi/abs/10.1002/gsj.1402>.
- Nippa, Michael, Sanjay Patnaik, and Markus Taussig (2021) **. “MNE Responses to Carbon Pricing Regulations: Theory and Evidence,” *Journal of International Business Studies*, 52, 904–929, Special

Issue on “The Grand Challenge of Energy Transitions.” Open access at:

<https://link.springer.com/article/10.1057/s41267-021-00403-8>

3. Malesky, Edmund and Markus Taussig (2019) **. “How do Firms feel about Participation by their Peers in the Regulatory Design Process? An Online Survey Experiment testing the Substantive Change and Spillover Mechanisms,” *Strategy Science*, 4(2), Special Issue on “International Strategy in an Era of Global Flux,” 129-150.
4. Malesky, Edmund and Markus Taussig (2019) **. “Participation, Government Legitimacy, and Regulatory Compliance: A Firm Level Field Experiment in Vietnam,” *American Political Science Review*, 113(2), 530-551.
5. Malesky, Edmund and Markus Taussig (2017) **. “The Danger of Not Listening to Firms: Government Responsiveness and the Goal of Regulatory Compliance,” *Academy of Management Journal*, 60(3), Special Issue on “Grand Challenges,” 1741-1770.
6. Taussig, Markus (2017). “Foreignness as Both a Global Asset and a Local Liability: How Host Country Idiosyncrasies and Business Activities Matter,” *Journal of International Business Studies*, 48(4), 498-522.
7. Wolfords, Sarah, Markus Taussig, Bryan Hong, and Kjell Carlsson (2017). “Tied Up and Shocked: How Relational Contracting with Suppliers Constrains Global Buyers in during a Demand Shock,” in Torben Pedersen, *et al* (eds.), *Breaking up the Global Value Chain (Advances in International Management Series, Volume 30)*, Emerald Publishing Limited, pp. 157-188.
8. Carney, Michael, Marleen Dieleman, and Markus Taussig (2016). “How are Institutional Capabilities Transferred across Borders? The Case of an Indonesian Property Developer in Vietnam,” *Journal of World Business*, 51(6), 882-894.
9. Taussig, Markus and Andrew Delios (2015). “Unbundling the Effects of Institutions on Firm Resources: The Contingent Effect of Being Local in Emerging Economy Private Equity,” *Strategic Management Journal*, 36(12), 1845-1865.
10. Taussig, Markus (2013). “The Neglected Need for Strategic Renewal in Emerging Markets: Lessons from Vietnam in Transition,” *Business Horizons*, 56(4), 465-471.
11. Malesky, Edmund and Markus Taussig (2009) **. “Where is Credit Due? Legal Institutions, Connections, and the Efficiency of Bank Lending in Vietnam,” *Journal for Law, Economics, and Organization*, 25(2), 535-578.
12. Malesky, Edmund and Markus Taussig (2009) **. “Out of the Gray: The Impact of Provincial Institutions on Business Formalization in Vietnam,” *Journal of East Asian Studies*, 9(2), 249-290.

WORKING PAPERS

1. Taussig, Markus and Phan Ngoc. “The Privileged Rush In? How the Informal Economy Serves as an Incubator for Network Disadvantaged Entrepreneurs in Emerging Economies.”
2. Patnaik, Sanjay, Michael Nippa, and Markus Taussig. “Do Firms Rake in Windfall Profits from Incomplete Environmental Regulations? Empirical Evidence from the EU Emissions Trading Scheme.”
3. Bustos, Maria, Warren Kaplan, Markus Taussig, and Veronika Wirtz **. “CSR Reporting Reflects CSR Values: How Firms Aiming to ‘Change the World’ Emphasize their Activities over their Impact.”
4. Taussig, Markus and Edmund Malesky. “Deliberative Democracy and Regulatory Compliance by Emerging Market Firms: Lessons from Host Country Governments’ Pursuit of Legitimate Authority.”

RESEARCH GRANTS

“Enhancing Female Participation in Communal Voluntary Contribution Project Choice Through Women’s Action Committees in Vietnam” (Co-Principal Investigator with Paul Schuler, Quynh Nguyen, Eitan Paul, Mai Truong). **Awarded US\$296,887.62** by UC Berkeley’s EGAP Metaketa V: Women’s Action Committees and Local Services. Awarded November 22, 2019 for estimated time period of 2020-2022.

<https://egap.org/metaketa/metaketa-v-womens-action-committees-and-local-services>

“Land Titling, Gender, and Agricultural Support Services in Myanmar: A Policy Evaluation” (Co-Principal

Investigator with Alexandra Hartmann, Lakshmi Iyer, and Edmund Malesky). **Awarded US\$500,000** (plus promise of additional matching \$190,000 for additional funding raised for this project) by King Philanthropies and the David Weekely Foundation (\$250,000 each), Yangon, Myanmar, 2018-2022.

“Political Participation and Public Interest Orientation among Private SMEs in Myanmar” (Co-PI with Edmund Malesky). **Awarded US\$10,000**, Governance Initiative Pilot Grant, Jameel Poverty Action Lab, 2017-18, Yangon, Myanmar.

Musim Mas Sustainability Seed Fund Grant, NUS, **SG\$20,000**, 2015.

“Participation and Regulatory Compliance in Vietnam” (Co-PI with Edmund Malesky), **US\$256,000**, Governance Initiative Grant, Jameel Poverty Action Lab (J-PAL), Governance Initiative (GI), 2014-15, Hanoi, Vietnam. <http://www.povertyactionlab.org/evaluation/participation-and-regulatory-compliance-vietnam>

Regulatory Compliance Project, World Bank, Vietnam Office (DFID funds), **US\$50,000**, 2014-15.

Humanities and Social Sciences Seed Fund Grant, NUS, **SG\$40,000**, 2014-15.

ADDITIONAL WORK IN PROGRESS

1. “Empowering Low-Income Women in Developing Countries Through Expansion of Better Work Training and Advisory Services to SMEs Beyond Elite Global Value Chains: Experimental Evaluations of Uptake and Impact in Vietnam’s Garment and Footwear Manufacturing Hub” (with Greg Distelhorst and International Labor Organization and International Finance Corporation’s Better Work program).
2. “The Competing Logics of Promarket Reforms and Institutional Voids: Institutions, Resources, and Firm Performance over a Decade of Transition in Vietnam” (with Phan Ngoc). Based on analysis of standardized pooled cross-sectional firm survey data, 2010-2020.
3. “The Quality of Protection and Regulatory Compliance Effects of Digital Consultation of Firms during Government’s Design of Worker Safety Regulations in Thailand” (with Edmund Malesky and Allen Hicken). Project previously being implemented with ILO’s Vision Zero Fund in Myanmar until military coup in early 2021; now being repurposed in collaboration with Digital Governance Agency in Thailand.
4. “Evaluation of a Private Bank Initiative to Increase Lending to Women-Owned SMEs in Vietnam” (w/ Russell Toth). An ongoing experimental impact evaluation funded by the Asian Development Bank.
5. “Government Training to Improve OSH in Global Agricultural Supply Chains: The Case of Ginger Farmers and Mobile Phone App Based Training Reinforcement in Myanmar”, with ILO’s Vision Zero Fund. Stalled due to Myanmar military coup.
6. “The Value of Coaching to Growth-Oriented Entrepreneurs in Emerging Economies: A Multi-Year Randomized Controlled Trial” (w/Angelique Slade Shantz and Tim Weiss).
7. “Firm Resources and Emerging Economy Institutions: The Case of Private Equity in India” (w/ Shyamala Sethuram). An early-stage exploration of the Venture Intelligence dataset.
8. “Roles of Foreign Direct Investment and Firm Organization in Long-Term Industrial Development in Developing Countries: The Case of the Automobile and Motorcycle Industries in Thailand” (w/ Kohei Mishima, Keiji Otsuka, and Takeshi Aida).

BOOK CHAPTERS AND ELECTRONIC PUBLICATIONS

1. Taussig, Markus and Edmund Malesky (2021). “‘Notice-and-Comment’ and Business Regulation in the Developing World: The Promises and Pitfalls of Digital Technology,” **The Brookings Institution**, posted May 4, 2021 at <https://www.brookings.edu/research/notice-and-comment-and-business-regulation-in-the-developing-world-the-promises-and-pitfalls-of-digital-technology/>.
2. Malesky, Edmund and Markus Taussig (2019). “Would Developing Countries be Safer if Governments Listened to Business Owners More?” **VoxDev**, posted March 7 at <https://voxdev.org/topic/firms-trade/would-developing-countries-be-safer-if-governments-listened-business-owners-more>.
3. Riedel, James and Markus Taussig (2019). “Vietnam’s Vulnerability to the US-China Trade War,” **East Asia Forum**, Oct. 8, 2019. <https://www.eastasiaforum.org/2019/10/08/vietnams-vulnerability-to-the-us-china-trade-war/>

4. Taussig, Markus, Matt Schwarz and Kenneth Chin (2012). “Private Equity Amid Evolving Market Institutions: The Case of Vietnam,” in Klonowski, D. (ed.), *Private Equity in Emerging Markets: The New Frontiers of International Finance*, New York: Palgrave MacMillan, pp. 261-271.

BOOK REVIEW

“Book Review of: ‘Knowledge Intensive Entrepreneurship: The Birth, Growth and Demise of Entrepreneurial Firms’”, *Journal of Economic Literature*, December 2011.

INTERNATIONAL DEVELOPMENT REPORTS

1. Taussig, Markus, Nguyen Chi Hieu, and Nguyen Thuy Linh (2015). “From Control to Market: Time for Real SOE Reform in Vietnam?” Singapore: Center for Governance, Institutions and Organizations, NUS Business School.
2. Taussig, Markus (2009). “Business Strategy During Radical Economic Transition: Vietnam’s First Generation of Large Private Manufacturers and a Decade of Intensifying Opportunities and Competition,” A Policy Discussion Paper, UNDP Vietnam, Hanoi, Vietnam.
3. Taussig, Markus and Le Duy Binh (2005). “Consultation of the Domestic Community in the Development of Vietnam’s Legal Framework for Enterprise,” German Technical Cooperation (GTZ), Hanoi, Vietnam.
4. Taussig, Markus (2005). “Domestic Companies in Vietnam: Challenges for Development of Vietnam’s Most Important SMEs”, WDI Policy Brief No. 34, William Davidson Institute, Ann Arbor, Michigan.
5. Taussig, Markus and Pham Thi Thu Hang (2004). “Private Enterprise Formality and the Role of Local Government,” ADB Making Markets Work for the Poor, Hanoi, Vietnam.
6. Taussig, Markus and Skadi Falatik (2003). “Private Enterprises in the Mekong Delta: A Baseline Study of One of Vietnam’s Most Dynamic Regions for Rural Entrepreneurship,” German Technical Cooperation (GTZ), Hanoi, Vietnam.
7. Liesbet Steer and Markus Taussig (2002). “A Little Engine that Could: Domestic Private Companies and Vietnam’s Pressing Need for Wage Employment,” World Bank Working Paper No. 2873, Hanoi, Vietnam.
8. Webster, Leila and Markus Taussig (1999). “Vietnam’s Undersized Engine: A Survey of 95 Larger Private Manufacturers,” MPDF Discussion Paper No. 8, Hanoi, Vietnam.

TEACHING CASES

1. Delios, Andrew and Markus Taussig (2018). “Mekong Capital and Mobile World (A): Growing a \$100 Million Company in Vietnam”, 9B18M078, Ivey Publishing.
2. Delios, Andrew and Markus Taussig (2018). “Mekong Capital and Mobile World (B): Bob Willett”, 9B18M079, Ivey Publishing.
3. Delios, Andrew and Markus Taussig (2018). “Mekong Capital and Mobile World (C): Venturing into New Countries and Segments”, 9B18M080, Ivey Publishing.
4. Lerner, Josh, Ann Leamon, and Markus Taussig (2007). “A Note on European Private Equity”, HBS Case No. 9-299-017.

RESEARCH PAPER PRESENTATIONS

1. “The Privileged Rush In? How the Informal Economy Serves as an Incubator for Network Disadvantaged Entrepreneurs in Emerging Economies”:
 - July 29, 2021, HBS Strategy Doctoral Alumni Conference.
 - May 20, 2021, STRonger Together Virtual Symposium “Firm-State Ties: Addressing the Grand Challenges,” AOM Strategy Division Workshop.
2. “Participation, Government Legitimacy, and Regulatory Compliance: A Firm Level Field Experiment in Vietnam”:
 - June 23rd, 2021, Ho Chi Minh Political Academy, online.
 - November 8, 2020, 5th Annual Global Strategy and Emerging Markets (GSEM) Conference: Competing in the Digital World, online.

- July 16, 2019, Parami Institute, Yangon, Myanmar
 - June 16, 2018, Keynote Panel, International Association of Chinese Management Research, Wuhan, China.
 - June 12, 2018, China-Europe International Business School, Shanghai, China.
 - November 3, 2017, University of Michigan Ross School of Business, Ann Arbor, MI.
 - April 25, 2017, Hitotsubashi University, Tokyo, Japan.
 - April 4, 2017, Asia Business School, Kuala Lumpur, Malaysia.
 - December 11, 2016, Strategic Management Society Special Conference, Hong Kong, China.
 - November 29, 2016, Temple University Fox School of Business, Philadelphia, PA.
 - November 17, 2016, University of Victoria Gustavson School of Business, Victoria, Canada.
 - November 9, 2016, Rutgers Business School, Newark, NJ.
 - November 1, 2016, Central Institute for Economic Management, Hanoi, Vietnam.
 - April 29, 2016, Strategy and the Business Environment Conference, University of Rochester Simon Business School, Rochester, NY.
 - April 6, 2016, NUS Business School, Singapore.
 - April 2, 2016, Asian Management Research Conference, NUS Business School, Singapore.
 - December 22, 2015, Israel Strategy Conference, Jerusalem, Israel.
 - October 5, 2015, Strategic Management Society Annual Conference, Denver, CO.
 - June 28, 2015, Academy of International Business Annual Conference, Bengaluru, India.
 - May 29, 2015, Island-Wide “First Cut” Seminar, Singapore Management University, Singapore.
 - June 20, 2014, Georgetown University McDonough School of Business, Washington, DC.
 - May 8, 2014, Fulbright Economic Teaching Program, Ho Chi Minh City, Vietnam.
3. “How do Firms feel about Participation by their Peers in the Regulatory Design Process? An Online Survey Experiment testing the Substantive Change and Spillover Mechanisms”:
 - May 10, 2019, Plenary Session, Strategy Science Annual Conference, Salt Lake City, UT.
 - February 15, 2019, “The Nexus of Business and Government in the Global Economy”, ESSEC Business School, Singapore.
 - March 20, 2019, Keio University, Tokyo, Japan.
 - August 13, 2018, Academy of Management Annual Conference, Chicago, IL.
 4. “Enhanced Compliance by Emerging Economy Firms with International Labor Standards: A Truly Nascent Project Opportunity with the IFC and ILO,” April 21, 2017, Island-Wide “First Cut” Seminar, INSEAD, Singapore.
 5. “Foreignness as Both a Global Asset and a Local Liability: How Host Country Idiosyncrasies and Business Activities Matter”:
 - February 1, 2016, George Washington University School of Business, Washington, DC.
 - November 20, 2015, University of South Carolina Darla Moore School of Business, Columbia, SC.
 - August 28, 2012, Centre for Governance, Institutions, and Organizations Academic Conference, Singapore.
 - July 1, 2012, Academy of International Business Annual Conference, Washington, DC.
 - December 15, 2011, The 24th Australian Finance and Banking Conference, Sydney, Australia.
 - November 5, 2011, Strategic Management Society Extension Workshop, Miami, FL.
 - October 23, 2011, Journal of Management Studies Alternative Conference, Hong Kong, China.
 6. “Strategies for Making Global-Local Alliances Work in Emerging Markets Private Equity,” July 5, 2013, Academy of International Business Annual Conference, Istanbul, Turkey.
 7. “Sourcing from Multinational Suppliers to Overcome Weak Contracting Institutions and Gain Supply Chain Capabilities,” July 6, 2013, Academy of International Business Annual Conference, Istanbul, Turkey.
 8. “The Challenge of Strategic Renewal Amidst Radical Environmental Change: Successful Early Entrants and a Decade of Intensifying Opportunities and Competition in Vietnam,” November 12, 2011, Journal of International Management Conference on Emerging Market Firm Competitiveness: Internationalization, Innovation and Institutions (3Is), Temple University Fox School of Business, Philadelphia, PA.
 9. “Capitalizing on Weak Institutions: The Contingent Value of Being Local in Emerging Economies in Private Equity”:

- August 15, 2011, Academy of Management Annual Conference, San Antonio, TX.
 - June 26, 2011, Academy of International Business Annual Conference, Nagoya, Japan.
 - April 28, 2011, Symposium on Strategy in Emerging Markets, Rice University, Houston, TX.
 - April 8, 2011, European Financial Management Symposium on Alternative Investments, York University, Toronto, Canada.
 - December 27, 2010, Israel Strategy Conference, Haifa, Israel.
 - December 15, 2010, George Washington University School of Business, Washington, DC.
 - December 1, 2010, NUS Business School, Singapore.
 - August 6, 2010, AOM Business Policy and Strategy Dissertation Workshop, Academy of Management Annual Conference, Montreal, Canada.
 - August 7, 2010, AOM International Management Doctoral Workshop, Academy of Management Annual Conference, Montreal, Canada.
 - June 28, 2010, Academy of International Business Annual Meeting, Rio de Janeiro, Brazil.
10. “Out of the Gray: The Impact of Provincial Institutions on Business Formalization in Vietnam”:
- June 27, 2010, Academy of International Business Annual Meeting, Rio de Janeiro, Brazil.
 - May 2009, Transatlantic Doctoral Conference, London Business School, London, UK.
 - COST Workshop: Firm-level Data Analysis in Transition and Developing Economies, Edinburgh, UK, 2009.
 - April 2008, Strategy Unit Doctoral Seminar, Harvard Business School, Boston, MA.
11. “Firm Origins and Diversification Strategy in Emerging Markets: Evidence from Private Equity”
- May 2010, Transatlantic Doctoral Conference, London Business School, London, UK.
 - December 2009, UNDP Oikos Young Scholars Development Academy, Kaubad, Switzerland.
12. “Where is Credit Due? Legal Institutions, Connections, and the Efficiency of Bank Lending in Vietnam,” August 2005, International Convention of Asia Scholars, Shanghai, China.

JOURNAL REFEREEING

Academy of Management Journal; Management Science; Organization Science; Strategic Management Journal; Journal of International Business Studies; Global Strategy Journal; Journal of Business Venturing; World Development; and Entrepreneurship, Theory, and Practice; Asia Pacific Journal of Management.

PHD STUDENTS FOR WHOM SERVED ON DISSERTATION COMMITTEE

Graduated

1. Yan (Jackie) Zheng, NUS. Graduated: 2015. Dissertation title, “The contingent effects of corporate political strategies on firm outcomes”. Placement: Assistant Professor, Hong Kong University.
2. Liang (Jessie) Xueji, NUS. Graduated: 2015. Dissertation title: “Firm Internationalization, Corporate Social Performance, and Financial Performance”. Placement: Assistant Professor, Sun Yat-sen University.
3. Lu Qian, NUS. Graduated: 2015. Dissertation title: “Essays on corporate philanthropy after corporate social irresponsible incidents”. Placement: Assistant Professor, Nanjing University.
4. Gu Qian, NUS. Graduated: 2012. Dissertation title: “The Invisible Hand of Family: Diversification in Business Groups in Emerging Economies”. Placement: Assistant Professor, Georgia State University.

Current

5. Shyamala Sethuram, Rutgers Business School.
6. Phan Ngoc, Duke University.

NON-ACADEMIC WORK EXPERIENCE

- Member, Committee on Stronger Food and Drug Regulatory Systems Abroad 2019
FDA-funded project managed by the National Academies of Science, Engineering, and Medicine.
Final report available at: <http://www.nationalacademies.org/hmd/Reports/2020/stronger-food-and-drug-regulatory-systems-abroad.aspx>.
- Consultant, International Labor Organization, Yangon, Myanmar 2017

Consultant, International Finance Corporation, Washington, DC, USA	2014-2015
Consultant, International Finance Corporation, Hanoi, Vietnam	2000-2001
Consultant, United Nations Development Program, multiple provinces, Vietnam	2008-2009
Consultant, On the Frontier, Belmont, MA	2008
Consultant, William Davidson Institute, Michigan Business School, Hanoi, Vietnam	2004-2005
Consultant, Making Markets Work for the Poor Asian Development Bank, multiple provinces, Vietnam	2004
Consultant, Danish International Development Agency, Hanoi, Vietnam	2004
Consultant, The Asia Foundation, Hanoi & HCMC, Vietnam	2003-2004
Co-founder, Edgepoint Trading, multiple provinces, Vietnam	2003-2004
Consultant, German Technical Cooperation, multiple provinces, Vietnam	2003
Consultant, Price Waterhouse Coopers/Enterplan, Hanoi, Vietnam	2003
Consultant, ACDI/VOCA, Hanoi, Vietnam	2002-2003
Consultant, COWI, Ho Chi Minh City, Vietnam	2002-2003
Consultant, The World Bank, multiple provinces, Vietnam	2002
Founding Owner/Manager, Untours Vietnam, multiple provinces, Vietnam	2001-2003
Consultant, The Asia Foundation, Hanoi & HCMC, Vietnam	2001
Consultant, The World Bank, Washington, DC, USA	1999

LANGUAGES

Native English, fluent Vietnamese, intermediate German and Mandarin (3 years of university classes)