

# Tony Lizhang He

Management and Global Business  
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## Academic Positions

Assistant Professor, Management and Global Business, Rutgers Business School – Newark and New Brunswick, 2022-Present

Senior Fellow, Impact, Value, and Sustainable Business Initiative of The Wharton School of the University of Pennsylvania, 2022-Present

## Education

Ph.D. in Applied Economics, The Wharton School of the University of Pennsylvania, 2022

M.B.A., Harvard Business School, 2015

B.S. in Biomedical Engineering, Johns Hopkins University, 2011

## Research Interests

Corporate sustainability, corporate political activities, stakeholder management, social movements, international business, political economy

## Papers

### *Journal Articles*

Ganson, Brian, Tony L. He, and Witold J. Henisz. “Business and peace: The impact of firm–stakeholder relational strategies on conflict risk.” *Academy of Management Review* 47.2 (2022): 259-281.

*Selected as Best Paper Finalist of Academy of Management Review in 2023*

Ganson, Brian, Tony L. He, and Witold J. Henisz. ““Us” and “them”: Corporate strategic activism, horizontal inequalities, and society's capacity to address its grand challenges.” *Global Strategy Journal* 12.3 (2022): 520-542.

He, Tony L. “Low Profile, High Impact: How the Visibility of Political Agents Shapes Corporate Political Influence.” *Strategic Management Journal* (2025). In press. <https://doi.org/10.1002/smj.3736>.

## *Working Papers*

He, Tony L., Witold J. Henisz, Matthew Josefy, and Timothy Werner. “Walking the Sustainability Talk in Politics: Alignment of Corporate Discourse and Lobbying on Environmental and Social Sustainability.”

*Revise and Resubmit at Strategic Management Journal*

*Winner of the Best Paper Award at the ARCS (Alliance for Research on Corporate Sustainability) 16<sup>th</sup> Annual Research Conference in 2024*

Jamison, Anne S., Witold J. Henisz, and Tony L. He. “The Dynamic Capability of Strategic Issues Management: Winning Stakeholder Support in Evolving Issue Landscapes.”

*Reject and Resubmit at Organization Science*

He, Tony L., Kate Odziemkowska, and Witold J. Henisz. “The Social Production of Corporate Targets by the Anti-ESG Movement.”

*Under review at Administrative Science Quarterly*

*Nominated for SMS 2025 Annual Conference Responsible Research Paper Prize*

He, Tony L., Zhao Li, and Stanislav Markus. “Counterproductive Social Activism in a Polarized Market Exchange.”

*Nominated for SMS 2025 Annual Conference Responsible Research Paper Prize*

He, Tony L. and Yu Li. “Tracing LGBT+ Worker Trajectories: Firm Inclusion Policies, State Laws, and Labor Outcomes from 2007 to 2024.”

He, Tony L. and Anne Jamison. “Intergroup Conflicts and Investment Decisions in High-Risk Environments.”

Singh, Shubham and Tony L. He. “Multinational Corporations’ Sustainability Strategies in Response to Global Social Activism.”

Hong, Emma Kyoungseo and Tony L. He. “Embedding Sustainability in Complex Supply Chains: The Impact of Localized Sustainability Expertise in Mitigating Emissions.”

## **Academic Activities**

### *Conferences and Invited Presentations (Including Scheduled)*

2025: Annual Convening of the Wharton ESG Initiative, Strategy and the Business Environment (SBE) Annual Conference, Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, Strategic Management Society (SMS) Annual Conference

2024: Politecnico di Milano School of Management, IE University Business School (Strategy Department), Organization Science Winter Conference, Strategy and the Business Environment (SBE) Annual Conference, Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, Bocconi University Nonmarket Strategy Workshop, Sumantra Ghoshal Conference at London Business

School, Copenhagen Business School – Princeton Money in Politics Conference, University of Oxford Corporate Reputation Symposium, Academy of Management (AOM) Annual Meeting, Strategic Management Society (SMS) Annual Conference

2023: The Nexus of Business and Government in the Global Economy, Peace Positive Private Sector Development in Africa (P3A) Conference, Stellenbosch Business School, Strategy and the Business Environment (SBE), Strategic Management Society (SMS) Annual Conference

2022: International Association for Chinese Management Research (IACMR) Macro Frontier Research Conference, Wharton Nonmarket Strategy Workshop, Annual Convening of the Wharton ESG Initiative

2021: Bocconi University (Department of Management and Technology), Copenhagen Business School (Department of International Economics, Government and Business), George Washington University School of Business (Department of International Business), Harvard Business School (Strategy Unit), Rutgers Business School – Newark and New Brunswick (Department of Management and Global Business), Consortium on Competitiveness and Cooperation (CCC) Doctoral Conference, Strategy and the Business Environment (SBE) Annual Conference, Rising Scholars Conference, Academy of Management (AOM) Annual Meeting

2020: Academy of Management (AOM) Annual Meeting, Strategic Management Society (SMS) Annual Conference

#### *Referee Service*

Academy of Management Journal, Academy of Management Review, Global Strategy Journal, International Business Review, Journal of Management Studies, Journal of Urban Economics, Management Science, Organization Science, Strategic Management Journal

#### *Co-Authored Harvard Business School (HBS) Case Studies*

Henderson, Rebecca, and Tony L. He. “German Business and the Syrian Refugee Crisis.” Harvard Business School Case 316-142, January 2016.

Henderson, Rebecca, and Tony L. He. “Business and the Building of Inclusive Institutions.” Harvard Business School Technical Note 316-156, March 2016.

Henderson, Rebecca, Amram Migdal, and Tony L. He. “Industry Self-Regulation: Sustaining the Commons in the 21st Century?” Harvard Business School Background Note 315-074, revised March 2016.

Henderson, Rebecca, Tony L. He, and Brian Tomlinson. “Reimagining Capitalism: Towards a Theory of Change.” Harvard Business School Case 316-162, April 2016.

Cole, Shawn, and Tony L. He. “Farmers Business Network: Putting Farmers First.” Harvard Business School Case 217-025, September 2016.

Cole, Shawn, Mark Kramer, and Tony L. He. “DBL Partners: Double Bottom Line Venture Capital.” Harvard Business School Case 217-022, September 2016.

Gandhi, Vikram, and Tony L. He. “Pi Investments.” Harvard Business School Case 317-039, September 2016.

Cole, Shawn, and Tony L. He. “Generation Investment Management: 2016.” Harvard Business School Case 217-031, October 2016.

Cole, Shawn, and Tony L. He. “Mindspark: Improving Educational Outcomes in India.” Harvard Business School Case 217-060, March 2017.

## Teaching & Service

### *Undergraduate Teaching*

International Business (Rutgers 29:620:368) – Fall 2024, Fall 2023, Fall 2022  
Instructor ratings on scale of 1 (poor) to 5 (excellent) – 2024: 4.79 & 4.77 (school average: 4.28); 2023: 4.71 & 4.78 (school average: 4.27); 2022: 4.52 & 4.84 (school average: 4.39)

### *MBA Teaching*

International Business (Rutgers 22:553:593) – Fall 2024, Fall 2023, Fall 2022  
Instructor ratings on scale of 1 (poor) to 5 (excellent) – 2024: 4.75 & 4.55 (school average: 4.42); 2023: 4.69 (school average: 4.33); 2022: 4.89 (school average: 4.37)

### *Service Activities*

LGBT+ Rutgers Faculty Advocate  
Rutgers Management and Global Business Research Seminar Organizer: 2022-2023  
Co-Organizer of AOM 2024 Professional Development Workshop “Research Frontiers in Nonmarket Strategy”  
Member of Non-Market Strategy Research Community (NMSRC)

## Grants, Fellowships, & Awards

Rutgers Business School Dean’s Research Seed Fund, 2025  
Wharton Impact, Value, and Sustainable Business Research Fellowship, 2022-Present  
Mack Institute Student Research Fellowship, 2020  
Wharton Political Risk Lab Research Award, 2020  
UPenn GAPSA – Provost Fellowship for Interdisciplinary Innovation, 2019  
Samuel Zell and Robert Lurie Real Estate Center Research Grant, 2018

## Work Experiences

Senior Researcher at Harvard Business School, Boston, MA, 2015-2017

Quantitative Marketing & Predictive Analytics Analyst at Sigma-Aldrich (Merck), St. Louis, MO, 2014

Economic Analyst at Analysis Group, Inc., Boston, MA, 2011-2013

## Personal

USA citizen. Fluent in Mandarin & Cantonese. Avid tennis player.

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*Last updated on August 8, 2025*