

Haixia (Helen) Hu
LSE Fellow
Department of Management
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EDUCATION

Ph.D., International Business and Economic Geography
University of Birmingham, 2022

MSc
International Business
University of Birmingham, 2017

ACADEMIC POSITIONS

2022-23 Teaching fellow, University of Warwick

2022 (Jan-May) Teaching fellow, Department of Strategy and International
Business, University of Birmingham

2021 (Sept-Dec) Guest Lecturer, 1st UG Digital Business, Department of
Management, University of Birmingham

2018-23 Teaching fellow, Department of Management, University of
Birmingham

2022-23 (part-time) Research assistant, Department of Strategy and International
Business, University of Birmingham

2018 -22 Seminar leader, Department of Management, University of
Birmingham

2018 -22 Seminar Tutor, Department of Strategy and International
Business, University of Birmingham

2018-22 Personal Tutor, UG Strategic Management and the MSc
International Business, University of Birmingham

2018 (Jul-Sept) EMBATutor, Academic Skills Centre: Academic Tutorial,
University of Birmingham

2018-19 A2B Scheme Tutor: Access to Birmingham (A2B), University of
Birmingham

HONORS, GRANTS, AND AWARDS

IIES International Academic Conference in Paris, (£400)

SIBR 2020 Sydney Conference on Interdisciplinary Business & Economics Research (£500)

The 17th Vaasa International Business Conference, (\$400)

RESEARCH INTERESTS

Internationalization, translocalization, localization, internationalization of educational enterprises, emerging markets; international business strategy; entry modes; business models; global networks; services internationalization.

PAPERS UNDER REVIEW

Hu, H, Bryson, JR & Beaverstock, J. (2023). “The Making of Transnational Educational Enterprises: Global-local networks and the denationalisation of English independent schools”, (Working paper available on request), target: *Journal of World Business*

Hu, H, Bryson, JR & Beaverstock, J. (2023). “Globalization, financialization and the emergence of springboarding simulacrum in school education service enterprises” (Working paper available on request), target: *Global Networks*

WORKING PAPERS

Hu, H, Bryson, JR & Beaverstock, J. (2023). “Revisiting Springboarding Reconfigurations: Triple-loop Springboarding Simulacrum Service Enterprises”, (Working paper available on request), target: *Journal of International Business Studies*

Hu, H, Bryson, JR & Beaverstock, J. (2023). “Balancing Exploration and Exploitation in Managing Ambidextrous Organizations: Translocal Educational Enterprises and the denationalisation of English independent schools” (Working paper available on request), target: *Strategic Management*

Hu,H., “Business models – multisided for-profit and not-for-profit business models,” (Working paper available on request), target: *Long Range Planning*

PEER-REVIEWED CONFERENCE & INVITED PRESENTATIONS

- The 17th Vaasa International Business Conference, August, 2023
- IISES International Academic Conference, the 50th International Academic Conference, Paris, Oct 2019
- SIBR 2020 Sydney Conference on Interdisciplinary Business & Economics Research, January, 2020

TEACHING INTERESTS

Topics: International Business Strategy, MENs, EMNEs, Research Methods, Global Networks, Business Model, Digital Platform Business, International Business Negotiations, and Responsible Business

PROFESSIONAL SERVICE

- The 17th Vaasa International Business Conference reviewer
- Digital Technology and Inclusive Development: Inclusive Digital Model (IDMODEL) Project Concluding Conference 25 Feb 2022 on Zoom (the University of Birmingham and Oxford University)
- Co-organiser of MNEDEVELOP Workshop, Birmingham April 2022 (University of Birmingham)
- International Business (MSc) Options Fair IB 2018-2019 and 2019-2020 (University of Birmingham)
- Co-organiser of the Birmingham Business School Annual Conference 2021 (University of Birmingham)
- Student representative for PhD management programme 2018-2021
- Student representative for MSc IB programme 2016-2017

PROFESSIONAL AFFILIATIONS

- Member of the Academy of International Business (AIB) (since 2021)

WORK EXPERIENCE

- Conference reviewer, the 17th Vaasa International Business Conference

- MSc IB programme, International Business Strategy, Digital Business Analytics and Strategy, Financial Strategy, Research Methods in International Business, Issues in Management, Principles of Responsible Business, Responsible Business: Theory and Practice, and the International Business Negotiations module, University of Birmingham
- MSc International Trade, Strategy and Operations (ITSO) programme, International Business Development (IBD), Global Business Environment and Markets (GBEM), Global Business Environment (GBE) Cyprus Programme, Warwick University
- First-year UG Business Management, Strategic Management, University of Birmingham
- Stock market analyst using fundamental, technical and quantitative analysis to evaluate the financial stability of a company and evaluate a company's potential for growth and profitability.

PROFESSIONAL QUALIFICATIONS AND SKILLS

- Higher Education Futures Institute (HEFi): Horizon Award (2018)
- ILT006 Supporting Diversity (2018)
- ILT003 Small group teaching (2018)
- ILT004 Assessment and Feedback (2018)
- ILT001 Introduction Learning and Teaching (2018)
- LM Mixed Methods Research Design (20 credits) (2017)
- LM Foundations in Qualitative Research (20 credits) (2017)
- LM Foundations in Quantitative Research Methods (20 credits) (2017)
- LM Philosophy of Social Science Research (20 credits) (2017)
- LM Research Design, Practice and Ethics (20 credits) (2017)
- LM Advanced Qualitative Data Analysis (10 credits) (2018)
- An Introduction to Statistical Analysis - Using SPSS (2018)

- How to Search for Literature Effectively (2017)
- How to Find Company, Financial, Marketing and Statistical Information (2017)
- Research Data Management (2017)
- How to Avoid Plagiarism and How to Keep within Copyright Law (2017)
- 2015 French Language, ABC Entry Level Award in Reading, and Writing in French (Entry 3) (2015)