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Assistant Professor

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BIOGRAPHY

Diana Kwok is an Assistant Professor and Academic Director of the MSc International Business at Aix-Marseille Graduate School of Management-IAE. She is also Adjunct Professor at EMLyon Business School and Skema Business School. Prior to joining AMGSM-IAE, she was an Associate Professor at EM Strasbourg Business School for three years. She has taught strategy, entrepreneurship and international business at numerous business schools in France, since 2011. Diana has published in International Business Review (IBR) and European Journal of International Management, and recently won the IBR Best Paper Award for 2020. She earned her PhD from Aix-Marseille Graduate School of Management-IAE. Her 15 years in the financial services industry of Asia, Europe and the US, together with consulting experience inform both her teaching and research. Diana is a Malaysian national.

EDUCATION

2018: PhD – Aix-Marseille University-IAE

2014: Master de Recherche – Aix-Marseille University-IAE

1990: Bachelor of Economics (Honours) – University of Sydney, Sydney, Australia

Language	Read	Speak	Written
ENGLISH (native)	X	X	X
FRENCH	X	X	X

PROFESSIONAL EXPERIENCE

2009-2019: International Business Advisor – Freelance, France

2007-2008: Financial / Business Administrator – Camargo Foundation, Cassis, France

1995-2005: Executive Vice President / Chief Financial Officer – SLC Group, Kuala Lumpur, Paris, London

1993-1995: Corporate Finance Executive – Malaysian International Merchant Bankers, Kuala Lumpur, Malaysia

1991-1993: Credit Officer – Pacific Bank, Penang, Malaysia

ACADEMIC ACTIVITIES

Courses currently given at Aix Marseille Graduate School of Management – IAE

Advanced Strategy (Executive MBA), International Strategy for MNCs (M2)

Other courses (2011-2022)

In Strategy

Strategic Management (M2 - *EMLyon Business School*), International Strategies* (M2 - *EMLyon Business School*), SKEMASim* (M1, M2 and Bachelor - *Skema Business School*), Advanced Strategy (M2 - *Skema Business School*), Internationalization of the Firm (M2 - *Skema Business School*), Strategic Business Game* (PGE - *EM Strasbourg Business School*), Strategic Analysis (PGE - *EM Strasbourg Business School*), Global Business Issues (PGE - *EM Strasbourg Business School*), Corporate Strategy (Bachelor - *EM Strasbourg Business School*)

*Business simulations

In Entrepreneurship

New Venture Basics (PGE and M1 - *EMLyon Business School*), Entrepreneurship and Business Opportunities (M2 - *Grenoble Ecole de Management*), Entrepreneurship (M1 - *Edhec Strasbourg Business School*), Basics in Entrepreneurship (PGE - *EM Strasbourg Business School*), Venture Creation Basics (PGE - *EM Strasbourg Business School*)

In International Management

Doing Business in Asia, Working Effectively with Asians (M1 and M2 - *IAE Aix, IAE Lyon, IPAG Business School*), International Business Environment (M1 - *INSEEC Chambéry*), Asian Markets (M2 - *International University of Monaco*), Luxury in Asian Markets (M2 - *International University of Monaco*)

Past / Other academic positions

2019-2022: Associate Professor – *EM Strasbourg Business School, University of Strasbourg, France*

Since 2016: Adjunct Professor – *Skema Business School, France*

Since 2012: Adjunct Professor – *EMLyon Business School, France*

Administrative responsibilities

2020-2022: Academic Director of the Entrepreneurship specialization, Program Grand Ecole (3A), EM Strasbourg Business School

2020-2021: Academic Director of the Entrepreneurship—Strategy major, Program Grand Ecole (2A), EM Strasbourg Business School

SCIENTIFIC ACTIVITIES

Research interests

International mergers and acquisitions, interpersonal trust, cross-cultural management, emerging economies, policy capturing method

Research awards

2021: Winner of the International Business Review Best Paper Award for 2020 – EIBA Annual Conference, Madrid, Spain

2016: Winner of the Second Prize – Best Paper Award – EURAM Doctoral Colloquium, Paris, France

2015: Winner of the Second Prize – Specialized M2 (Master of Research) thesis - Association for Merger and Acquisition Managers, France

Articles in refereed journals

Kwok, D. W. P., Meschi, P.-X., & Bertrand, O. (2020). In CEOs we trust: When religion matters in cross-border acquisitions. The case of a multifaith country. *International Business Review*, 101705.

- Winner of the International Business Review Best Paper Award for 2020, in December 2021.

Kwok, D. W. P. (forthcoming). Cross-border M&As and early subordinate-leader trust: A social identity approach. *European Journal of International Management*, 1(1), 1. doi:10.1504/ejim.2021.10033183.

Refereed proceedings – Conference papers

- Kwok, D. W. P. (2022). Boundaries, cultural differences and sociocultural integration in a Malaysian merger. European Academy of Management (EURAM) Annual Meeting, Winterthur, Switzerland, 15-17 June.
- Kwok, D. W. P. (2019). Subordinate-leader trust: A tale of two acquisitions in Malaysia. European Academy of Management (EURAM) Early Career Colloquium, Nuremberg, Germany, 27 February-1 March.
- Kwok, D. W. P. (2018). Subordinate—leader trust: A tale of two acquisitions in a multicultural emerging economy. Journal of World Business Professional Development Workshop, Southend-on-Sea, UK, 10-11 April.
- Kwok, D. W. P. (2017). Do managers span boundaries? Domestic and cross-border acquisition evidence from a multicultural emerging economy. European International Business Academy (EIBA) Annual Conference, Milan, Italy, 14-16 December.
- Kwok, D. W. P. (2017). Opening the black box of cultural differences: Domestic vs. cross-border acquisitions, trust and emerging economies. British Academy of Management (BAM) Annual Conference, Coventry, UK, 5-7 September.
- Kwok, D. W. P. & Meschi, P.-X. (2017). In leadership we trust: Religious homophily and cross-border acquisitions in multifaith Asian emerging economies. Skema KTO Professional Development Workshop, Skema Business School, Sophia Antipolis, France, 20-22 June.
- Kwok, D. W. P. & Meschi, P.-X. (2016). In leadership we trust: Religious homophily and cross-border acquisitions in emerging economies. Strategic Management Society (SMS) Special Conference, Hong Kong, 10-12 December.
- Kwok, D. W. P. & Meschi, P.-X. (2016). An ethno-religious perspective on target firm personnel trust in cross-border acquisitions. Academy of International Business (AIB) Annual Conference, New Orleans, USA, 27-30 June.
- Kwok, D. W. P. (2016). An ethno-religious perspective on target firm personnel trust in cross-border acquisitions. European Academy of Management (EURAM) Doctoral Colloquium, Paris, France, 30-31 May.
- Winner of the Second Prize – Best Paper Award.