

Yue Cai Hillon

Professor of Management

Economics, Management, & Project Management
Western Carolina University
Cullowhee, NC 28723, USA

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I am committed to a shared learning experience to help students develop future-oriented data-intensive strategic decision-making skills while contributing to the value-creation of regional economic and community development efforts. Community partners over the past thirteen years spanned a wide range of industries (e.g. service, manufacturing, aviation, restaurants, software, education, agriculture, government, and community organizations). Beyond teaching, I enjoy mentoring students who are interested in management consulting, students who are exploring their entrepreneurial dreams, and graduate students who are pursuing a Ph.D. career in management. I am also actively engaged in my communities, serving on non-profit boards, and assisting organizations with strategic planning and management consulting.

Academic Appointments

2014 - Present Professor of Management
School of Economics, Management, and Project Management
College of Business
Western Carolina University
Cullowhee, NC

Teaching

Graduate Courses Taught

- ◆ Integrative Management
- ◆ Global Strategic Entrepreneurship
- ◆ Independent Study

Undergraduate Courses Taught

- ◆ Introduction to Management
- ◆ Strategic Management
- ◆ Honor's Projects

Awards

- ◆ Recipient of 2019-2020 Center for Community Engagement and Service Learning (CCESL) Top Community Engagement Faculty Award
- ◆ Recipient of the 2018 Paul A. Reid Distinguished Service Award
- ◆ Recipient of the 2018 Center for Community Engagement and Service Learning (CCESL) Outstanding Achievement: Service in Teaching Award
- ◆ Recipient of the 2018 College of Business Engagement Award

Regional Engagement Activities

- ◆ Southwestern Commission: Natural Products Industry Study (2018)
- ◆ Summer Research Grant (Topic: Action Research) (2018-19)

- ◆ Strategic Planning Facilitator for MARC, Inc. (2017)
- ◆ NC Small Business & Technology Development Center, WCU International Liaison (2016-present)
- ◆ Full Spectrum Farms, Cullowhee, NC, Treasurer and Board Member (2015 - present)

International Outreach

- ◆ Jean Moulin University PhD in Management Dissertation Defense Committee Member (2020)
- ◆ Jean Moulin University and University of Balamand Joint DBA Defense Jury Member (2017 - present)
- ◆ Jean Moulin University Invited Visiting Professorship, Lyon, France (2015 - present)
- ◆ Shanghai University of International Business and Economics (SUIBE) DBA Student Advisor on Research Methods (2018)

2007 - 2014 Associate Professor of Management
 Department of Management
 Harmon College of Business and Professional Studies
 University of Central Missouri
 Warrensburg, MO

Teaching

Graduate Courses Taught

- ◆ Strategic Management and Marketing
- ◆ Special Topics in Strategic Management

Undergraduate Courses Taught

- ◆ Organization Policy and Strategy
- ◆ Entrepreneurship - Commercialization
- ◆ Special Problems in Social Entrepreneurship
- ◆ Principles of Organization and Management
- ◆ International Management

2006 - 2007 Visiting Professor
 Department of Management
 Price College of Business
 University of Oklahoma
 Norman, OK

Teaching

Graduate Courses Taught

- ◆ Strategic Management

2006 - 2007 Lecturer
 Department of Management
 College of Business Administration
 University of Central Oklahoma
 Edmond, OK

Teaching*Undergraduate Courses Taught*

- ◆ Leadership
- ◆ International Management

2004 - 2006

Lecturer
Department of Management
College of Business Administration
New Mexico State University
Las Cruces, NM

Teaching*Undergraduate Courses Taught*

- ◆ Small Business Consulting
- ◆ Human Behavior in Organizations
- ◆ Human Relations in Organizations

Continuing/Adult Education Courses Taught

- ◆ Service Leadership Institute: One year training course for managers and supervisors in the New Mexico State University Office of Facilities and Services (2004)

Other Accolades

- ◆ Outstanding Researcher Award, NMSU Department of Management (2005)

Peer Reviewed Publications

Garrido-Lopez, M., & Hillon, Y.C. (2020). Where are the People in Continuous Improvement Efforts. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 139.

Wright, E.W., Fowler, D., Hillon, Y.C., & Garrido-Lopez, M. (2019). A new scorecard for strategic planning. *Journal of Business Strategy*, 40(2): 50-58. <https://doi.org/10.1002/bse.2254>

Smith, W.L., Hillon, Y.C., & Liang, Y. (2019). Reassessing measures of sustainable firm performance: A consultant's guide to identifying hidden costs in corporate disclosures. *Business Strategy and the Environment*, 28(2): 353-365. <https://doi.org/10.1002/bse.2254>

Garrido-Lopez, M., Hillon, Y.C., Cagle, W., & Wright, E.W. (2018). Project-Based Strategic Management Education: A Client Perspective on Key Challenges. *Journal of Small Business Strategy*, 28(2): 68-79. Available Online: <http://jsbs.org>

Hillon, Y.C., Domagalski, T., & Zanglein, J. (2017). A Qualimetric Approach to Work-Life Balance. *Tamara Journal for Critical Organization Inquiry*, 14(3-4): 237-248. Available Online: <https://tamarajournal.com/index.php/tamara/article/view/435/405>

Boje, D.M. & Hillon, Y.C. (2017). The Fifth Epoch: Socio-Economic Approach to Sustainable Capitalism. *Markets, Globalization & Development Review* (MGDR), 2(1), Article 2. Available at: <http://digitalcommons.uri.edu/mgdr/vol2/iss1/2>

Boje, D.M., Hillon, Y.C., & Mele, T. (2017). 21st Century University and the Failure of Business Process Reengineering. *Organization Development Journal*, 35(1), 91-106.

Hillon, Y.C. (2017). Heroic Narratives of Intentional Non-Compliance with PRME. *Society and Business Review*, 12(3): 256-273. (Winner of 2018 Society and Business Review Emerald Literati Award)

Hillon, Y.C. & Boje, D.M. (2017). The Dialectical Development of “Storytelling” Learning Organizations: A Case Study of a Public Research University. *The Learning Organization Journal*, 24(4): 226-235.

Savall, A., & Hillon, Y.C. (2017). Strategic Venturing for Entrepreneurs: A New Application of the Socio-Economic Approach to Management. *American Journal of Management*, 17(3): 47-63. Available Online: http://www.na-businesspress.com/AJM/SavallA_17_3_.pdf

Hillon, Y.C., Kisiel, G., & Hillon, M.E. (2016). A Discursive Framework for Research in Management Consulting. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 117: 109-124.

Mendez, M.J, Arkoubi, K.A., & Hillon, Y.C. (2015). Business Leadership Education: A Virtual Storytellers Exercise. *Academy of Educational Leadership Journal*, 19(1): 31-42. Available Online: <https://www.abacademies.org/articles/aeljvol19no12015.pdf>

Cai-Hillon, Y. & Bunch, C. (2012). Socio-Economic Consulting Education in America. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 93: 93-115.

Cai-Hillon, Y., Hillon, M.E., & Boje, D. M. (2012). Deconstructing Strategic Inflections by Imagery. *Tamara Journal for Critical Organization Inquiry*, 10(4), 29-43. http://crow.kozminski.edu.pl/journal/index.php/tamara/article/viewFile/97/pdf_4

Hillon, M. E., Cai-Hillon, Y., & Brammer, D. (2012). A Brief Guide to Student Projects with Industry. *INFORMS Transactions on Education*. 13(1): 10-16. <https://pubsonline.informs.org/doi/pdf/10.1287/ited.1120.0092>

Cai-Hillon, Y., & McCord, M. (2011). Can Corporate Social Responsibility be Taught? *Academy of Business Disciplines Journal*, 3(2): 1-13. Available Online: <https://www.ship.edu/contentassets/569211b0c6f243808c3c64f54e816cd2/v3yuep1-p11.pdf>

Cai-Hillon, Y. & Thomas, E. (2006). Extemporaneous Theatre: Unfolding Developmental Transformations. In C. Gardner (ed.) *sc'moi Annual Review of Management and Organization Inquiry* 2(1), ISBN # 0-9778135-1-7.

Boje, D. M., Driver, M., & Cai, Y. (2005). Fiction and Humor in Transforming McDonald's Narrative Strategies. *Culture and Organization*, 11(3): 195-208.

Boje, D.M., & Cai, Y. (2004). McDonald's: Grotesque Method and the Metamorphosis of the Three Spheres: McDonald's, McDonaldland, and McDonaldization. *Metamorphosis Journal*, 3(1): 15-33.

Reviewed and/or Invited Book Chapters

Hillon, Y.C. (2021). Lou Pondy: Mentor of my Mentor. In D.B. Szabla (ed.) *The Palgrave Handbook of Organizational Change Thinkers, Second Edition* (In Press). London: Palgrave Macmillan.

Hillon, Y.C. & Boje, D.M. (2019). Socioeconomic Triple-Spiral-Helix Response to Socially Irresponsible Capitalism. In D.M. Boje & M. Sanchez (eds.) *The Emerald Handbook of Management and Organization Inquiry* (pp. 89-102). Bingley, UK: Emerald.

Savall, A. & Hillon, Y.C. (2016). Accompagner La Création D'Entreprise Au Moyen D'Une Intervention Socio-Économique. *Entreprises*, In H. Savall, V. Zardet, & M. Bonnet (eds.) *Entreprises, valeur(s) et prospérité : le capitalisme socialement responsable*. Paris: Economica.

Hillon, M.E., Hillon, Y.C., & Bunch, C. (2015). Socio-Economic Management Consulting in America: A Diffusion of Innovation Study. In H. Savall, J. Conbere, A. Heorhiadi (eds.) *Decoding the Socio-Economic Approach to Management* (pp. 49-64). Charlotte, NC: Information Age Publishing.

Hillon, M.E., & Hillon, Y.C. (2014). An Approach to Socio-Economic Management Consulting in China. In H. Savall, J. Conbere, A. Heorhiadi, V. Cristallini, & A.F. Buono (eds.) *Facilitating the Socio-Economic Approach to Management* (pp. 129-143). Charlotte, NC: Information Age Publishing.

Cai-Hillon, Y., Boje, D.M., & Dir, C. (2011). Strategy as Antenarrative Complexity. In *Storytelling and the Future of Organizations: An Antenarrative Handbook* (pp. 148-162). New York: Routledge.

Boje, D. M., & Cai, Y. (2008). A Discursive Critique of "McJob": Putting Laclau, Mouffe, and Bakhtin to Work. In N. Carpentier & E. Spinoy (eds.) *Discourse Theory and Cultural Analysis: Media, Arts, and Literature* (pp.169-178). Cresskill, NJ: Hampton Press.

Boje, D.M., Hillon, M.E., & Cai, Y. (2007). SEAM Small Business Consulting in New Mexico: Organizational Intervention as Theater. In A.F. Buono (ed.) *Research in Management Consulting Series: Socio-Economic Intervention in Organizations*. (pp. 215-227). Charlotte, NC: Information Age Publishing.

Boje, D.M., Cai-Hillon, Y., Rosile, G., & Thomas, E. (2007). Grottesque Humor Regeneration of McDonaldization and McDonaldland. In R. Westwood & C. Rhodes (eds.) *Humour, Work and Organization*. (pp. 249-270). Abingdon, UK: Routledge.

Peer Reviewed Academic Conference Paper Presentations (Published Proceedings as Noted)

Hillon, Y.C., Garrido-Lopez, M., Bonnet, M. & Hillon, M.E. (2020). Community Sourced Research: A Watershed Ecosystem Approach to Management Research and Practice. *The 80th Annual Meeting of the Academy of Management*, Vancouver, Canada. Best Paper Award. (Published Proceedings)

Monod, E., Elisabeth, J., Santoro, F., & Hillon, Y.C., (2020). Theories of Power, Boundary Spanning and the Impact of Technology: A Japanese Company in China. *The 80th Annual Meeting of the Academy of Management*, Vancouver, Canada. Benedictine University Scholar-Practitioner Collaboration Award.

Hillon, Y.C., Garrido-Lopez, M., Bonnet, M., & Hillon, M.E. (2020). Community Sourced Research: An Economic Balance for Ecosystem Impact Assessment. *The 9th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC-MC & ISODC*, Lyon, France. (Published Proceedings)

Boje, D.M., Hillon, Y.C., & Hillon, M.E. (2019). Who killed the French Broad? *The 9th Annual New Mexico Quantum Storytelling Conference*, Las Cruces, New Mexico. (Published Proceedings)

Savall, A., Hillon, Y.C., Zardet, V., Pierce, A., & Rosile, G.A. (2019). Women in management consulting: Beyond inclusion and thriving as partners. *The 79th Annual Meeting of the Academy of Management*, Boston, MA. (Published Proceedings)

Hillon, Y.C., Bonnet, M. Madonna, C., Smith W.L., & Hillon, M.E. (2019). Small steps or a giant leap: Two paths to engage management research with practice and education. *The 79th Annual Meeting of the Academy of Management*, Boston, MA. (Published Proceedings)

El Hajjeh, R., Zarder, V., Savall, H., & Hillon, Y.C. (2019). Managing change and agility among construction SMEs in Qatar. *The 8th International Conference and Doctoral Consortium, ISEOR – Academy of Management MCD*, Lyon, France. (Published Proceedings)

Savall, A., Hillon, Y.C., Zardet, V., Pierce, A., & Rosile, G.A. (2019). Women in management consulting: Beyond inclusion and thriving as partners. *The 8th International Conference and Doctoral Consortium, ISEOR – Academy of Management MCD*, Lyon, France. (Published Proceedings)

Hillon, Y.C., Pierce, A., Madonna, C., & Cagle, W. (2018). Narrative Interplay in the Discovery of SME Fundamental Constraints to Growth. *The 78th Annual Meeting of the Academy of Management*, Chicago, IL. (A Best Paper and Winner of the Benedictine University Scholar-Practitioner Collaboration Award; Published Proceedings)

Smith, W.L., Hillon, Y.C., El Haddad, P., & Hillon, M.E. (2018). Measuring Impact on Well-Being: An Enterprise Level Interaction of Business and Society. *The 78th Annual Meeting of the Academy of Management*, Chicago, IL. (Published Proceedings)

Monod, E., Eisner, A.B., Hillon, Y.C., Tian, X., Sun, K., Zhang, M., Gong, T., & Li, Y. (2018). New Consulting Theories for Hypercompetition in China? *The 78th Annual Meeting of the Academy of Management*, Chicago, IL. (Published Proceedings)

Hillon, Y.C. (2018). Myths of Action in Management and Organization Science. *The 18th Annual Conference of the European Academy of Management*, Reykjavik, Iceland. (Published Proceedings)

Garrido-Lopez, M., & Hillon, Y.C. (2018). Where are the People in Business Improvement Efforts? *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France. (Published Proceedings)

Hillon, Y.C., Hillon, M.E., & El Haddad, P. (2018). Kurt Lewin's Action Research. *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France. (Published Proceedings)

Hillon, Y.C., Pierce, A., Madonna, C., & Cagle, W. (2018). A Grounded Theory Approach to Discovering SMEs' Fundamental Constraints. *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France. (Published Proceedings)

Hillon, Y.C., & Cagle, W. (2017). Living Story Webs of Art and Energy. *7th Annual Quantum Storytelling Conference*, Las Cruces, NM.

Hillon, Y.C., & Mele, T. (2017). Narratives of Business Process Reengineering: The failure of a logical and innovative approach. *The 77th Annual Meeting of the Academy of Management*, Atlanta, GA. (Published Proceedings)

Smith, W.L., Hillon, Y.C., Hillon, M.E., & Liang, Y. (2017). Reassessing firm performance measures: Implications in management consulting and research. *The 77th Annual Meeting of the Academy of Management*, Atlanta, GA. (Published Proceedings)

Savall, A., & Hillon, Y.C. (2016). New Insights of Strategic Venturing Through Socio-Economic Approach to Management. *The 76th Annual Meeting of the Academy of Management*, Anaheim, CA. (Published Proceedings)

Hillon, Y.C., Hillon, M.E., Waters, S.M., & Large, R.D. (2016). Heroic Narratives of Intentional Non-Compliance with PRME. *The 13th Conference of ADERSE (Association for the Development of Education and Research on Corporate Social Responsibility)*, Lyon, France. (Published Proceedings)

Hillon, Y.C. (2016). Searching for Competitive Advantage in Management Curricula. *The 6th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC & MC*, Lyon, France. (Published Proceedings)

Hillon, Y.C. (2016). Beyond Reductionism: Buddhist Interpretation of Organizational Research. *Standing Conference for Management and Organization Inquiry*, Philadelphia, PA.

Savall, A. & Hillon Y.C. (2015). Strategic Venturing with Socio-Economic Approach to Management. *Colloque de l'ISEOR fête ses 40 ans sur le thème: Companies, Value(s) and Prosperity: Socially Responsible Capitalism*, Lyon, France.

Hillon, M.E., Kisiel, G., & Hillon, Y.C. (2015). A Discursive Approach to Research in Management Consulting (PART I), *The 4th International Conference and Doctoral Consortium on Research Methods, ISEOR – Academy of Management RMD*, Lyon, France (Best English Speaking Academic Paper Award; Published Proceedings)

Hillon, Y.C., & Kisiel, G. (2015). The Cultural Compatibility of SEAM. *The 3rd Annual International Conference on Socio-Economic Approach to Management*, Minneapolis, MN.

Hillon, Y.C., Domagalski, T., & Zanglein, J. (2015). A Qualimetric Perspective on the Academic Work-Life Balance. *Standing Conference for Management and Organization Inquiry*, Las Vegas, NV.

Hillon, M.E. & Hillon, Y.C. (2014). Socio-Economic Management Consulting in America: A Diffusion of Innovation Study. *The 2nd Annual International Conference on Socio-Economic Approach to Management*, Minneapolis, MN.

Hillon, M. E. & Hillon, Y.C. (2013). An Approach to Socio-Economic Management Consulting in China. *The 1st Annual International Conference on Socio-Economic Approach to Management*, Minneapolis, MN.

Waner, K., Cai-Hillon, Y., Winter, J., Mansfield, J., & Houseworth, M. (2012). The Distance Learning Dilemma—What Do Students Really Want? *The 77th Annual Convention of the Association for Business Communication*, Honolulu, Hawaii. (Author Only; Published Proceedings) Available Online: <https://www.businesscommunication.org/page/2012annual-proceedings>

Cai-Hillon, Y. & Hillon, M.E. (2012). An Approach for Socio-Economic Management Consulting in China, *The 5th Global Business and Social Sciences Research Conference*. Beijing, China. (Published Proceedings)

Winter, J., Waner, K., Cai-Hillon, Y., & Mansfield, J. (2010). Students' Perceptions of their Educational Preparation In Terms of Punctuation and Grammar Instruction: What to Do Now. *The 12th Annual Conference of the Academy of Business Disciplines*, Ft. Myers Beach, FL. (Published Proceedings)

Cai-Hillon, Y. & McCord, M. (2009). Developing Social Consciousness: Service Learning Impact on Social Responsibility. *The 2nd International Conference and Doctoral Consortium, ISEOR – Academy of Management*, Lyon, France. (Published Proceedings)

Cai-Hillon, Y. (2008). Celebration of Excess Irrelevance: Excess History in Academic Development. *Standing Conference for Management and Organization Inquiry*, Philadelphia, PA.

Mendez, M. & Cai-Hillon, Y. (2007). Analysis of Virtual Teams: A Storytellers Exercise. *The Southern Management Association Annual Meeting*, Nashville, TN. (Author Only; Published Proceedings) Available Online: <https://cdn.ymaws.com/southernmanagement.site-ym.com/resource/resmgr/proceedings/2007/proceedingsnw.htm>

Cai, Y. & Hillon, M. E. (2006). Discourse Between Strategy Formation and Implementation: A Globalized Social Capital Perspective. *The 37th Annual Conference of the Southwest Decision Sciences Institute*, Oklahoma City, OK. (Published Proceedings) Available Online: <http://www.swdsi.org/swdsi06/proceedings06/Papers/IBT02.pdf>

Cai-Hillon, Y. & Hillon, M.E. (2006). A Dynamic Model of Storytelling. *Standing Conference for Management and Organization Inquiry*, Washington DC

Jun, M., Ge, Y., & Cai, Y. (2005). E-Shopping Factors and Their Relationships with E-Shopping Intentions: From the Chinese Consumer Perspective. *The 36th Annual National Conference, Decision Sciences Institute*, San Francisco, CA. (Author Only; Published Proceedings)

Cai, Y. & Thomas, E. (2005). Using Chinese Script Development Analyzing Artificial Identity, *Standing Conference for Management and Organization Inquiry*, Philadelphia, PA

Melon, E. & Cai, Y. (2005). A proposed study: The Legitimization of Retail Systems -Social Construction and Self Delusion, *Standing Conference for Management and Organization Inquiry*, Philadelphia, PA

Boje, M.D., Cai, Y., Thomas, E. (2004). Regenerating McDonaldland, *Organizational Behavior Teaching Conference International Academy of Business Disciplines Annual Meeting and Academy of Management Annual Meeting*, Nashville, TN.

Professional Development Workshops Presented (Externally Reviewed)

Cohen, M.P. Seaver, G., Backhaus, C., Bhawuk, D.P.S., Johnson, G., Krummaker, S., koonce, R., Haley, U.C.V., Coomber, N.M., Sheehan, R.M., Olsen, J.E., Bumblauskas, D., Prochno, P.J., Handschke, G.M., Sackman, S., Ruigrok, W., Norman, R.T., Dastidar, P., Hand, C.J., Kendall, L., Hillon, Y.C., Pierce, A., Madonna, C., Anzengruber, J., Markman, G.D., Sander, G., & Perkins, K. (2019). Translating theory into practice: Developing strategic objectives and actions *The 79th Annual Meeting of the Academy of Management*, Boston, MA (Participant)

Hillon, Y.C., Hillon, M.E., Haley, U.C.V., Bonnet, M., Backhaus, C., Madonna, C. Smith, W.L., Wright, M., Wilson, J.M., Cohen, M.P., & Antonacopoulou, E.P. (2019). Inclusiveness of practice-oriented research across AOM divisions and journals. *The 79th Annual Meeting of the Academy of Management*, Boston, MA (Organizer)

Monod, E., Hillon, Y.C., Olumba, U., Eisner, A.B., Davies, J., Tonelli, M.J., Tian, X., Tan, Y., Zhao, W., & Sun, K. (2018). Consulting in China: Management or Technology for Improving Lives? *The 78th Annual Meeting of the Academy of Management*, Chicago, IL (Presenter)

Haley, U.C.V., Bonnet, M. Backhaus, C., Cummings, S., Larsen, J.A., Hillon, Y.C., Coomber, N.M., Splitter, V., & Bogers, M. (2018). Mapping out the Impacts of AOM Communications and Publications on Practice. *The 78th Annual Meeting of the Academy of Management*, Chicago, IL (Discussant)

Hillon, Y.C., Savall, H., Datry, F., & Salmeron, J. (2017). Teaching at the Interface of Management Research and Consulting, *The 77th Annual Meeting of the Academy of Management*, Atlanta, GA (PDW Coordinator)

Hillon, Y.C., Datry, F., Roche, A., Voyant, O., & Rateau, M. (2016). Intervention Research for Meaningful Teaching. *The 76th Annual Meeting of the Academy of Management*, Anaheim, CA (PDW Coordinator)

Savall, H., Sorensen, P., Zardet, V., Hillon, Y.C., Rastrollo-Horrillo, M.A., Kuran, O., Yaeger, T.F., Ruvalcaba, M.M., Burks, D., & Arandia, O. (2016). How to Improve Higher Education Performance with SEAM? *The 76th Annual Meeting of the Academy of Management*, Anaheim, CA (Presenter)

Hillon, Y.C. & Cagle, W. (2016). Gauging Hidden Barriers to Business Growth. *Workshop at the America's SBDC 2016 Annual Conference*, Orlando, FL (Presenter)

Cai-Hillon, Y., Hillon, M.E., Gardner, C., Elliott, J., & Landrum, N.E. (2007). MCD Doctoral Consortium: Action Research in Strategy Storytelling. *The 67th Annual Meeting of the Academy of Management*, Philadelphia, PA (Presenter)

Symposia, Seminars, and Workshops Presented (Not Externally Reviewed)

Hillon, Y.C. (2019). Summer International Management Graduate Seminar, IAE Lyon/Jean Moulin University, Lyon, France

Hillon, Y.C. (2018). Summer International Management Graduate Seminar, IAE Lyon/Jean Moulin University, Lyon, France

Hillon, Y.C. (2017). New Insights of Strategic Venturing Through Socio-Economic Approach to Management. *Appalachian Research in Business Symposium*, Appalachian State University, Boone, NC (Presentation of Western Carolina University Summer Research Grant Funded Study)

Domagalski, T., Hillon, Y.C., Kauffman, L., Franklin, G., & Shiffman, R. (2016). Business School Deans: Lessons from the Trenches and Institutional Considerations. *Panel Symposium at the Southern Management Association Annual Meeting*, Charlotte. NC.

Hillon, Y.C. (2016). Work-Life Balance Workshop. *Western Carolina University Coulter Faculty Commons Summer Institute*, Cullowhee, NC (Facilitator)

Hillon, Y.C. (2016). Summer International Management Graduate Seminar, IAE Lyon/Jean Moulin University, Lyon, France

Hillon, Y.C. (2015). Summer International Management Graduate Seminar, IAE Lyon/Jean Moulin University, Lyon, France

Wright, C., Province, K., Duesing, R., & Cai-Hillon, Y. (2007). Creating a Team-Based Experiential Management Major Without Killing Yourself in the Process. *Midwest Academy of Management Meeting*, Kansas City, MO

Boje, D.M. & Cai, Y. (2005). Manufacturing Chinese identity. Critical Strategy Track - China in the Age of Globalization Panel, *Standing Conference for Management and Organization Inquiry*, Philadelphia, PA

Boje, D.M., Cai, Y., & Thomas, E. (2004). Regenerating McDonaldland, Critical management theatre presented at *Organizational Behavior Teaching Conference, International Academy of Business Disciplines Annual Meeting, and Academy of Management Annual Meeting*.

Publications, Presentations, and Research Projects with Students

Hillon, Y.C., Pierce, A., Madonna, C., & Cagle, W. (2018). A Grounded Theory Approach to Discovering SMEs' Fundamental Constraints. *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France. (Published Proceedings)

Hillon, Y.C., & Mele, T. (2017). Narratives of Business Process Reengineering: The failure of a logical and innovative approach. *The 77th Annual Meeting of the Academy of Management*, Atlanta, GA.

Boje, D.M., Hillon, Y.C., & Mele, T. (2017). 21st Century University and the Failure of Business Process Reengineering. *Organization Development Journal*, 35(1), 91-106.

Cai-Hillon, Y. & Bunch, C. (2012). Socio-Economic Consulting Education in America. *Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión*, 93: 93-115.

Cai-Hillon, Y., Boje, D.M., & Dir, C. (2011). Strategy as Antenarrative Complexity. In *Storytelling and the Future of Organizations: An Antenarrative Handbook* (pp. 148-162). New York: Routledge.

Dir, C., & Cai-Hillon, Y. (2010). A Longitudinal Study of Non-for-profit Donors' Donation Patterns. *University of Central Missouri Honor's Project Research Award*.

Current Research and Creative Projects in Progress

Hillon, Y.C., Garrido-Lopez, M., Bonnet, M., Smith, W., & Hillon, M.E. (2021). Restoring the Future of Management Research and Education with an Ecosystem Approach. In review at *Academy of Management Learning and Education* journal.

Hillon, Y.C. (2021). Editing a volume in the *Storytelling Encyclopedia* by David Boje on *Business Strategy and Storytelling*

Hillon, Y.C. (2021). Editing a book entitled *Business Storytelling and Strategy*

Hillon, Y.C., Nehme, Z., & Hillon, M.E. (2021). Writing a chapter entitled Socio-Economic Strategic Venturing: Storytelling the Entrepreneur's Future for A. Savall (ed.) *Business Storytelling Socioeconomics*.

Hillon, Y.C., Salsi, D., & Hillon, M.E. (2020). Writing a chapter entitled Culture, Teaching, and Diffusion of SEAM in America for H. Savall (ed.) *Socio-Economic Treatise*.

Hillon, Y.C. (2020). Planning for late September 2020 community sourced research conference with sessions to be offered in Cullowhee, Cherokee, & Asheville. Hosted a visit by David Boje & Grace Ann Rosile in 2019 to assist with pre-planning.

Hillon, Y.C., Bonnet, M., Hillon, M.E., & Garrido-Lopez, M. (2020) Community sourced research: An economic balance for ecosystem impact assessment. Paper submitted to the ISEOR/Jean Moulin University/AOM conference to be held June 16-17, 2020 in Lyon, France

Garrido-Lopez, M., Bonnet, M., Hillon, Y.C., & Hillon, M.E. (2020) Community sourced Research: A watershed ecosystem approach to management research and practice. Paper submitted to the 80th Annual Meeting of the Academy of Management to be held August 7-11, 2020 in Vancouver, B.C., Canada

Hillon, Y.C., & Kisiel, G., & Garrido-Lopez, M. (2020). The Cultural Compatibility of SEAM. Paper presented at *The 3rd Annual International Conference on Socio-Economic Approach to Management*, Minneapolis, MN will be revised into a journal article and/or will contribute to a book.

Smith, W.L., Hillon, Y.C., El Haddad, P., & Hillon, M.E. (2018). Measuring Impact on Well-Being: An Enterprise Level Interaction of Business and Society. Paper presented at *The 78th Annual Meeting of the Academy of Management*, Chicago, IL is being revised for submission to *Business & Society* journal.

Hillon, Y.C., Hillon, M.E., & El Haddad, P. (2018). Kurt Lewin's Action Research. Paper presented at *The 7th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC*, Lyon, France is being revised for submission to *Human Relations* journal.

Hillon, Y.C. (2016). Searching for Competitive Advantage in Management Curricula. Paper presented at *The 6th International Conference and Doctoral Consortium, ISEOR – Academy of Management ODC & MC*, Lyon, France is being revised for a journal article.

Hillon, Y.C., & Mele, T. (2017). Narratives of Business Process Reengineering: The failure of a logical and innovative approach. Paper presented at *The 77th Annual Meeting of the Academy of Management*, Atlanta, GA is being revised for a journal article, adding the consultant's voice to paper.

Hillon, Y.C. & Smith, W.L. Critical Thinking Pedagogy for Financial Statement Analysis in Strategic Management. Will be a journal article based on several years of developing assignments to encourage critical thinking about financial statement analysis.

Boje, D.M., Saylor, R., Svane, M., & Hillon, Y.C. There is No Ground and No Theory in Grounded Theory! Can we Create Both with Dialectic Ontology? Paper is being revised for submission to a journal.

Cai-Hillon, Y. Teaching Strategic Thinking: Deconstructing Corporate Strategy. Will be a journal article based on experience in teaching strategy with a critical management perspective.

Scholarly Societies, Academic Conference Attendance, and Reviewing

Academy of Management

- ◆ Management Consulting Division liaison to Practice Theme Committee, 2017-present
- ◆ Membership & Annual Meeting Attendance: 2004, 2006 -2007, & 2016-2019

European Academy of Management

- ◆ Member, Reviewer, & Conference Attendee at Reykjavik, Iceland 2018

International Conference and Doctoral Consortium jointly hosted by ISEOR Research Center /IAE Lyon/Jean Moulin University and the Academy of Management, in Lyon, France

- ◆ Reviewer & Conference Attendee: 2009, 2015, 2016, 2018, 2019

Quantum Storytelling Conference, Las Cruces, NM

- ◆ Attendee: 2017, 2018, 2019

Appalachian Research and Business Symposium

- ◆ Appalachian State, 2017 & 2019

Southern Management Association

- ◆ Annual Meeting Attendee, Charlotte, NC, 2016
- ◆ Member: 2007, 2016

ADERSE Conference (Association for the Development of Education and Research on Corporate Social Responsibility)

- ◆ Attendee: Lyon, France, 2016

Standing Conference for Management and Organization Inquiry (sc'MOI)

- ◆ Founding Member
- ◆ Conference Attendee: 2004, 2005, 2006, 2008, 2015, 2016
- ◆ Reviewer: 2005-2007

Routledge/Taylor & Francis Group

- ◆ Reviewer: 2016-present

Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión

- ◆ Reviewer: 2015-present

Colloque de l'ISEOR (Annual Autumn International Conference on SEAM)

- ◆ Attendee: 2015

Global Business and Social Sciences Research Conference

- ◆ Attendee: Beijing, China, 2012

Tamara Journal of Critical Organization Inquiry

- ◆ Associate Editor, 2004-2011
- ◆ Reviewer: 2011-present

Academy of Business Disciplines Annual Conference

- ◆ Attendee: 2010

Organizational Behavior Teaching Conference (OBTC)

- ◆ Attendee: 2004 & 2010

Southwest Academy of Management

- ◆ Reviewer: 2005-2008

Midwest Academy of Management Meeting

- ◆ Attendee: Kansas City, MO, 2007

Journal of Organizational Change Management

- ◆ Reviewer: 2004

Journal of Management Studies

- ◆ Reviewer: 2004

International Academy of Business Disciplines Conference (IABD)

- ◆ Attendee: 2004

Non-Academic Work History

- 2001-2003 Web Developer & Lab Support, the Center for Business Research,
College of Business, New Mexico State University, Las Cruces, NM
- 2001 Software Engineer at IBM, San Jose, CA
- 2000 Technical Support Rep at Information and Communication Technologies
Department, New Mexico State University, Las Cruces, NM
- 1999 Network administrator and web developer at Nazdar, Shawnee, KS

Education

- July, 2006 Ph.D. in Strategic Management
New Mexico State University

*Dissertation: Motorola Strategic Inflection Points: Story Analysis of Strategy Authors
and System Complexity*
- August, 2003 Master of Business Administration with a Minor in Computer Science
New Mexico State University
- May, 2002 Bachelor in Business Information Systems
New Mexico State University

Language Abilities

- ◆ Technical/academic written and spoken proficiency in English
- ◆ Native proficiency in written and spoken Mandarin Chinese

References

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