Bio for Yim-Yu Wong

Professor Yim-Yu Wong is currently the Interim Dean at the College of Business. A long-time member of the College, she has served in several administrative positions. She started as a faculty member in the Department of International Business in 1995. From 2000 to 2003 and 2008 to 2016, she was the Chair of the International Business Department. She then served as the Associate Dean in the College from 2016-2018 and Interim Dean beginning June 2018 to the present. Yim-Yu has been an active member of the SF State community including many task forces and communities, such as a member of the SF State Strategic Planning Implementation Task Force and a Co-Chair of the College of Business Strategic Planning Task Force. During her tenure as Associate Dean and Interim Dean, Yim-Yu has led the initiative on student success and has focused on the quality of education, accreditation, global development and engagement and interdisciplinary programming.

As an educator, Yim-Yu envisions bringing first-class, transformative business education to students. She has taught in the MBA, MBA for Executives, and BS in Business Administration programs and served on thesis-review committees at both master and doctoral levels. Her teaching interests include global strategic management, global leadership, international business, and various other topics in this discipline. She has been a visiting professor in China and France. As a researcher, Yim-Yu co-authored a book *Global Strategic Management* in 2008, and she has published many journal articles. Her research interests include cross-cultural issues, global strategic management, global leadership, and global sustainable human resources management.

Yim-Yu is a strong supporter of the College’s global engagement and outreach. Yim-Yu’s International Business Department Advisory Board members included representatives from Denmark, Hong Kong, Japan, Singapore, Spain, and the United States. She was a lead faculty who sponsored the Pacific Asia Center of International Business and Economics Research (PACIBER) meeting to San Francisco State in 2014. Yim-Yu also has deep experiences in academic programing and implementation with international partners. Yim-Yu has also served on external boards and maintain memberships at professional organizations for active industry connections. Yim-Yu’s first success in fundraising can be traced back to late 1990s by the way of student scholarships. Since then, she maintains contacts with alumni and industries to bring in funding and employment opportunities to students. During her time as Associate Dean and Interim Dean, Yim-Yu has been active in fundraising and revenue generation.