



**Faculty Name:** Jeff Niu

Dr. Jeff Niu is Professor in the Strategy and Entrepreneurship Department at College of Business Administration. He received his Ph.D. in Strategic Management and Organization Theory from the University of North Texas and joined the faculty at Sacramento State University in 2008. Prior to returning to school to obtain his Ph.D., Dr. Niu worked in the field of Accounting and Social Work in both government and enterprise.

Dr. Niu research interests extend into several related areas. One major thrust has focused on organizational knowledge management and the impact this can have on a firm's adaptive attempts. A second stream has examined organizational form, particularly current trends of organizations towards industrial agglomerations in global context. He has also done work exploring the societal impact of different approaches to business strategy such as organizational trust. He has presented his work in a number of conferences such as Academy of Management, and published articles in academic journals including *Journal of Strategy and Management* and *Journal of Knowledge Management*.

**Education:**

Ph.D., University of North Texas (2008)  
MBA, Pacific Lutheran University (2003)  
B.A., National Taipei University (1997)

**Areas of Interest:**

Teaching:

Strategic Management, International Business, Technology Innovation Management

Research:

Strategic Alliances, Industrial Agglomerations, Knowledge Management, Trust, Organizational Adaptation

Consulting:

California State Budget Control Task Force, Sacramento Asia Chamber of Commerce, SHISEIDO Japan Co LTD., Industrial Planning Agency of South Korea, Sutter Health Group, National Defense Ministry of Taiwan, King's Tobacco and Alcohol LTD