

Yue Cai Hillon

Professor of Management

Economics, Management, & Project Management
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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)

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

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:

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). Grotesque 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 &*

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*,

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

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? *Journal of Business Ethics*, 158(1), 1-15. doi:10.1007/s10551-017-3905-0

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