**Dr. Rebecca Liu**

Rebecca is Lecturer at the University of Sussex. She has an MBA from the University of Missouri (USA) and a PhD from the University of Strathclyde (UK).

     Rebecca has over fifteen years commercial experience with leading global organisations and has held various managerial positions in international markets. She has worked for the Federal Express Corporation (FedEx), General Motors, Philips Electronics and Australian Tourist Commission.

     Rebecca's research is across the fields of product innovation, business networks, knowledge management, network learning, SMEs and international business. Her doctoral research proposal was funded by the Product Development Management Association (PDMA) and was selected as one of the top research proposals and received an honourable mention in the Business Marketing Doctoral Support Award Competition from the Institute for the Study of Business Markets (ISBM). Her research papers have been accepted and published in various business academic conferences, such as the European Institute for Advanced Studies in Management - the International Product Development Management (EIASM-IPDM); British Academy of Management (BAM); European Marketing Academy; and Product Development Management Association (PDMA). Her latest publication appeared in the Industrial Marketing Management.