

## An In-Depth Analysis of Tariq Malik's Impact on Global Business, Innovation, and Sustainability: A Rigorous Examination.

Ying-Lin Wang \*

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### Abstract

Over the course of his academic career, Dr. Tariq Malik has published several papers on a variety of topics in the discipline of global business, innovation, and technology. Globalization, biotechnology, corporate governance, technological uncertainty, allied social capital, institutional barriers, knowledge transfer, innovation, entrepreneurship, defense investment, capitalist diversity, family business succession, negotiation styles, society, and other broad topics - the connection between nature and technology, the Belt and Road Initiative, intergenerational succession, clinical trial programs, the spread of K-pop music, legal and cultural emergencies, etc. In this article, we have categorized and commented on these articles in detail, including the content of the research, the direction of the topic, the research methodology, and the citation of theories. He also made expectations for his future research and possible contributions..

**Keywords:** Innovation Research, Corporate Governance, Supply Chain Management, Sustainable Development, Knowledge Diffusion

\*Corresponding; Researcher, International Centre for Organisation and Innovation Studies, UK, Graduate Institute of Environmental Engineering, National Taiwan University, Taiwan, E-mail: lynn12783@gmail.com

## Introduction

### Brief overview of Tariq Malik's body of work

Dr. Malik's academic research focuses on innovation, but his research also covers global trade, and sustainability, just to name a few. Granted to his prolific output during his academic career, he has exerted a certain influence in the academic circle. In this article, we intend to make a collation of his published literature to outline the full picture of his research, which we believe is also conducive to the follow-up research of future researchers, as we hope to see that Dr. Malik can play a greater role in related research fields in the future.

### Importance of the selected paper in the context of Malik's research

From 2006 to 2023, Dr. Malik has published a total of research papers in both peer-reviewed journals and international conferences. The papers focus on a variety of topics that cover the global areas of business, innovation, and technology. To be more specific, those topics include globalization, biotechnology, corporate governance, technological uncertainty, allied social capital, institutional barriers, knowledge transfer, innovation, entrepreneurship, defense investment, capitalist diversity, family business succession, negotiation styles, society, and other broad topics - the connection between nature and technology, the Belt and Road Initiative, intergenerational succession, clinical trial programs, the spread of K-pop music, legal and cultural emergencies, etc.

From the perspective of management, the abundant categories mentioned above clearly demonstrate that Dr. Malik has expanded his research to different disciplines. On top of that, he has presented his research results in important journals and international seminars. It is sufficient to say that Dr. Malik's works, given the increasing complexity of the management issue that we face nowadays, are a clear example of tackling new problems with past research experiences that we are looking forward to learning from.

The following is a brief overview of Dr. Malik's extensive work, which can be broadly summarized as follows, according to the nature of his writings:

### Title and publication details

The following is a rough classification of Malik's papers and the title of the article:

#### 1. Globalization and Business Governance:

In this area, Malik published a paper in 2006 titled "Paradoxical dimensions of globalization in the biotechnology firms' network systems" at the IEEE International Conference on Management of Innovation and Technology. (Malik, 2006) and then in 2007, another paper, "An Analysis of Global Business Governance Structure and Prospects for Deglobalisation" came out (Malik, 2007a).

#### 2. Biotechnology and Innovation:

In this area, in 2011 Malik published an article entitled "Real Option as a Strategic Technology Uncertainty Reduction Mechanism: Inter-firm Investment Strategy by Pharmaceuticals" which is presented in Technology Analysis & Strategic Management (Malik, 2011). In 2012, he published an article titled "Disparate Association Between Alliance Social Capital and the Global Pharmaceutical Firm's Performance", which was published in International Business Review (Malik, 2012). Another paper entitled, "Complexities of scope and

scale in claims: issues in vertical knowledge flow in cancer Biotechnology” was published in *Int. J. Healthcare Technology and Management* in 2013 (Malik, 2013a.). In the same year, he published another article entitled “Institutional Barriers in the Diffusion of High Technology: A Case of Biotechnological Innovation from a Chinese University”. The article was published in the *Journal of Chinese Entrepreneurship* (Malik, 2013b).

### 3. Knowledge Transfer and University-Industry Relations:

In this area, Malik published an article in 2013 titled “National Institutional Differences and Cross-Border University-Industry Knowledge Transfer” in *Research Policy* (Malik, 2013c). He published an article entitled *Positive Effects of opinion-count on job satisfaction of team members in business enterprises*. The article was published in the *Journal of Communication Management*. Also, in the same year another article came out as “Resource-Dependent Influence on the International Entrepreneurial University's Premature NPD Termination”. This paper was presented at the International Symposium at the 73rd Annual Meeting of the Academy of Management (Malik, 2013e).

### 4. Defense and Science/Technology Transformation:

In this field, Malik published an article in 2017 titled “Defense Investment and the Transformation of National Science and Technology”. The article was published in the journal *Technological Forecasting & Social Change* (Malik, 2017a). Another article titled, “Varieties of Capitalism, Innovation Performance and the Transformation of Science into Exported Products” was also published in the journal *Technological Forecasting & Social Change* (Malik, 2017b).

### 5. Entrepreneurship and Family Business:

In this field, Malik published an article in 2017 titled “Founder's Apprehension in Small Family Business Succession in Thailand” on *Sage Open* (Malik, 2019a). In 2020 another article titled “Contextual Bricolage and the Founder's Apprehension in the inter-generational Succession of Small Family Businesses” was published in *Management Revue: Socio-Economic Studies in a journal* (Malik, 2020b).

### 6. International Relations and Negotiation:

In this field, Malik also published a paper in 2019 titled “Sino-Russian negotiation styles: A cross-cultural analysis of situated patterns”. The article was published in the *Asian Journal of Comparative Politics* (Malik, 2019b).

### 7. Belt and Road Initiative:

In this area, Malik published an article titled “The Belt and Road Initiative (BRI) Project Legitimization: The Rhetor's Innovation and the US Response”. The article was published in the *Asian Journal of Comparative Politics* (Malik, 2020a).

### 8. Clinical Trials and Health Management:

In this area, Malik published a 2020 paper titled “Culturally Imprinted Anxiety and the Itinerary of Clinical Trial Projects for its Management”. The article was published in the journal *Cross-Cultural Research* (Malik, 2020c).

#### 9. Sustainability and Environment:

In this field, in 2020, Malik published a paper titled “Science and Sustainability Dilemma: Greenland and CO<sub>2</sub>”. This paper was presented at The International Conference on Sustainability Management (Malik, 2020e).

#### 10. Media and Consumer Behavior:

In this field, Malik published an article titled “Concrete Narrative and Media Ranking Effect on Consumer Satisfaction of DiDi Services in China”. The paper was published in the journal Digital Economy and Sustainable Development (Malik, 2023a).

#### 11. Innovation and Technology Management:

In this area, in 2023, Malik published a paper titled Construal Levels and Innovation Project Time Estimations in Mental Health Management Intervention: Visual versus Acoustic. The article is published in the journal Current Psychology (Malik, 2023b).

#### 12. Social Change and Cultural Factors:

In this field, in 2023, Malik published an article titled “Institutionally Manifested Mortalities Religiosity Mitigates Suicides; Uncertainty Intolerance Eclipses” in the book, The Palgrave Handbook of Global Social Change, edited by Baikady et al. (Malik, 2023c). Another article entitled “Tension and transition between technical and conformance devices in Sino-foreign university alliances towards innovativeness” was published in the International Journal of Chinese Education (Malik, 2023g).

#### 13. International Business and Cultural Moderation:

In this field, Malik & Huo co-published a paper in 2022 titled “National Culture Moderates the Link Between Work Stress and Depression”. The article was published in the journal Cross-Cultural Research (Malik & Huo, 2022).

#### 14. Miscellaneous Topics:

Malik has several studies that fall outside the scope of the above, so we have included them in the Miscellaneous Topics. In 2023, Malik wrote a paper that can be listed as a miscellaneous topic, entitled: “Science and sequestration for sustainability: more green space; more carbon-free earth” in the journal Digital Economy and Sustainable Development (Malik, 2023f). A year before, Malik wrote an article, also on a miscellaneous topic, entitled “Military-civilian partner selection for mental health management: An analysis of organizational and technological legitimacy” which was published in the journal Ethics, Medicine and Public Health (Malik, 2022). In 2023, he wrote an article entitled Legal and Cultural Contingencies in the Foreign Portfolio versus Foreign Direct Investment Decisions Across Countries, which was published in the Journal of The Knowledge Economy (Malik, 2023e).

#### 15. Collaborative Research and Joint Publications:

Malik has also conducted several joint research projects with several peers, and in 2021 he and Choi co-published an article entitled: “Social Media Versus Personal Experience in the Consumer's Apprehension of imported food, security, and safety dilemma”. This article was published in the journal Sage Open (Malik & Choi, 2021). He co-published an article with Huo in 2019, entitled ‘Entrepreneurial State vs

Liberal Market: Chinese Comparative Advantage in the Transformation of National Science to Technology Artefacts". This article was published in the journal Chinese Management Studies (Malik & Huo, 2019a). In 2016, Malik and Yun co-authored an article titled "Operational complexity of foreign innovation projects and the inter-organizational alliance in the biopharmaceutical industry in China". This article was published in the journal Technology Analysis & Strategic Management (Malik & Yun, 2016). In 2013, he co-published an article with Zhao entitled: "Sino-Foreign University Collaboration and its Implications: An Analysis of the Development of Chinese University's Reputation". This article was published at the Annual Conference of the Academy of Innovation & Entrepreneurship at Oxford University (Malik & Zhao, 2013).

#### 16. Quantitative Analysis and Modeling:

Malik has done a lot of research in this area. In 2022, he co-authored an article titled "The Impact of Climate Change on Agricultural Total Factor Productivity: A Cross-Country Panel Data Analysis, which was published in The Agriculture Issue (Xiang, et al., 2022). In 2020, he co-authored an article entitled: "The impact of population pressure on global fertilizer use intensity, 1970–2011: An analysis of policy-induced mediation". This article was published in the journal Technological Forecasting & Social Change (Xiang, et al., 2020).

#### 17. Media and Innovation Perception:

In this area, in 2021 Malik co-authored an article titled "The Role of Media Coverage in the Audience's Legitimacy Judgment about Disruptive Innovation: An Empirical Study of DiDi in China" in the journal Technology Analysis & Strategic Management (Yu et al., 2021).

#### 18. Sports Sponsorship and Brand Trust:

This field is an important research topic in marketing, and in 2019, Malik co-authored an article entitled: "The negative spillover effect in sports sponsorship: An experiment examining the impact of team performance on sponsor's brand trust". The article was published in the International Journal of Sports Marketing and Sponsorship (Yuan et al., 2019).

### **The main objective of these papers**

As can be seen from the analysis in the previous section, Dr. Malik's research covers a wide range of disciplines, yet all are rooted in management science. He attempts to use the philosophy of management to explain the various phenomena that may be encountered in this world, and to make in-depth interpretations from the perspective of management. Therefore, he chose different topics to conduct research and made incisive analyses based on management theories one by one. At the same time, he also adopts different research methodologies in an attempt to convince the reader of his rigorous research process.

We can also safely say that Dr. Malik is an expert in management science who applies his knowledge to various phenomena in the world today, including social problems, political problems, environmental problems, international systems, and scientific and technological developments, just to name a few. He adopts the classical theories of management and also the research methods of management science so that everyone can see his research in management in these papers, and also let everyone see the infinite possibilities of management, which can play a great role in solving the problems faced by today's society.

**Key findings and contributions**

The findings and contributions of Dr. Malik are detailed in each of these articles, and what we want to express here is to synthesize his scholarly contributions and findings in these 50 papers with a thorough understanding of his works.

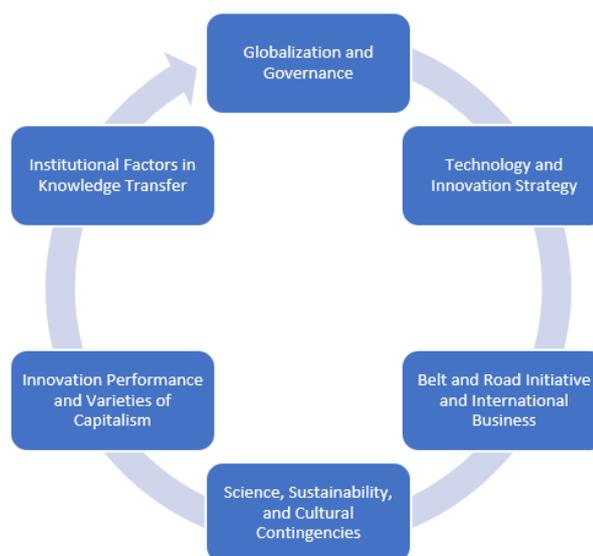
Academically, Dr. Malik's articles all originate from a management perspective, so he has developed many new areas for management research. For example, in the field of innovation research, he discussed the development of technology and the diffusion of science and technology. On the phenomenon of social change, he analyzes cultural factors. In terms of business management, his research topics cover from large enterprises to small and medium-sized enterprises. On the topic of public health, he does management analysis on the topic of clinical medical trials. In terms of the current international situation, he conducts research on the Belt and Road Initiative promoted by China. All of these demonstrate not only his expertise but also his enthusiasm for doing academic management research, and he also tries to do further research from the perspective of a management scholar.

**Literature Review**

**Overview of Tariq Malik's research themes and areas of interest**

We have categorized his articles in the previous chapter, and here we will analyze them further based on a few important categories.

If we categorize it into several key domains, we can roughly divide his article into 1. Globalization and Governance; 2. Technology and Innovation Strategy; 3. Institutional Factors in Knowledge Transfer; 4. Innovation Performance and Varieties of Capitalism; 5. Belt and Road Initiative and International Business; 6. Science, Sustainability, and Cultural Contingencies. As shown in Figure 1.



**Figure 1** Main classifications of Malik's papers

In the area of globalization and governance, he discusses the ambivalence of globalization in biotech company network systems (Malik, 2006); global business governance structures and deglobalization prospects are also discussed (Malik, 2007a); as well as stable institutions and new technologies, while comparing the biotechnological systems of China and India (Malik, 2007b). It ranges from China to India and even analyzes the trends of globalization and deglobalization.

In terms of technology and innovation strategy, he uses physical options as a strategic technology uncertainty reduction mechanism and discusses the investment strategy using pharmaceutical companies as an example (Malik, 2011). He uses the different associations between allied social capital and the performance of global pharmaceutical companies to conduct an empirical analysis to derive more credible results on the complexity of claim scope and scale (Malik, 2012). In addition to his case studies on the problem of vertical knowledge flow in cancer biotechnology (Malik, 2013a), he also uses the example of biotechnology innovation in Chinese universities to study institutional barriers to high-tech diffusion (Malik, 2013b).

In the study of knowledge dissemination, he uses national institutional differences and cross-border universities to illustrate industry and knowledge transfer (Malik, 2013c). Opinion counts are used to illustrate the positive impact of team members' job satisfaction (Malik, 2013d). One of his works discusses the impact of the premature termination of NPD in international entrepreneurship universities from the perspective of resource dependence (Malik, 2013e). Finally, the issue of national defense investment and the transformation of national science and technology was discussed (Malik, 2017a).

On innovation performance and the plurality of capitalism, Dr. Malik uses a panel analysis approach to illustrate the diversity of capitalism, the performance of innovation, and the transformation of science into export products (Malik, 2017b). A study concerning business founders about the succession of small family businesses in Thailand for the succession of small and medium-sized enterprises was conducted (Malik, 2019a). At the same time, the negotiation style of China and Russia is analyzed from the perspective of negotiation mode, and the cross-cultural perspective of situational mode. (Malik, 2019b)

On the Belt and Road Initiative and international business, Dr. Mallik discussed the legitimization of the Belt and Road Initiative (BRI), illustrated by the rhetorical innovation and the U.S. response (Malik, 2020a). He also addresses the context patchwork and founders' concerns in the succession of small family businesses from generation to generation (Malik, 2020b). The anxiety of cultural stigma and the itinerary of the clinical trial project of its management are discussed in detail (Malik, T. H. 2020c).

In the area of science, sustainability, and cultural contingencies, Dr. Malik wrote an article on legal and cultural contingencies in foreign investment portfolios and cross-border direct investment decisions (Malik, 2023e). He also showed his concern for the protection of the earth's environment, discussed the isolation of science from sustainable development, and looked forward to the emergence of more green spaces, and a more carbon-free planet (Malik, 2023f). In addition, he discussed the tension and transformation between innovative technologies and consistent means of Chinese and foreign university alliances (Malik, 2023g).

### Comparison with other relevant literature in the field

In the upcoming generation, there remain two questions that scholars are concerned about, and we wish to get answers from Dr. Malik's research. The first one is Safely Chain Management, and the second is Sustainable Management. Although we have not seen any of the 50 articles so far that he has written much on these two topics, we still expect to see more of his articles on these two topics shortly.

#### 1. Supply Chain Management

In the upcoming generation, there remain two questions that scholars are concerned about, and we wish to get answers from Dr. Malik's research. The first one is Safely Chain Management, and the second is Sustainable Management. Although we have not seen any of the 50 articles so far that he has written much on these two topics, we still expect to see more of his articles on these two topics shortly.

#### 2. Sustainable Management

Sustainable management is a common issue for everyone in the future. Sustainable management is not only a business strategy, but also a manifestation of values and ethics. Within the framework of sustainable management, businesses and organizations focus not only on short-term profits, but also on the impact on the environment, the interests of the community, and the well-being of employees. This management approach encourages innovation and promotes technologies that reduce resource waste and energy consumption, while emphasizing social responsibility and fair trade. It emphasizes the collaboration of suppliers, consumers, governments, and NGOs to achieve sustainability goals and build shared values. Sustainable management also involves transparency and reporting, enabling organizations to disclose their environmental, social and economic performance to stakeholders. This transparency helps build trust, improve the social image of the business, and attract more consumers and investors.

Sustainable management is also a philosophy of operational and organizational management that aims to ensure that the needs of the present are met without compromising the ability of future generations to meet their needs. This management approach emphasizes environmental, social and economic balance and pursues sustainable development in the long term. The above demands have been touched upon by Malik in his past articles.

## Methodology

### Brief description of the research methods employed in the selected paper

Over these 50 papers, we have seen that Dr. Malik skillfully uses a variety of different management research methods, both qualitative and quantitative.

Using in-depth interviews for qualitative research, he successfully conducted a qualitative study on how to pass on his business to the next generation as an entrepreneur in a small to medium-sized Thai enterprise. This is a very inner world, and it is not easy for us to use quantitative data to see the changes in this inner thought, so only with the help of in-depth interview techniques can we see the essence of the problem, and this article made full use of the skills of qualitative research, and also obtained good results.

In other studies, it is common to see the quantitative analysis model being used in management science, and he makes extensive use of questionnaire analysis techniques to obtain accurate mathematical models but does not adhere to the framework of mathematical models only. Therefore, from his thesis, it can be seen that he emphasizes the inner mental world discovered by management, and he attaches importance to the influence of the inner world on the phenomena of the external world and believes that a model is just a tool we use, and the results seen by the model must ultimately be carried out by our own will to produce benefits.

Nevertheless, we can still see that he has a good grasp of quantitative research tools, and he also uses economic databases for panel data analysis to provide a clear interpretation of social change from the perspective of overall economics.

### **Evaluation of the appropriateness and effectiveness of the methodology**

From his research, we can see that his research is all well-founded. Regardless of the research methodology, his article has sufficient data to support his conclusions, which is in line with the spirit of the management research paper, which is to explain your findings through data. This is also the reason why the Malik article is very readable.

## **Contributions to the Field**

### **Discussion of the paper's significance in advancing knowledge in the field**

The 50 research papers published by Dr. Malik were all empirical research. Therefore, its reference value is extremely high. More importantly, each of his papers has a very strong theoretical support, which makes his articles not only have a modern sense, but also be in line with the past theories of management, and give full play to the application value of management academics.

### **Potential implications for future research and practical applications**

Based on our understanding of the work and the aim of the journal, we expect that we will be able to add to the following research areas in the future:

1. From the perspective of organizational innovation, supply chain management is fundamentally transformed. The traditional supply chain theory comes from the concept of enterprise management is mostly the same, spanning from the scope of production, sales, human resources, R&D, and financial management, which are mostly inseparable. However, with the increasing complexity of supply chain management, the supply chain itself has become a very large organization, so it is possible to analyze the supply chain organization with a systematic concept where the supply chain organization can be innovated and reformed so that the management of the supply chain can be more efficient.

2. Research on sustainable development from the perspective of systems innovation. Since sustainable development is an important aspect of today's social science disciplines, and from a systemic point of view, what kind of ways should systems from large and small promote sustainable development, this is what we expect the authors to make to contribute to this field.

## Limitations

### Identification and discussion of any limitations in the selected paper

It is precisely because the field of his 50 papers involve many fields that his influence has reached a very broad aspect, but it is precisely because the scope of the papers is too broad that the articles in some fields will make people feel unfinished. In the area of sustainability, for example, there exist only two articles at the moment, which is an area that could be strengthened. In addition, although there are wonderful articles on social changes and technological innovations, we still look forward to more work in the future.

### Suggestions for overcoming or addressing these limitations

These developments will take time and more collaborators will be needed to get involved in cross-cutting research. In previous research, it was rare to see the co-authorship of Malik with other scholars, which also limited his paper output, and we hope that in the future there will be more opportunities coming for extensive collaborations between Dr. Malik with scholars in different fields. In that way, the expertise of Dr. Malik could be comprehensively combined with ideas from other disciplines, possibly making yet another greater contribution to this academic society.

## Conclusion and Recommendations

### Summary of key points discussed in the review

In the AI generation, we are fortunate to see that Malik has written so many books with his wisdom, which are all independently based on the theories of the field of management. Therefore, he opened the door for us to study management. Let the backward students in the field of management see the frontier of management. His article deserves careful reading by management researchers.

### Suggestions for further research inspired by the paper under review

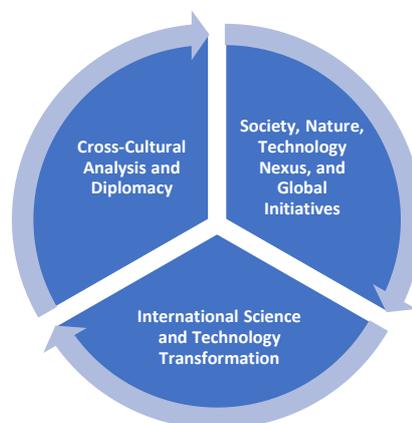
In the AI generation, we are fortunate to see that Dr. Malik has written so many books with his wisdom, which are all independently based on the theories of the field of management science. Therefore, he opened the door for us to study management. Let the backward students in the field of management see the frontier of management. His article deserves careful reading by management researchers.

**Table 1** Further categorization of Malik's articles in recent years

No.	Category	Example
1	Defense Investment and High Technology Exploitation	Defence Investment and the Transformation of National Science and Technology: A Perspective on the Exploitation of High Technology Technological Forecasting & Social Change (Malik, 2017a).
2	Varieties of Capitalism, Innovation Performance, and Science Transformation	Varieties of capitalism, innovation performance and the transformation of science into exported products: A panel analysis (Malik, 2017b).
3	Cross-Cultural Analysis and Negotiation Styles	Sino-Russian negotiation styles: A cross-cultural analysis of situated patterns (Malik, 2019b).
4	Society-Nature-Technology Nexus and Institutional Causes	. Society-Nature-Technology (SNT) Nexus: Institutional Causes and Cures of National Morbidities (Malik, 2019c).
5	Belt and Road Initiative (BRI) Project and Innovation Response	The Belt and Road Initiative (BRI) Project Legitimation: The Rhetor’s Innovation and the US Response (Malik, 2020a).
6	K-Pop Music Diffusion and Visual Technology	K-Pop Music Diffusion in Korea and East Asia: Convergence of Visual Technology and Concrete Narratives (Malik, 2023d).
7	Legal and Cultural Contingencies in Foreign Investment Decisions	Legal and Cultural Contingencies in the Foreign Portfolio Versus Foreign Direct Investment Decisions Across Countries: An Institutional Fit Perspective (Malik, 2023e).

**Possible avenues for future exploration in the same research domain**

We look forward to seeing Dr. Malik focus on the correlation between the following topics in the future, as shown in Figure 2.



**Figure 2** We look forward to future research on the linkage

**Concluding remarks on the overall quality and significance of Tariq Malik's selected paper**

Malik's articles are published in leading international journals, so the quality of his articles is recognized by rigorous peer review. This paper will not be commented on here. Only from the perspective of management can we briefly comment on his contribution to the article. It is recommended that readers read the original article from the journal where the article is cited so that they can get more inspiration.

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