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Professor of Marketing  
China Europe International Business School  
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## **EDUCATION**

- **University of Florida, Department of Marketing**  
Ph. D. in Marketing, August 2005
- **SUN YAT-SEN (Zhongshan) University, Department of Economics, Guangzhou, China**  
M.S. in Econometrics, June 1994
- **Zhengzhou University, Department of Mathematics, Zhengzhou, China**  
B.S. in Applied Mathematics, June 1991

## **EMPLOYEMENT**

- **Professor of Marketing**, Department of Marketing, China Europe International Business School, September 2018-present
- **Associate Professor of Marketing (with tenure)**, School of Management, State University of New York at Binghamton, 2011-present
- **Visiting Associate Professor of Marketing**, Department of Marketing, City University of Hong Kong, January-May, 2016
- **Assistant Professor of Marketing**, School of Management, State University of New York at Binghamton, 2005-2011
- **Lecturer**, SUN YAT-SEN (Zhongshan) University, Guangzhou, China, 1998-2000
- **Editor**, SUN YAT-SEN (Zhongshan) University Press, 1994-1998

## **HONORS AND AWARDS**

- **JMR William F. O'Dell Award Finalist**, American Marketing Association, 2016
- **Dean's Honor Roll for Excellence in Teaching**, State University of New York at Binghamton, Spring 2009, Spring 2013, Fall 2013, Spring 2014, Spring 2015, Fall 2016
- **Best Paper Award of 2011**, Journal of Interactive Marketing, 2012
- **MSI H. Paul Root Award Finalist**, Marketing Science Institute, 2011
- **Corning Award for Excellence in Research**, State University of New York at Binghamton, 2010

- **Grinter Fellowship**, University of Florida, 2000-2005

### **RESEARCH INTERESTS**

- Network Effects, Social Interaction and Social Networks, Big Data Marketing, Mobile Marketing, Emerging Globalization, Corporate Sustainability, Open Innovation and New Product Development

### **REFEREED JOURNAL PUBLICATION**

- Wang, Qi, Juan Feng, Xuping Jiang and Jinhong Xie (2019), “Multiple Winner Award Rules in Online Procurement Auctions”, forthcoming at *Production and Operations Management*.
- Zou, Peng, Qi Wang, Jinhong Xie, and Chenxi Zhou (2019), “Does Doing Good Lead to Doing Better in Emerging Markets? An Event Study of Socially Responsible Investment Index Announcements in China”, forthcoming at *Journal of the Academy of Marketing Science*.
- Zhou, Chenxi, Jinhong Xie and Qi Wang (2016), “Failure to Complete Cross-Border M&As: To vs. From Emerging Markets”, *Journal of International Business Studies*, 47(9), 1077-1105.
- Wang, Qi, Huazhong Zhao and Jinhong Xie (2016), “Intra-Standard Competition: The Joint Impact of an Installed-User Base and a Supporting-Firm-Base in Markets with Network Effects”, *Customer Needs and Solutions*, Vol. 3 (3-4), 159-174.
- Gao, Haibing, Jinhong Xie, Qi Wang and Ken Wilbur (2015), “Should Ad Spending Increase or Decrease Prior to Product Recall Announcement? The Marketing-Finance Interface in Product-Harm Crisis Management”, *Journal of Marketing*, Vol. 79(5), 80-99.
- Wang, Qi and Jinhong Xie (2014), “Decomposing Pioneer Survival: Implications for the Order-of-Entry Effect”, *Journal of Product Innovation Management*, Vol. 31 (1), 128-143.
- Wang, Qi and Jinhong Xie (2011), “Will Consumer Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impact of Supporting-Firm-Base in Markets with Network Effects”, *Journal of Marketing*, 75 (5), 1-17 (**Lead Article**).
- Chen, Yubo, Qi Wang and Jinhong Xie (2011), “Online Social Interactions: A Natural Experiment on Word of Mouth versus Observational Learning”, *Journal of Marketing Research*, 48 (2), 238-254 (**JMR 2016 Annual William F. O'Dell Award Finalist**).
- Chen, Yubo, Scott Fay and Qi Wang (2011), “The Role of Marketing in Social Media: How Online Consumer Reviews Evolve,” *Journal of Interactive Marketing*, 25 (2), 85-74 (**Best Paper Award during 2011**).
- Wang, Qi, Yubo Chen and Jinhong Xie (2010), “Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects”, *Journal of Marketing*, 74 (4), 1-14 (**Lead Article, 2010 MSI-H. Paul Root Award Finalist**).

## **MSI REPORTS**

- Gao, Haibing, Jinhong Xie, Qi Wang and Kenneth C. Wilbur, “Should Ad Spending Increase or Decrease Prior to Product Recall Announcement”, MSI Working Paper Series, 14-112.
- Wang, Qi and Jinhong Xie (2010), “The Impacts of Supporting-Firm Base in Markets with Network Effects”, MSI Working Paper Series, 10-108.
- Wang, Qi, Yubo Chen and Jinhong Xie (2009), “Survival of Products in Markets with Network Effect: The Impact of Product Incompatibility and Order of Entry”, MSI Working Paper Series, 09-110.

## **WORK IN PROGRESS**

- “Whom Do You Follow? The Effect of Geographic and Social Distance on Crowdfunding”, with Zecong Ma.
- “When and How a Sustainable Strategy Benefits or Hurts Firms: Impact of Refurbished Products in Markets with Network Effects and Standards Competition”, with Yilong Zheng and Chang Hee Park.
- “Online Global Trading Marketplace as a Buyer-Seller Social Network: A Study of Social Interactions in the Developed vs. Emerging Markets”, with Yubo Chen, Jinhong Xie and Juri Zhang.
- “The Impact of Strategic Alliances on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe.
- “The Impact of Governmental and Marketing Strategies on Tourism Demand Recovery after Sichuan Earthquake”, with Yani Dong.
- “The Spillover Effect of Firm Sustainability Strategy: A Study of the U.S. Automobile Market”, with Jenny Hong and Yubo Chen.
- “The Stock Market Returns of Rivals in Response to International Merger and Acquisitions by Emerging Market Multinationals”, with Sajna Ibrahim and Debi Mishra, data collection finished, at analysis stage.

## **CONFERENCE PRESENTATIONS**

- “When and How a Sustainable Strategy Benefits or Hurts Firms: The Impact of Refurbished Products in Markets with Network Effects and Standards Competition”, with Yilong Zheng and Chang Hee Park, *China Marketing International Conference*, Shanghai China, July 2018.
- “Should Companies Encourage Competition in Prosocial Crowdsourcing Platform? Empirical Investigations of How Competition Outcomes Affect Prosocial Behaviors”, with Yilong Zheng and Jinfeng Jiao, *2018 Informs Marketing Science Conference*, Philadelphia, June 2018.
- “How to Market Mobile Apps: The Impact of Mobile Marketing Strategies on Mobile Branded

App Adoption”, with Ning Fu and Xia Wang, *2018 Inform's Marketing Science Conference*, Philadelphia, June 2018.

- “The Joint Impact of a Consumer Network and a Firm Network on Competition between an Innovator and Its Imitators”, with Jinhong Xie and Huazhong Zhao, *the 12<sup>th</sup> Marketing Dynamic Conference*, Beijing, June 2015.
- “Should Ad Spending Increase or Decrease When Anticipating a Product Recall? The Marketing-Finance Interface in Product-Harm Crisis Management”, with Haibing Gao, Jinhong Xie and Kenneth Wilbur, *the 2015 BBCRST conference*, Cornell, April 2015.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *World Business and Social Science Research Conference*, World Business Institute and American Research and Publication International, Paris, April 2014.
- “The Impact of Governmental and Marketing Strategies on Tourism Demand Recovery after Sichuan Earthquake”, with Yani Dong, presented at *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
- “Online Global Trading Marketplace as a Buyer-Seller Social Network, A Study of Implicit Social Interaction in the Developed vs. Emerging Markets”, with Yubo Chen, Jinhong Xie, and Jurui Zhang, *BBCRST*, 2013.
- “Multiple Winner Award Rules in Online Reverse Auctions”, with Jinhong Xie and Juan Feng, presented at *INFORMS International Conference*, Beijing, July 2012.
- “Does Pre-Recall Advertising Affect Abnormal Stock Returns of a Product Recall: An Even Study Analysis”, with Haibing Gao, Jinhong Xie and Kenneth Wilbur, presented at *INFORMS International Conference*, Beijing, July 2012.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *CKGSB Marketing Research Forum*, Cheung Kong Graduate School of Business, Beijing, July 2012.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *INFORMS Marketing Science Conference*, Houston, June 2011.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *Marketing Strategies Meet Wall Street*, Boston, May 2011.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *PDMA Research Forum*, Orlando, October 2010.
- “Survival of Products in Markets with Network Effect: The Impact of Product Incompatibility and Order of Entry”, with Yubo Chen and Jinhong Xie, presented at *INFORMS Marketing*

*Science Conference, Ann Arbor, June 2009.*

- “Decomposing Pioneer Survival: Implications for the Order-of-Entry Effect”, with Jinhong Xie, presented at *PDMA Research Forum*, Orlando, September 2008
- “Firms’ Survival in Markets with Network Effect: The Impact of Product Incompatibility and Order of Entry”, with Jinhong Xie, presented at BBCRST conference, Buffalo, May 2008
- “Intra-Standard Competition: Impact of Supporting-Firm-Base and Stage-Dependent Competitive Interaction”, with Jinhong Xie, presented at *PDMA Research Forum*, Atlanta, October 2006
- “Intra-Standard Competition: Impact of Supporting-Firm-Base and Stage-Dependent Competitive Interaction”, with Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Pittsburg, June 2006
- “Integrating Survival into the Entry Decision,” with Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Maryland, June 2003
- “Running Hard to Stand Still: Analyzing Persistence and the Duration of Market Performance,” with Mitra Debanjan and Peter Golder, presented at *INFORMS Marketing Science Conference*, Maryland, June 2003
- “Online Product Reviews: What Can We Learn?” with Scott Fay and Yubo Chen, presented at *INFORMS Marketing Science Conference*, Alberta, Canada, June 2002

### **TEACHING EXPERIENCE**

- **China Europe International Business School**, Department of Marketing (EMBA Course: International Marketing; MBA course: Big Data Marketing).
- **State University of New York at Binghamton**, School of Management (Ph.D. Course: Empirical Marketing Methods and Models; MBA Course: Customer Analytics, New Product Development, International Marketing)
- **City University of Hong Kong**, Department of Marketing (MBA Course: Database Marketing)
- **SUN YAT-SEN (Zhongshan) University**, Lingnan College (EMBA and MBA: International Marketing)
- **University of Chinese Academy of Science**, School of Economics and Management (Ph.D. Course: Frontier in Marketing Research)