

# QIONG WANG

## 汪瓊

### OFFICE ADDRESS

Division of Marketing of Supply Chain Management  
The Michael F. Price College of Business  
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Official page:

[https://www.ou.edu/price/marketing\\_supplychainmanagement/people/Qiong\\_Wang](https://www.ou.edu/price/marketing_supplychainmanagement/people/Qiong_Wang)

ResearchGate:

[https://www.researchgate.net/profile/Qiong\\_Wang7](https://www.researchgate.net/profile/Qiong_Wang7)

Google Scholar:

<http://scholar.google.com/citations?user=oKborqAAAAAJ&hl=en>

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### ACADEMIC POSITIONS

- August 2020 – *present*      **Ruby K. Powell Professor in Marketing**  
The Michael F. Price College of Business, The University of Oklahoma
- July 2018 – *present*      **Associate Professor of Marketing and Supply Chain Management**  
(Tenured)  
The Michael F. Price College of Business, The University of Oklahoma
- July 2011 – June 2018      **Assistant Professor of Marketing and Supply Chain Management**  
The Michael F. Price College of Business, The University of Oklahoma
- August 2006 – June 2011      **Assistant Professor of Marketing**  
The Smeal College of Business, The Pennsylvania State University
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### EDUCATION

- Ph.D., Business Administration (Marketing)  
*University of Florida*, Gainesville, FL August 2006  
Dissertation Chair: Prof. Barton A. Weitz
- Master of Arts (International Economics)  
*Wuhan University*, Wuhan, China, May 1999
- Master of Arts (European Studies)  
*University of Macau*, Macau, China, May 1999
- Bachelor of Arts (International Economics)  
*Wuhan University*, Wuhan, China, May 1996
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### RESEARCH INTERESTS

My research focuses on inter-organizational relationships, examining strategic partnerships, marketing strategies, and supply chain management. Key areas of interest include contract framing, supplier learning, relationship continuity, and buyer-supplier exchanges. I also explore strategic

responses to uncertainty and information asymmetry in supply chain management, with a focus on risk management, collaborative approaches, and complexity in managing disruptions. Additionally, I investigate behavioral aspects of buyer-supplier coordination and implications for AI-driven personalization within marketing environments.

## JOURNAL PUBLICATIONS

1. Yi Zheng, Qiong Wang, Xiaoyan Wang, Zhilin Yang (2025), “Contract Framing and Supplier Learning,” *Organization Science*, forthcoming. <https://doi.org/10.1287/orsc.2022.16526>
2. Joshua Bowers, Denise Parris, Qiong Wang, Danny McRae, Francisco Guzmán, and Mark Bolino (2024), “The New Rules of Marketing Across Channels – Strategies for navigating a new kind of communication landscape: the “echoverse.”,” *Harvard Business Review*, [online access](#) published on 28 June 2024
3. Erik Mooi, Qiong Wang, Steven Seggie, and Sandy Jap, (2024)\*, “The Show Must Go On: The Role of Contract Frames in Safeguarding Relationship Continuity,” *Journal of the Academy of Marketing Science*, online access published on 07 May 2024  
\*All authors contributed equally to the manuscript.
4. Wang, Qiong, Li Cheng, Christopher Craighead, and Juan Julie Li (2022), “The Roles of Locus of Causality and Buyer Attribution in Resolution of Recurrent Supplier-Induced Disruptions,” *Journal of Operations Management*, Volume 68, Issue 1, Pages 55-93 <https://doi.org/10.1002/joom.1165>
5. Cheng, Li, Christopher Craighead, Qiong Wang, and Juan Julie Li (2020), “When is the Supplier’s Message “Loud and Clear”? Mixed Signals from Supplier-Induced Disruptions and the Response,” *Decision Sciences*, Volume 51, Number 2, Pages 216-254
6. Wang, Qiong and Sandy Jap (2017), “Benevolent Dictatorship and Buyer-Supplier Exchange,” *Journal of Business Research*, Volume 78, pages 204-216.
7. Wang, Qiong, Christopher Craighead, and Juan Julie Li (2014), “Justice served: mitigating damaged trust stemming from supply chain disruptions,” *Journal of Operations Management*, Volume 32, Issue 6, Pages 374-386.
8. Wang, Qiong, Juan Julie Li, William T. Ross, and Christopher Craighead (2013), "The Interplay of Drivers and Deterrents of Opportunism in Buyer-Supplier Relationships," *Journal of the Academy of Marketing Science*, Volume 41, Issue 1, Pages 111-131.
9. Wei, Yinghong (Susan) and Qiong Wang (2011), “The Roles of Strategic Actions and Strategic Resources in Achieving Superior Performance in Chinese Manufacturing Firms,” *Industrial Marketing Management*, Volume 40, Pages 267–277.
10. Wang, Qiong, Ujwal Kayande, and Sandy Jap (2010), “The Seeds of Dissolution: Belief Discrepancy and Incoherence in Buyer-Supplier Exchange” *Marketing Science*, Volume 29, Number 6, Pages 1109-1124.
11. Vinhas, Alberto Sa, Sharmila Chatterjee, Shantanu Dutta, Adam Fein, Joseph Lajos, Scott Neslin, William Ross, Lisa Scheer, and Qiong Wang (2010), “Channel Design, Coordination and Performance: Future Research Directions,” *Marketing Letters*, Volume 21, Number 3, Pages 223-237.

12. Lilien, Gary L., Rajdeep Grewal, Douglas Bowman, Min Ding, Abbie Griffin, V. Kumar, Das Narayandas, Renana Peres, Raji Srinivasan, and Qiong Wang (2010), “Calculating, creating, and claiming value in business markets: Status and research agenda,” ***Marketing Letters***, Volume 21, Number 3, Pages 287-299.
13. Desarbo, Wayne, Qiong Wang, and Simon Blanchard (2010), “Exploring intra-industry competitive heterogeneity: The identification of latent competitive groups,” ***Journal of Modelling in Management***, Volume 5, Issue 2, Pages 94-123.
14. Fay, Scott, Debanjan Mitra, and Qiong Wang (2009), “Ask or Infer? Strategic Implications of Alternative Learning Approaches in Customization,” ***The International Journal of Research in Marketing***, Volume 26, Issue 2, Pages 136–152.
15. Wang, Qiong, Kevin Bradford, Jun Xu, and Barton Weitz (2008), “Innovations in Buyer-Seller Relationships: The Roles of Resources, Motivations, and Governance,” ***The International Journal of Research in Marketing***, Volume 25, Issue 2, Pages 109–118.
16. Desarbo, Wayne, Rajdeep Grewal, Heungsun Hwang, and Qiong Wang (2008), “The Simultaneous Identification of Strategic/Performance Groups and Underlying Dimensions for Assessing an Industry’s Competitive Structure,” ***Journal of Modelling in Management***, Volume 3, Issue 3, Pages 220-248.  
\* Winning the *Emerald Literati Award* or *The Best Paper Award* for the *Journal of Modelling in Management* for the year of 2008
17. Weitz, Barton and Qiong Wang (2004), “Vertical Relationships in Distribution Channels: A Marketing Perspective,” ***The Anti-Trust Bulletin***, Volume 49, Issue 4, Pages 859-76.

## BOOK CHAPTERS

18. Wang, Qiong and Juan (Julie) Li. (2020), Chapter 17: Managing and Repairing Supply Chain Disruptions, *Oxford Handbook of Supply Chain Management*

## WORKING PAPERS UNDER REVIEW:

19. Navigating Uncertainty and Asymmetric Information: Strategic Response in Supply Chain Management. Co-authored with Chuqiao Peng, Desmond Lo, Junyan Shen, and Ken Petersen. Stage: 2<sup>nd</sup> round of revision at the *Journal of Operations Management*.
20. Interplay Between Resolution Tactics of A Supplier-Induced Disruption: The Role of Buyer Uncertainty Avoidance. Co-authored with Li Cheng, Christopher Craighead, Matthew Jensen, and Juan (Julie) Li, 2<sup>nd</sup> round of revision at the *Journal of Supply Chain Management*.
21. Pivoting During New Product Development: A Pathway to Successor for Escalation of Commitment. Co-authored with Josh Bowers, Jeffrey Schmidt, and Denise Parris. Target *Industrial Marketing Management*.

## WORKING PROJECTS AT VARIOUS STAGES:

22. *Navigating Supply Chain Complexity: Interorganizational Insights for Managing Risks and Disruptions*. Invited Book Chapter for the *Handbook of Interorganizational Research*, edited by Rajdeep Grewal. To be finished before January 15<sup>th</sup>, 2025.
23. Embracing Uncertainty with Supply Chain Collaboration. Co-authored with Chuqiao Peng, Desmond Lo, Ken Petersen, and Giorgio Zanarone. Stage: Manuscript write-up. Target Journal: *Management Science*.
24. Revisiting Personalization: Implications for AI-Personalized Environments. Co-authored with Denise Parris and Josh Bowers. Manuscript write-up. Stage: Manuscript write-up. Target Journal: *Journal of Marketing*.
25. Vertical and horizontal coordination among buyer and its suppliers in NPD projects: a behavioral view. Co-authored with Li Cheng and Desmond Lo. Stage: Data Collection. Target Journal: *Management Science*.

## SELECTED PROFESSIONAL PRESENTATIONS & PROCEEDINGS

—2025—

AMA Winter Academic Conference, Phoenix, AZ, February 2025, “Designing and Assessing the Value of a Channel in Markets Fraught with Asymmetric Information”

—2024—

2024 DSI Annual Conference, Phoenix, AZ, “Revisiting Supply Chain Response Strategy under Uncertainty and Asymmetric Information”

2024 EMAC, Bucharest, Romania, May 2024, “B2B Research Edge: Phenomena, Theories, and Methods”

2024 EMAC, Bucharest, Romania, May 2024, “Revisiting Supply Chain Response Strategy under Uncertainty and Asymmetric Information”

AMA Summer 2024 Conference, Boston, MA, August 2024 “Revisiting Supply Chain Response Strategy under Uncertainty and Asymmetric Information”

—2023—

2023 DSI Annual Conference, Atlanta, GA, November 2023, “Optimizing Supply Chain Collaborations in the Face of Uncertainty and Asymmetric Information”

AMA Summer 2023 Conference, San Francisco, CA, August 2023 “Embracing Uncertainty with Supply Chain Collaboration”

—2022—

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), Chicago, IL, August 2022, “Revisiting Supply Chain Coordination under Asymmetrical Information and Uncertainty”

Production and Operations Management Society (POMS) Annual Conference, April 2022, “Vertical and horizontal coordination among buyer and its suppliers in NPD projects: a behavioral view”

—2021—

AMA Summer 2021 Conference, Virtual Conference, August 2021, “Contract Frame Portfolios and Supplier Learning”

EMAC Annual Conference, Virtual Conference, May 2021, “The Role of B2B SIGs in Advancing B2B Research: A Global Perspective”

AIM (Artificial Intelligence in Management) Conference, USC Marshall, May 2021, “Automated Text Analysis in Marketing: Past Contribution and Future Opportunities” (presented by co-authors Josh Bowers and Denise Parris)

Production and Operations Management Society (POMS) Annual Conference, May 2021, “A cross-cultural investigation of supplier-induced disruptions and resolutions: Revisiting the interaction effects of fairness” (presented by co-author Li Cheng)

—2020—

Production and Operations Management Society (POMS) Annual Conference, April 2020, “A cross-cultural investigation of supplier-induced disruptions: Interplay between justice approaches and failure types” (presented by co-author Li Cheng)

Artificial Intelligence in Management (AIM) Workshop and Conference, Los Angeles, CA, March 2020, “Technology and Digital Revolutions In Marketing: Systematic Literature Review and A Foundation For Future Research” (presented by co-author Denise Parris)

Organizational Frontline Research Symposium (OFR) 2020 Annual Meeting, San Diego, CA, February 2020, “A cross-cultural investigation of supplier-induced disruptions: Interplay between justice approaches and failure types” (Accepted)

AMA Winter 2020 Conference, San Diego, CA, February 2020, “A cross-cultural investigation of supplier-induced disruptions: Interplay between justice approaches and failure types” (Accepted)

—2019—

The Decision Science Institute (DSI) 2019 Annual Meeting, New Orleans, LA, November 2019, “A cross-cultural investigation of supplier-induced disruptions: Interplay between justice approaches and failure types” (presented by co-author Li Cheng)

—2018—

Australia & New Zealand Marketing Academy (ANZMAC) 2018 Conference, Adelaide, Australia, December 2018, “Contract Frames and Interorganizational Exchange” (presented by co-author Erik Mooi)

The Decision Science Institute (DSI) 2018 Annual Meeting, Chicago, IL, November 2018, “When is the Supplier’s Message “Loud and Clear”? Mixed Signals from Supplier-Induced Disruptions and the Response” (presented by co-author Li Cheng)

The Council of Supply Chain Management Professionals (CSCMP) Annual Conference, Nashville, TN, November 2018, "When is the Supplier's Message 'Loud and Clear'? Mixed Signals from Supplier-Induced Disruptions and the Response" (presented by co-author Li Cheng)

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), Boston, MA, August 2018, “The role of causal attributions upon supply chain disruptions”

AMA Winter 2018 Conference, New Orleans, LA 2018, “Contract Frames and Interorganizational Exchange” (presented by co-author Sandy Jap)

—2017—

The Decision Science Institute (DSI) 2017 Annual Meeting, Washington D. C., November 2017 “An examination of causal attribution in supplier-induced disruptions” (presented by co-author Li Cheng)

Council of Supply Chain Management Professionals (CSCMP) Academic Research Symposium (ARS), Atlanta, GA, September 2017, “An examination of causal attribution in supplier-induced disruptions” (presented by co-author Li Cheng)  
Marketing Science Conference, Los Angeles, CA, June 2017 “Contract and Interorganizational Learning,” (presented by co-author Yi Zheng)  
AMA Summer Educators’ Conference, San Francisco, CA, August 2017, “Contract and Interorganizational Learning” (presented by co-author Yi Zheng)

—2016—

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), Chicago, IL, August 2016, “Opportunism in Business Groups” (presented by co-author William T. Ross)  
AMA Winter Educators’ Conference, Las Vegas, NV, February 2016, “Contract Design in Inter-Organizational Exchange: Framing and Effectiveness” (presented by co-author Erik Mooi)

--2015—

The 44th European Marketing Academy Conference (EMAC), May 29th, 2015, “The importance of fit between contract framing and relationship type in interorganizational exchange” (presented by co-author Erik Mooi)

--2014--

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), July 2014, San Francisco, CA, “The Importance of the Fit between Contract Framing and Relationship Type in Interorganizational Exchange”

--2012--

AMA Winter Educators’ Conference, Tampa, FL, February 2012, “Disruptions in Buyer-Supplier Relationships: Threats or Opportunities?”

--2011--

AMA Winter Educators’ Conference, Austin, Texas, February 2011, “Understanding Opportunism in Buyer-Seller Exchanges: Augmenting Transaction Cost Economics with Social Capital Theory”

--2010--

Shanghai University of Finance and Economics, Shanghai, China, September 2010, “Social Capital in Buyer-Seller Exchange: A Transaction Cost Approach” (*invited talk*)

Wuhan University, Wuhan, China, August 2010, “Social Capital in Buyer-Seller Exchange: A Transaction Cost Approach” (*invited talk*)

City University of Hong Kong, Hong Kong, China, August 2010, “Social Capital in Buyer-Seller Exchange: A Transaction Cost Approach” (*invited talk*)

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), August 2010, Harvard University, Boston, Massachusetts “Social Capital in Buyer-Seller Exchange: A Transaction Cost Approach”

--2009--

City University of Hong Kong, Hong Kong, China, June 2009, “An Experimental Case Research on Trust Development” (*invited talk*)

Marketing Science Conference, Ann Arbor, MI, June 2009, “An Experimental Case Research on Trust Antecedents”

AMA Winter Educators’ Conference, Tampa, FL, February 2009, “An Experimental Case Research on Trust Development”

--2008--

Erin Anderson research conference, October 2008, University of Pennsylvania, Philadelphia, PA, “An Experimental Approach to Investigate the Trust Building Process in Buyer-Seller Relationships” (*invited talk*)

Erin Anderson research conference, October 2008, University of Pennsylvania, Philadelphia, PA, “From B-to-B Field to the Lab: An Introduction to Experimental Case Research” (*invited talk*)  
Annual Conference for Academy of Management, August 2008, Los Angeles, CA, “The Roles of Strategic Actions and Strategic Resources in Achieving Competitive Advantage and Superior Performance”

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), August 2008, California State University at San Diego, San Diego, CA, “The Consequences and Boundary Conditions of Incoherence in Buyer-Seller Relationships”

Marketing Science Conference, June 2008, Vancouver, Canada, “The Roles of Strategic Actions and Strategic Resources in Achieving Competitive Advantage and Superior Performance”

University of Florida, May 2008, “The Consequences and Boundary Conditions of Incoherence in Buyer-Seller Relationships” (*invited talk*)

--Prior to 2008--

The Bi-Annual Academic Conference, Institute for the Study of Business Markets (ISBM), August 2006, Northwestern University. “Asymmetrical Buyer-Supplier Relationships – An Experimental Study”

AMA Winter Educators’ Conference, FL, February 2006, “A Three-Component Model of Benevolence in Buyer-Supplier Relationships”

The Institute for the Study of Business Markets (ISBM), Penn State University, August 2005, “Asymmetrical Buyer-Supplier Relationships”

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## REFEREED CHINESE JOURNAL PUBLICATIONS

Wang, Qiong (1997), “Foreign Direct Investment in the United States in the Late 20th Century,” *Economic Review*, 84 (2).

Wang, Qiong (1995), “The Analysis of Global Foreign Exchange Market,” *Economic Review*, 75 (6).

Wang, Qiong (1995), “Introducing Japanese Sogo Shosha is Conducive to Chinese Economy,” *Economic Review*, 71 (2).

Wang, Qiong (1995), “The Trend of Finance Internationalization and Its Challenge to China,” *ChangJiang Economic Review*, 14 (5).

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## GRANTS

- *Faculty Dependent Care Travel Grant*, University of Oklahoma (\$800), May 2024
- \$30,000 seed grant, “Shedding Light on the Shadows: Economic Integration in the Face of Anti-Immigration Stigma,” the Institute for Community and Society Transformation (ICAST), University of Oklahoma, May 2024
- \$9,550 seed grant, “Unveiling Shadows: An Exploratory Study of Misinformation Dynamics and Immigrant Integration in Community Discourse on NextDoor,” the Data Institute of Societal Changes (DISC), University of Oklahoma, April 2024

- \$1.9 million #Build to Scale federal grant, project title “Modern Frontier Studio,” U.S. Economic Development Administration (EDA), November 2023
- \$20,000 seed grant, “Creation of a Sustainable and Holistic Refugee Resettlement Model,” the Data Institute of Societal Changes (DISC), University of Oklahoma, April 2021
- *Semi-finalist, Big Idea Challenge*, University of Oklahoma, January 2021
- \$4,800 seed grant, The Startup Innovation Fund, the Tom Love Innovation Hub, University of Oklahoma, March 2021
- *Junior Faculty Summer Research Grant*, University of Oklahoma, May 2015-2018
- *Junior Faculty Fellowship*, University of Oklahoma, June 2014
- *Faculty Research Grant*, University of Melbourne (A\$14,549.34), December 2014 (With Erik Mooi)
- *Price College Competitive Research Grant*, University of Oklahoma (\$5,000), December 2014
- *Price College Competitive Research Grant*, University of Oklahoma (\$5,000), April 2013
- *Teaching Innovation Grant*, University of Oklahoma (\$3,000), November 2012
- *Price College Competitive Research Grant*, University of Oklahoma (\$2,640), December 2011
- *Travel Grant*, the Office of the Vice President for Research, University of Oklahoma (\$530), December 2011
- *Smeal Summer Research Grant*, Penn State University (\$2,500), May 2010
- *Smeal Small Research Grant*, Penn State University (\$2,000), March 2010 (With Zan Huang)
- *Smeal Small Research Grant*, Penn State University (\$2,000), March 2009 (With Min Ding)
- *Smeal Summer Research Grant*, Penn State University (\$5,500), June 2007 (With Matt Astrich)
- *Smeal Small Research Grant* (\$1,000), Penn State University, October 2006
- ISBM Academic-Practitioner Challenge Research Grant (\$5,000), Chicago, IL, August 2006

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## AWARDS

- *The Morris Butkin Memorial Professor of Excellence Award*, University of Oklahoma, May 2020
  - *The Houston And Mary Jo Johnson Master Teacher Award*, University of Oklahoma, May 2018
  - *The Harold E. Hackler Outstanding MBA Professor Award*, University of Oklahoma, May 2014
  - *The Emerald Literati Award or The Best Paper Award for the Journal of Modelling in Management* for the year of 2008
  - *Silver Award Recipient*, ISBM Academic-Practitioner Challenge Research Award, Chicago, IL, August 2006
  - *Fellow*, the ISBM Ph.D. B-to-B Research Camp, San Francisco, CA, July 2005
  - *Grinter Fellowship*, University of Florida 2001-05
  - *Beta Gamma Sigma Honorary*, University of Florida 2003
  - *European Studies Fellowship*, University of Macau, 1997-1999
  - *Highest Awards*, “An Zi Jie” *International Trade Research Prize*, Ministry of Commerce of P. R. China, 1997
  - *Outstanding Graduate Student Award*, Wuhan University, 1996-1999
  - *Outstanding Leadership Award*, Wuhan University, 1996
  - *Hui Kai Scholarship*, Wuhan University, 1995
  - *The First Place Paper Award*, “Qiu Shi” Thesis Competition, Wuhan University, 1995
  - *People's Fellowship* (With the Highest Honor), Wuhan University 1992-1996
  - *Jiangxi Province's Outstanding Student Award*, 1992
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## TEACHING INTERESTS

Marketing Management, Channel Management, Marketing Research, Social Media Marketing, Retailing Management, Sales Management, International Marketing

## TEACHING

### ***UNDERGRADUATE LEVEL:***

- MKT 3013 *Principles of Marketing*, Study Abroad Program, University of Oklahoma, Vichy, France, Summer 2023
- MKT 3980 (Honors) Honors Research, University of Oklahoma, Fall 2022
- MKT 4333 (Capstone) *Marketing Strategy and Policy*, University of Oklahoma, 2017 - 2022
- MKT 3513 *Social Media Marketing*, University of Oklahoma, 2017 - 2018
- MKT 3343 *Retailing Management*, University of Oklahoma, 2011 - 2017
- MKTG 428 *Advanced Sales Management*, Penn State University, 2006 - 2011
- MKTG 496 *Independence Study* (Int'l Mktg.), Penn State University, Summer 2008
- MAR 4403 *Sales Management*, University of Florida, Spring 2003, Spring 2006

### ***MBA LEVEL***

- MKT 5402 MBA (Core) *Marketing Management*, University of Oklahoma, 2012 – 2017, Fall 2022 - present
- MKT 5960 *Retailing Management*, University of Oklahoma, Fall 2011

### ***DOCTORAL LEVEL***

- MKT6980 *Research Doctoral Dissertation*, 2022
- MKT6393 *Core Theories in Marketing Research*, Spring 2021
- MKT 6960 *Directed Readings in Marketing*, Fall 2015, 2022
- Ph.D. *Research Proseminar*, Pennsylvania State University, 2006 – 2011
- Smeal First-Year *Ph.D. Students Teaching Camp*, Pennsylvania State University, 2010 - 2011

### ***RECENT TEACHING & EVALUATIONS:***

Year	University	Course Number	Course Name	Enrollment	% of students who rated the Instructor	Overall Quality of Instructor
2024	Univ. of Oklahoma	MKT 5402-999/997 (Fall)	Marketing Management	49	33%	N/A
2024	Univ. of Oklahoma	MKT 5402-998 (Fall)	Marketing Management	35	35%	N/A
2024	Univ. of Oklahoma	MKT 5402-931/936 (SP)	Marketing Management	33	45%	N/A
2024	Univ. of Oklahoma	MKT 5402-995/998/999 (SP)	Marketing Management	59	26%	N/A
2023	Univ. of Oklahoma	MKT 5402-999 (Fall)	Marketing Management	43	33%	N/A
2023	Univ. of Oklahoma	MKT 5402-997 (Fall)	Marketing Management	8	33%	N/A
2023	Univ. of Oklahoma	MKT 3013-025 (SM)	Principles of Marketing	21	33%	N/A
2023	Univ. of Oklahoma	MKT 5402-936 (SP)	Marketing Management	28	33%	N/A
2023	Univ. of Oklahoma	MKT 5402-999 (SP)	Marketing Management	37	16%	N/A
2023	Univ. of Oklahoma	MKT 5402-999 (SP)	Marketing Management	38	40%	N/A
2022	Univ. of Oklahoma	MKT 5402-999 (Fall)	Marketing Management	39	61%	N/A
2022	Univ. of Oklahoma	MKT 4333-001(SP)	Marketing Strategy and Policy	40	48%	N/A
2022	Univ. of Oklahoma	MKT 4333-002(SP)	Marketing Strategy and Policy	40	40%	N/A
2021	Univ. of Oklahoma	MKT 4333-001(Fall)	Marketing Strategy and Policy	44	41%	4.67/5
2021	Univ. of Oklahoma	MKT 4333-002(Fall)	Marketing Strategy and Policy	16	25%	4.75/5
2021	Univ. of Oklahoma	MKT 4333-001(SP)	Marketing Strategy and Policy	53	51%	4.56/5

2021	Univ. of Oklahoma	MKT 6393-001(SP)	Core Theories in Marketing Research	6	100%	4.83/5
2020	Univ. of Oklahoma	MKT 4333-001(Fall)	Marketing Strategy and Policy	47	38%	4.67/5
2020	Univ. of Oklahoma	MKT 4333-002(Fall)	Marketing Strategy and Policy	26	31%	5.00/5
2020	Univ. of Oklahoma	MKT 4333-001(SP)	Marketing Strategy and Policy	40	40%	5.00/5
2020	Univ. of Oklahoma	MKT 4333-002(SP)	Marketing Strategy and Policy	47	34%	4.88/5
2019	Univ. of Oklahoma	MKT 4333-001(SP)	Marketing Strategy and Policy	36	50%	4.28/5
2019	Univ. of Oklahoma	MKT 4333-002(SP)	Marketing Strategy and Policy	30	70%	4.19/5
2018	Univ. of Oklahoma	MKT 3513 (Fall)	Social Media Marketing	44	66%	4.48/5
2018	Univ. of Oklahoma	MKT 4333 (Fall)	Marketing Strategy and Policy	45	82%	4.54/5
2018	Univ. of Oklahoma	MKT 4333-001(SP)	Marketing Strategy and Policy	44	75%	4.70/5
2018	Univ. of Oklahoma	MKT 4333-002(SP)	Marketing Strategy and Policy	21	67%	4.36/5
2017	Univ. of Oklahoma	MKT 3513 (Fall)	Social Media Marketing	43	61%	4.88/5
2017	Univ. of Oklahoma	MKT 4333 (Fall)	Marketing Strategy and Policy	45	47%	4.76/5
2017	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	17	69%	4.67/5
2017	Univ. of Oklahoma	MKT 5402 (930)	Marketing Management (MBA)	56	73%	3.83/5
2017	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	43	63%	4.07/5
2016	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	16	69%	5.00/5
2016	Univ. of Oklahoma	MKT 5402 (930)	Marketing Management (MBA)	44	69%	3.42/5
2016	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	33	72%	4.10/5
2015	Univ. of Oklahoma	MKT 3343 (Fall)	Retailing Management	18	83%	4.74/5
2015	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	18	72%	4.92/5
2015	Univ. of Oklahoma	MKT 5402 (930)	Marketing Management (MBA)	44	50%	3.73/5
2015	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	33	70%	4.26/5
2014	Univ. of Oklahoma	MKT 3343 (Fall)	Retailing Management	20	70%	4.57/5
2014	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	17	71%	4.91/5
2014	Univ. of Oklahoma	MKT 5402 (960)	Marketing Management (MBA)	25	64%	4.50/5
2014	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	32	44%	4.36/5
2013	Univ. of Oklahoma	MKT 3343 (Fall)	Retailing Management	13	92%	5.00/5
2013	Univ. of Oklahoma	MKT 5402 (930)	Marketing Management (MBA)	43	79%	4.79/5
2013	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	57	51%	4.35/5
2013	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	33	73%	4.63/5
2012	Univ. of Oklahoma	MKT 5402 (930)	Marketing Management (MBA)	58	60%	4.32/5
2012	Univ. of Oklahoma	MKT 5402 (200)	Marketing Management (MBA)	42	67%	3.86/5
2012	Univ. of Oklahoma	MKT 3343 (SP)	Retailing Management	39	67%	4.50/5
2011	Univ. of Oklahoma	MKT 3343 (Fall)	Retailing Management	38	61%	4.22/5
2011	Penn State Univ.	MKTG 428(1)	Sales Management	43	74%	6.69/7
2011	Penn State Univ.	MKTG 428(2)	Sales Management	40	80%	6.69/7
2011	Penn State Univ.	MKTG 428(3)	Sales Management	40	55%	6.78/7
2010	Penn State Univ.	MKTG 428(1)	Sales Management	46	83%	6.58/7
2010	Penn State Univ.	MKTG 428(2)	Sales Management	41	78%	6.44/7
2010	Penn State Univ.	MKTG 428(3)	Sales Management	40	70%	6.46/7
2009	Penn State Univ.	MKTG 428(1)	Sales Management	40	93%	5.95/7
2009	Penn State Univ.	MKTG 428(2)	Sales Management	34	97%	6.27/7
2009	Penn State Univ.	MKTG 428(3)	Sales Management	33	91%	6.63/7
2008	Penn State Univ.	MKTG 428(1)	Sales Management	38	79%	6.17/7
2008	Penn State Univ.	MKTG 428(2)	Sales Management	47	83%	6.31/7
2008	Penn State Univ.	MKTG 428(3)	Sales Management	34	77%	5.92/7
2007	Penn State Univ.	MKTG 428(1)	Sales Management	37	89%	5.88/7
2007	Penn State Univ.	MKTG 428(2)	Sales Management	33	88%	6.00/7
2007	Penn State Univ.	MKTG 428(3)	Sales Management	29	100%	6.34/7

**TEACHING ASSISTANT:**

Ph.D. Courses:

- *Marketing Literature* (Univ. of Florida, Dr. Bart Weitz)

MBA Courses:

- *Advanced Managerial Statistics* (Univ. of Florida, Dr. Jinhong Xie)

UNDERGRADUATE courses:

- *Principles of Marketing* (Univ. of Florida, Dr. Rich Lutz)
  - *Introduction to Retailing Systems and Management* (Univ. of Florida, Dr. Bart Weitz)
  - *Marketing Management* (Univ. of Florida, Dr. Scott Fay)
  - *Marketing Management* (Univ. of Florida, Dr. Debanjan Mitra)
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## SERVICE TO THE DISCIPLINES AND TO THE PROFESSION

***Editorial Review Board:***

Journal of Academy Research in Marketing, 2025 - *present*  
International Journal of Research in Marketing, 2024 - *present*  
Journal of Business Research, 2019- *present*  
Journal of Interorganizational Relationships, 2020-2024  
Journal of Marketing Channels, 2015-2020

***Ad-Hoc Reviewer:***

Journal of Marketing, 2006- *present*  
Journal of Marketing Research, 2007- *present*  
Journal of Operations Management, 2015 – *present*  
Decision Sciences, 2010- *present*  
Production of Operations Management, 2017 - *present*  
Journal of Business Research, 2015 – *present*  
Industrial Marketing Management, 2020 – *present*  
MIT Sloan Management Review, 2012 – *present*  
Journal of Product Innovation Management, 2023 – *present*  
European Journal of Marketing, 2015 – *present*  
European Business Review, 2015 – *present*

***Invited Reviewer:***

American Marketing Association (AMA) Educators' Conference, 2006- *present*  
European Marketing Academy (EMAC) Conference, 2014- *present*  
Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition, 2006- *present*  
American Academy of Management Conference, 2006- *present*  
Academy of Marketing Science, Business to Business (B2B) Track, 2014- *present*  
R&D Management Journal, 2014  
Industrial Marketing Management (2010 Special Issue on guanxi social network)  
The ISBM B-to-B Handbook, July 2010

***Professional Service:***

Chair, the Interorganizational Special Interest Group (IOSIG), American Marketing Association, 2018 - *present*  
Vice-Chair (Communication and Membership), for the Interorganizational Special Interest Group (IOSIG), American Marketing Association, 2017 - 2018  
Vice-Chair (Conference Programming), for the Interorganizational Special Interest Group (IOSIG), American Marketing Association, 2016 - 2017

Research Director of ISBM Data Research Program (DRP), Pennsylvania State University, 2007-2013

***Faculty Advisor or Counselor for Ph.D. Camps:***

Counselor for ISBM Ph.D. Camp, San Francisco, CA, July 2014

Faculty advisor for the 21st Annual Robert Mittelstaedt Doctoral Symposium, March 2012

***Conference Track/Session Organizers and Chairs:***

The 2<sup>nd</sup> B2B Connect Research Symposium, Madrid, Spain, May 2025

The inaugural B2B Connect Research Symposium, Odense, Denmark, May 2023

AMA Winter Educators' Conference, San Diego, CA, February 2020

ISBM Biannual Academic Conference, Chicago, IL, August 2016

AMA Summer Educators' Conference, San Francisco, CA, August 2014

ISBM Biannual Academic Conference, San Francisco, CA, July 2014

ISBM Biannual Academic Conference, Chicago, IL, August 2012

AMA Winter Educators' Conference, Tampa, FL, February 2012

AMA Winter Educators' Conference, Austin, TX, February 2011

ISBM Biannual Academic Conference, Boston, MA, August 2010

AMA Winter Educators' Conference, Tampa, FL, February 2009

Inform Marketing Science Conference, Vancouver, Canada, June 2008

***Undergraduate Honors Thesis Committees:***

Samuel Hahn (Schreyer Honors College, Pennsylvania State University, 2009-10)

Robin N. Miller (Price College of Business, University of Oklahoma, 2022-2023)

***Doctoral Thesis Committees:***

1. Schmidt, Alex  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2024-present
2. Peng, Chuqiao  
Chair, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2020-present
3. McGuire, Kevin M.  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2020-2024
4. Dayuan Xie  
Member, Economic Department, OU Dodge Family College of Arts and Sciences, University of Oklahoma, 2021-present
5. Su, Hui Hsuan  
Member, Cello, OU School of Music, University of Oklahoma, 2024-present
6. Bowers, Joshua  
Chair, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2021-2023
7. Si, Chen  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2016-2020  
Placement: *Louisiana State University-Shreveport*
8. Yi, Zheng  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2016-2018  
Placement: *North Texas University*

9. Seriki, Olalekan K.  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2013-2016  
Placement: *Angelo State University*
10. Akamah, Herita T.  
Member, Accounting Division, Price College of Business, University of Oklahoma, 2015-2016  
Placement: *University of Nebraska–Lincoln*
11. Gleiberman, Aaron M.  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, 2011-2015  
Placement: *Louisiana State University*
12. Jeon, Hyo Jin  
Member, Marketing & Supply Chain Management Division, Price College of Business, University of Oklahoma, University of Oklahoma, 2011-12  
Placement: *University of Nevada, Reno*
13. Li, Xiao  
Member, Marketing Department, Smeal College of Business, Pennsylvania State University, 2010-11  
Placement: *Fudan University*

***Department & College Service:***

- Member, Recruiting committee for the Dean of Price College of Business, University of Oklahoma, 2024-2025
- Search Chair of Open Rank Professor of Marketing (renewable track), Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2024-2025
- Chair, Faculty Standards Committee, Price College of Business, University of Oklahoma, 2023-*present*
- Member, Recruiting committee for Associate/Full Professor of Entrepreneurship and Economic Development, Entrepreneurship Division, Price College of Business, University of Oklahoma, 2024-2025
- Member, Research/professional development evaluation working group, Price College of Business, University of Oklahoma, 2023- *present*
- Chair, Divisional Doctoral Committee, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2023- *present*
- DC-A Committee, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2023- *present*
- Search Chair of Assistant/Associate Professor of Marketing (tenure track), Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2023-2024
- Faculty Standards Committee, Price College of Business, University of Oklahoma, 2019-2023
- Divisional Doctoral Committee, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2017- *present*
- Search Co-Chair of Associate/Full Professor of Marketing, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2021-2022
- Search Co-Chair of Renewable Term Faculty of Marketing, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2021-2022
- Marketing Curriculum Committee, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2019-*present*

Search Chair of Assistant Professor of Marketing, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2020-2021  
Delta Sigma Pi Scholarship Committee, Price College of Business, University of Oklahoma, 2019- *present*  
Faculty Recruiting and Search Committee, Tom Love Division of Entrepreneurship and Economic Development, Price College of Business, University of Oklahoma, 2018-2020  
M/SCM Scholarship Committee, Marketing and Supply Chain Management Division, Price College of Business, University of Oklahoma, 2017-2019  
Undergraduate Programs Committee, Price College of Business, University of Oklahoma, 2017-2018  
Faculty Advisor for American Marketing Association (AMA) Collegiate Chapter, University of Oklahoma, 2013-2017  
Ph.D. Program Committee (Recruitment and Evaluation), University of Oklahoma, 2011-2014  
Faculty Representative at the 21st Annual Robert Mittelstaedt Doctoral Symposium, University of Oklahoma, March 2012  
Member, Recruiting committee for the Dean of Price College of Business, University of Oklahoma, 2011-2012  
Faculty Judge, the 1st Annual Pennsylvania State Students Sales Competition, Pennsylvania State Marketing Association (PSMA), March 2010  
Faculty Representative at the Haring Symposium, Pennsylvania State University, March 2009  
Departmental Advisory Committee (DAC), Pennsylvania State University, 2009-2011  
Ph.D. Program Committee (Recruitment and Evaluation), Pennsylvania State University, 2006-2011  
Faculty advisor for undergraduate students in Marketing Department, Pennsylvania State University, 2006-2011  
Thesis advisor for honor students, Pennsylvania State University, 2009-2011  
ISBM Ph.D. Research Roundtable, Pennsylvania State University, 2007

### ***University Service:***

Co-Founder and Core Research Member, Humanitarian Innovation Research Group, University of Oklahoma, 2020-*present*  
Faculty sponsor for the Gamma-Kappa Chapter of Kappa Sigma Fraternity, University of Oklahoma, 2023-*present*  
Faculty advisor for Chinese in Business College Association (CBCA), University of Oklahoma, 2018-*present*  
Faculty advisor for University Buddhist Association (UBA), University of Oklahoma, 2018-*present*  
Faculty representative at Graduation Commencements, University of Oklahoma, 2012, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023  
Faculty representative for Price College of Business Dean Search Committee, 2013  
Faculty advisor for Dharma Drum Chan Association, Pennsylvania State University, 2007-11  
Faculty advisor for Chinese Undergraduate Students Association, Pennsylvania State University, 2007-11  
University Marshal, Pennsylvania State University, May 2009  
Faculty representative at Graduation Commencements, Pennsylvania State University, 2008, 2010

### ***Community Service:***

Co-Founder, Share & Growth Association (SGA) 501(c)(3), 2018 - *present*

### ***Academic Affiliations***

American Marketing Association (AMA), 2003 - *present*  
The Academy of Management (AOM), 2005 - *present*  
Academy of Marketing Science, 2021 – *present*  
Institute for Operations Research and the Management Science (INFORMS), 2009 – *present*  
Marketing Science Institute (MSI), 2006 – *present*

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## INDUSTRY EXPERIENCE

Marketing Manager, *Huawei Technologies Co.*, Shenzhen, P. R. China, August 1999 - May 2001

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