

# Yiwen Chen

334 Cornell Hall, Columbia, MO 65211 ▪ Cell: (573) 884-2488 ▪ Email: [ycm98@mail.missouri.edu](mailto:ycm98@mail.missouri.edu)

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## EDUCATION BACKGROUND

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<b>PhD</b>	Doctor of Philosophy in Marketing Adviser: Shaoming Zou; Chris Robert	University of Missouri 2020 (expected)
<b>MS</b>	Master of Science Major: Finance and Economics	Warwick University, 2013
<b>BS</b>	Bachelor of Science Major: Economy and Management	Sichuan University 2012

## RESEARCH INTERESTS

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International Marketing, Marketing Strategy, Salesforce Management, Service Marketing

## PUBLICATION

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Li Chen, Fengxia (Sandy) Zhu, Shaoming Zou, **Yiwen Chen** “Factors Affecting Family Firm’s Communication Behavior: A Cross-Cultural Study” *International Journal of Advertising* (2018)

## WORKING PAPERS

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Zhimei Zang, Haiyan Wang, **Yiwen Chen**, and Hairu Yang “Linking Salespersons’ self-construal, Customer Orientation, and Performance” Target: *European Journal of Marketing* (Expected Submission: September 2018)

Li Chen, Shaoming Zou, Hui Xu, **Yiwen Chen** “Entrepreneurial Orientation in large MNCs: Antecedents and Outcomes” (Manuscript Completed)

**Yiwen Chen**, “How do salesperson’s microblogging interactivity and content variety affect firm performance?” Target: *Journal of Personal Selling and Sales Management*

## CONFERENCE PROCEEDINGS & RESEARCH PRESENTATIONS

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Zhimei Zang, Yi Zheng, and **Yiwen Chen**, Haiyan Wang\* “Play to win or not to lose? Salesperson’s regulatory focus and its pathways to sales performance”, **presented (Feb 23-Feb 25) in 2018 American Marketing Association Winter Conference, New Orleans, LA**

Li Chen\*, Shaoming Zou, and Hui Xu, **Yiwen Chen** “Entrepreneurial Orientation in large MNCs: Antecedents and Outcomes”, **2017 American Marketing Association Summer Conference, San Francisco, CA**

“Managing Customer Complaints in Microblog interactions”, with Detelina Marinova, Jagdip Singh and Kwan Hui Lim, **26<sup>th</sup> Annual Frontiers in Service Conference**, June 22-25, 2017 (New York City)

“Microblogs as Frontlines of Customer Problem Handling: Does it work?” with Detelina Marinova, Jagdip Singh and Kwan Hui Lim, *OFR Symposium*, Orlando, FL February 15-17, 2017.

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## PROFESSIONAL EMPLOYMENT

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Research Assistant, University of Missouri,	08/2014-08/2016
Instructor, University of Missouri-Columbia	09/2016-04/2017
<ul style="list-style-type: none"><li>• Marketing Management, Marketing 4000, University of Missouri</li><li>• Teaching Evaluation Average: 4.3 /5.00</li></ul>	

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## SCHOLARSHIPS, HONORS AND AWARDS

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2015-2016, Summer Research Fellowship, University of Missouri-Columbia  
2014-2016, Ponder Scholarship, University of Missouri-Columbia  
2014-2016, College of Business Ph.D. scholarship  
Institute for the Study of Business Markets: Atlanta, GA (2016)

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## SELECTED DOCTORAL COURSEWORK

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<b>Doctoral Seminars:</b>	<b>Methodology:</b>
Introduction to Research Methods in Marketing	Multivariate Analysis
Advanced Research Methods in Marketing	Time Series Analysis
Consumer Behavior	Statistic Software and Data analysis
Marketing Strategy	Experimental Design
Salesforce Management and Personal Selling	Applied Statistic Model 2

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## SKILLS

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**Statistic software:** SPSS, EQS, NLOGIT, SAS, R    **Language:** Professional English, Mandarin

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## DISSERTATION CHAIRS

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Dr. Shaoming Zou (Chair)  
Robert J. Trulaske, Sr. Professor & Professor of Marketing  
Robert J. Trulaske College of Business – University of Missouri  
[zou@missouri.edu](mailto:zou@missouri.edu) (573) 884-0920 335 Cornell Hall

Dr. Christopher Robert (Chair)  
Associate Professor of Management  
Associate Dean for Graduate Studies and Research  
Robert J. Trulaske College of Business- University of Missouri  
[Robertc@missouri.edu](mailto:Robertc@missouri.edu) (573)882-3819 407C Cornell Hall