

Biographical

Shaoming Zou

Shaoming Zou (Ph.D., MBA, Michigan State University; B.S., Sichuan University) is Robert J. Trulaske, Sr. Professor and Professor of Marketing and International Business at University of Missouri – Columbia. He is also a Guest Professor at Nankai University and at Central University of Finance and Economics.

Professor Zou's research covers such fields as marketing strategy, global marketing, export marketing, international joint ventures, emerging markets, services marketing and sales management. He has published in major marketing and international business journals including *Journal of Marketing*, *Journal of International Business Studies*, *Decision Sciences*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *International Marketing Review*, and *Journal of International Marketing*, among others. He also co-authored a book on export marketing strategy and tactics. Professor Zou is among the most cited scholars in the international marketing literature (over 9,300 cites according to Google Scholar). His work has won several major research awards. In 2003 and 2012, respectively, he twice won the American Marketing Association (AMA) Global Marketing SIG's "Excellence in Global Marketing Research Award" for 10-year research impact. He also won the 1999 "Hans Thorelli Best Paper Award" of *Journal of International Marketing*, 1998 "Outstanding Paper Award" of *International Marketing Review*, and the Emerald Literati's "Most Downloaded Articles Top 200" award in 2005.

Professor Zou is the Series Editor of *Advances in International Marketing* and served as a Department Editor (2005-2008) and a Consulting Editor (2009-2016) of *Journal of International Business Studies (JIBS)*, the top journal in international business. He is a long-time member of the editorial review board of *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of International Marketing*, *Journal of Public Policy and Marketing*. Professor Zou has served as conference co-chair, track chair, and session chair for major conferences in marketing and international business. He has given keynote speeches at the *Marketing Scholar Forum*, *JMS China Marketing Science Annual Conference*, *International Conference on Entrepreneurship and International Business*, *China University Marketing Research Association Annual Conference*, and *AIB-China Chapter Annual Conference*.

Professor Zou teaches International Marketing and Marketing Management courses at MBA and undergraduate levels, and Applied Multivariate Analysis in Marketing seminar at doctoral level. He also taught international marketing in EMBA programs at MU and in China.

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EDUCATION:

- Ph.D.** 1994, *Michigan State University*
Major: Marketing Minors: International Business, Psychometrics
- M.B.A.** 1989, *Michigan State University*, Major: Marketing
- B.S.** 1983, *Sichuan University*, Chengdu, P. R. China, Major: Mathematics

ACADEMIC WORK EXPERIENCE:

- 2010- Robert J. Trulaske, Sr. Professor and Professor of Marketing and International Business, University of Missouri - Columbia.
- 2008-2010 Robert J. Trulaske, Sr. Professor and Associate Professor of Marketing and International Business, University of Missouri - Columbia.
- 2003- 2008 Associate Professor of Marketing and International Business (with Tenure), University of Missouri – Columbia.
- 1997-2003 Assistant Professor of Marketing and International Business, University of Missouri - Columbia.
- 1994-1997 Assistant Professor of Marketing and International Business, Kansas State University.
- 1983-1987 Assistant Teacher, Sichuan University, Chengdu, P. R. China
- 2006-2016 External Professor of Marketing, Guanghua School of Management, Peking University, China.
- 2012- Guest Professor of International Business, Nankai University, Tianjin, China.
- 2015- Guest Professor of Marketing, Central University of Finance and Economics, Beijing, China.
- 2007-2012 Guest Professor, University of International Business and Economics, China.
- 2012-2014 Guest Professor of Marketing, Sun Yat-Sen Business School, Guangzhou, China.

Courses Taught:

- Undergraduate: Marketing Management, Global Marketing, International Marketing to Emerging Markets, Marketing Research, Principles of Marketing; Advanced Calculus, Linear Algebra, Statistics.
- MBA: Marketing Management, International Marketing, Advanced International Business, Advanced International Marketing.
- EMBA: International Marketing
- Ph.D.: Applied Multivariate Analysis in Marketing
Survey Research Design (at Peking University, 2004)
Issues in Research Design and Analysis (at Peking University, 2007-2010).
Using SEM in Business Research (at Peking University, 2009-2016; Nankai University 2013-2016; UIBE 2008-2016).
International Marketing Theories and Research (at Sun Yat-Sen Business School, 2012, 2013).

AWARDS AND HONORS:

Awards:

1. **Best Track Paper Award**, Global/Cross-Cultural Marketing Track, 2016 AMA Summer Educators' Conference, Atlanta, GA., August 2016.
2. **Best Track Paper Award**, Emerging Markets Track, 2013 AMA Summer Educators' Conference, Boston, MA., August 2013.
3. **The 2012 Excellence in Global Marketing Research Award**, *American Marketing Association Global Marketing SIG*, for the article "The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance" in *Journal of Marketing*, 2002 that is considered to have most significantly influenced the direction of global marketing research in the past 10 years.
4. **Best Reviewer Award**, 2010, *Journal of International Business Studies*, Academy of International Business.
5. **Richard G. Miller Summer Scholar Award**, 2009, 2010, 2011, Robert J. Trulaske, Sr. College of Business, University of Missouri - Columbia.

6. **Faculty Research Development Award**, 2006, College of Business, University of Missouri - Columbia.
7. **Most Downloaded Articles-Top 200 Award**, 2005, *Emerald Literati Network*, UK, for the publication "Selecting International Mode of Entry and Expansion," *Marketing Intelligence & Planning*, 19 (3), 2001.
8. **The 2003 (Inaugural) Excellence in Global Marketing Research Award**, *American Marketing Association Global Marketing SIG*, for the article "Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures" in *Journal of Marketing* 1994 that is considered to have most significantly influenced the direction of global marketing research in the past 10 years.
9. **The Best Paper in Global Marketing Track Award**, 2002, *American Marketing Association*, AMA Winter Educators' Conference, Austin, Texas, February 2002.
10. **The IMR Most Outstanding Article Award**, 1999, *MCB University Press*, London, UK, for having made the most significant contribution to international marketing literature by publishing the article "The Determinants of Export Performance: A Review of the Empirical Literature between 1987 and 1997" in *International Marketing Review*, 15 (5), 333-356.
11. **The JIM Hans B. Thorelli Best Paper Award**, 1998, *American Marketing Association*, for having made the most significant contribution to international marketing theory and thought by publishing the article "The EXPERF Scale: A Cross-National Generalized Export Performance Measure" in *Journal of International Marketing*, 6 (3), 37-58.
12. **The Research Award**, 1996, for Outstanding Contributions in Research, College of Business Administration, *Kansas State University*.
13. **The Most Outstanding Student of the Year**, Sichuan University, PRC, 1980-82.
14. **The Most Outstanding College Student of the Year**, Sichuan Province, PRC, 1982.

Honors:

1. **Keynote Speaker, 2016, China University Marketing Research Association Annual Conference**, Nankai University, Tianjin, China, July 2016.
2. **Keynote Presenter, 2016 CIMaR Annual Conference**, Xi'An, China, June 2016.

3. **Keynote Speaker, The Third Annual Forum on Cross-National Business Management**, Xinjiang University of Finance and Economics & Central University of Finance and Economics, Xinjiang, China, June 2016.
4. **Keynote Speaker, 2015, Academy of International Business (AIB) China Chapter Annual Conference**, Nankai University, Tianjin, China, July 2015.
5. **Keynote Speaker, 2013, International Conference on Entrepreneurship and International Business**, Nankai University, Tianjin, China, June 2013.
6. **Keynote Speaker, 2011 JMS China Marketing Science Annual Conference**, Guangzhou, China, August 2011.
7. **Faculty Fellow, 2011 China Marketing Science Doctoral Consortium**, Guangzhou, China, August 2011.
8. **Keynote Presenter, 9th Marketing Scholar Forum**, sponsored by University of Hong Kong, Peking University, and Fudan University, Beijing, June 2011.
9. **Faculty Fellow, 43rd American Marketing Association/Sheth Foundation Doctoral Consortium**, Columbia, MO, June 2008.
10. **Keynote Speaker, 6th Marketing Scholar Forum**, sponsored by University of Hong Kong, Peking University, and Fudan University, Beijing, June 2008.
11. **College of Business Nominee for 2006 Chancellor's Award for Outstanding Research and Creativity**, University of Missouri - Columbia, 2006.
12. **Keynote Presenter, 4th Marketing Scholar Forum**, sponsored by University of Hong Kong, Peking University, and Fudan University, Hong Kong, June 2006.
13. **Faculty Fellow, the 2005 Academy of International Business (AIB) Doctoral Consortium**, Quebec City, Canada, selected by the *AIB*, 2005.
14. **Faculty Presenter, 2004 Academy of International Business (AIB) Workshop on Internationalization of Doctoral Business Education**, East Lansing, MI.
15. **Presenter**, 2004, the 2nd Annual JIBS Invitational Conference on the Frontiers of International Business, East Lansing, MI, 2004.
16. **Beta Gamma Sigma**, 1994, Business Administration National Honorary.
17. **Faculty Mentor**, Honors Convocation, University of Missouri - Columbia, 2001, 2002, 2003, 2004.
18. **Presenter** at 22nd Annual Albert Haring Symposium, 1992, Indiana University.

EDITORIAL/REVIEW ACTIVITIES:

Series Editor: *Advances in International Marketing*, 2008 - present

Consulting Editor: *Journal of International Business Studies*, 2009 - 2016

Departmental Editor: *Journal of International Business Studies*, Marketing Department, 2005-2008.

Guest Co-Editor: *International Management Review*, Special Issue on International and Global Marketing, 2007, Volume 3, No. 3.

Editorial Review Board: *Journal of International Business Studies*, July 2002 - Present
Journal of the Academy of Marketing Science, June 2000 - Present
Journal of International Marketing, May 1996 - Present
Journal of Public Policy and Marketing, June 2006-Present
Journal of International Management, May 2004 – Dec 2015
Multinational Business Review, January 2005 – January 2011
Journal of Marketing Science, May 2006 – January 2008
Advances in International Marketing, May 1996 - 2008

Ad Hoc Reviewer: *Journal of Marketing*, Sept. 1994 - Present.
Journal of International Business Studies, Feb. 1995 - July 2002.
Journal of Business Research, May 2004 -
Journal of World Business, April 2005 –
Journal of Product Innovation and Management, March 2009 –
International Journal of Advertising, July 2009 –
International Journal of Research in Marketing, August 2011 -
International Marketing Review, Feb. 1998 –
Journal of Retailing, May 2015 –
International Business Review, January 2014 –
Management International Review, January 2015 -
Decision Sciences, 2002 - 2005.
Management Science, 2003 - 2004.
Journal of International Marketing, Sept. 1994 - May 1996.
Journal of International Management, 1999 - May 2004.
Psychology and Marketing, June 1998 - Dec. 1999.

Other Editorial Experience: *Editorial Assistant*
Journal of International Marketing, 1992-1994.

RESEARCH AND PUBLICATIONS:

Books:

Shaoming Zou, Daekwan Kim, and S. Tamer Cavusgil (2009), *Export Marketing Strategy: Tactics and Skills That Work*, Business Experts Press LLC, New York, NY.

Journal Articles:

1. Lloyd M. Rinehart and **Shaoming Zou** (1992), "Modeling Customer Behavior in Negotiations for Motor Carrier Contracts," *Transportation Journal*, 31 (3), 39-45.
2. S. Tamer Cavusgil, **Shaoming Zou**, and G. M. Naidu (1993), "Product and Promotion Adaptation in Export Ventures: An Empirical Investigation," *Journal of International Business Studies*, 24 (3), 479-506.
3. S. Tamer Cavusgil and **Shaoming Zou** (1994), "Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures," *Journal of Marketing*, 58 (1), 1-21.
* (Winner of the 2003 (inaugural) "Excellence in Global Marketing Research Award" by AMA Global Marketing SIG for having most significantly influenced the direction of global marketing research in past 10 years.)
4. **Shaoming Zou** and S. Tamer Cavusgil (1996), "Global Strategy: A Review and An Integrated Conceptual Framework," *European Journal of Marketing*, 30 (1), 52-69.
* (A translated version was published in the Turkish language journal "Marketing World" in 1998, 12 (69), 4-13.)
5. Charles R. Taylor, **Shaoming Zou**, and Aysegul Ozsomer (1996), "Advertising and Its Effect on Industrial Concentration: A Contingency Perspective," *Journal of Current Issues and Research in Advertising*, 18 (1), 35-44.
6. **Shaoming Zou** and Lloyd M. Rinehart (1996), "Service Contract Negotiations in Marketing Channels: Assessing Motor Carriers' Perceptions," *Journal of Marketing Channels*, 5 (2), 45-61.
7. **Shaoming Zou** and Jay Laughlin (1996), "Dimensions of Global Strategy and Their Utilization by European and Japanese MNCs: An Exploratory Study," *Advances in International Marketing*, Vol. 7, 199-210.
8. **Shaoming Zou**, David M. Andrus, and D. Wayne Norvell (1997), "Standardization of Marketing Program and Process: A Developing Country Perspective," *International Marketing Review*, 14 (2), 107-123.

9. **Shaoming Zou**, Charles R. Taylor, and Gregory E. Osland (1998), "The EXPERF Scale: A Cross-National Generalized Export Performance Measure," *Journal of International Marketing*, 6 (3) (Fall), 37-58.
* (Winner of the "1998 Hans B. Thorelli Best Paper Award", by AMA, for having made the most significant contribution to international marketing theory and thought.)
10. **Shaoming Zou** and Simona Stan (1998), "The Determinants of Export Performance: A Review of the Empirical Literature between 1987 and 1997," *International Marketing Review*, 15 (5), 333-356.
* (Winner of the "The IMR Most Outstanding Article Award", 1999, by MCB University Press, for having made the most significant contribution to international marketing literature.)
11. Charles R. Taylor, **Shaoming Zou**, and Gregory E. Osland (1998), "A transaction cost perspective on foreign market entry strategies of US and Japanese firms," *Thunderbird International Business Review*, (formerly *International Executive*), 40 (4), 389-412.
12. **Shaoming Zou** and Matthew B. Myers (1999), "The R&D, Manufacturing, and Marketing Competencies and Firm's Global Competitive Position: An Empirical Study," *Journal of Global Marketing*, 12 (3), 5-21.
13. **Shaoming Zou** and Aysegul Ozsomer (1999), "Global Product R&D and the Firm's Global Strategic Position," *Journal of International Marketing*, 7 (1), 57-76.
14. Charles R. Taylor, **Shaoming Zou**, and Gregory E. Osland (2000), "Foreign Market Entry Strategies of Japanese MNCs," *International Marketing Review*, 17 (2), 146-163.
15. Gregory E. Osland, Charles R. Taylor, and **Shaoming Zou** (2001), "Selecting International Modes of Entry and Expansion," *Marketing Intelligence & Planning*, 19 (3), 153-161.
* (Winner of the "Most Downloaded Articles - Top 200" Award, 2005, for being one of the top 200 most downloaded articles, from the Emerald Literati Network.)
16. Hongxin (John) Zhao and **Shaoming Zou** (2002), "The Impact of Industry Concentration and Firm Location on Export Propensity and Intensity: An Empirical Analysis of Chinese Manufacturing Firms," *Journal of International Marketing*, 10 (1), 52-71.
17. **Shaoming Zou** and S. Tamer Cavusgil (2002), "The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance," *Journal of Marketing*, 66 (4), 40-56.
* (Winner of the 2012 "Excellence in Global Marketing Research Award" by AMA Global Marketing SIG for having most significantly influenced the direction of global marketing research in past 10 years.)
18. **Shaoming Zou**, Charles R. Taylor, and Er (Eric) Fang (2003), "MNC Control over Foreign Market Ventures: Do Host Governments Still Play a Major Role?" *Advances in International Marketing*, Vol. 14, 35-47.
19. Neil A. Morgan, **Shaoming Zou**, Douglas W. Vorhies, Constantine S. Katsikeas (2003), "Experiential and Informational Knowledge, Architectural Marketing Capabilities and the

- Adaptive Performance of Export Ventures: A Cross-National Study,” *Decision Sciences*, 34 (2), 287-321.
20. **Shaoming Zou**, Er Fang, and Shuming Zhao (2003), “The Effect of Export Marketing Capabilities on Export Performance: An Investigation of Chinese Exporters,” *Journal of International Marketing*, 11 (4), 32-55.
 21. Linda Shi, **Shaoming Zou**, and S. Tamer Cavusgil (2004), “A Conceptual Framework of Global Account Management Capabilities and Firm’s Performance,” *International Business Review*, 13, 539-553.
 22. **Shaoming Zou** (2005), “Contributions to International Advertising Research: An Assessment of the Literature between 1990 and 2002,” *Journal of Advertising*, 34 (1), 99-110.
 23. Er Fang, Kenneth R. Evans, and **Shaoming Zou** (2005), “The Moderating Effect of Goal-Setting Characteristics on Sales Control Systems - Job Performance Relationship: A Cross-Cultural Analysis,” *Journal of Business Research*, 58, 1214-1222.
 24. Linda Shi, **Shaoming Zou**, J. Chris White, Regina C. McNally, S. Tamer Cavusgil (2005), “Global Account Management Capability: Insight from Leading Suppliers,” *Journal of International Marketing*, 13 (2), 93-113.
 25. Shintaro Okazaki, Charles R. Taylor, **Shaoming Zou** (2006), “Advertising Standardization’s Positive Impact on the Bottom Line: A Model of When and How Standardization Improves Financial and Strategic Performance,” *Journal of Advertising*, 35 (3), 17-33.
 26. Gary D. Gregory, Munib Karavdic, and **Shaoming Zou** (2007), “The Effect of E-Commerce Drivers on Export Marketing Strategy,” *Journal of International Marketing*, 15 (2), 30-57.
 27. Kenneth R. Evans, Timothy Landry, Po-Chien Li, and **Shaoming Zou** (2007, alphabetic authorship), “How Sales Controls Affect Job-Related Outcomes: The Role of Organizational Sales-Related Psychological Climate Perceptions,” *Journal of the Academy of Marketing Science*, 35 (3), 445-459.
 28. C. Fred Miao, Kenneth R. Evans, **Shaoming Zou** (2007), “The Role of Salesperson Motivation in Sales Control Systems: Intrinsic and Extrinsic Motivation Revisited,” *Journal of Business Research*, 60, 417-425.
 29. Beibei Dong, Kenneth R. Evans, and **Shaoming Zou** (2008), “The Effects of Customer Participation in Co-Created Service Recovery,” *Journal of the Academy of Marketing Science*, 36 (1), 123-137.
 30. Beibei Dong, **Shaoming Zou**, and Charles R. Taylor (2008), “MNCs’ Control of Their

Operations in the Foreign Markets: An Integrative Theoretical Model,” *Journal of International Marketing*, 16 (1), 98-119.

31. Eric (Er) Fang and **Shaoming Zou** (2009), “Antecedents and Consequences of Marketing Dynamic Capabilities in International Joint Ventures,” *Journal of International Business Studies*, 40 (5), 742-761.
32. Linda Shi, Chris White, **Shaoming Zou**, and S. Tamer Cavusgil (2010), “Global Account Management Strategies: Drivers and Outcomes,” *Journal of International Business Studies*, 41 (3), 620-638.
33. Eric (Er) Fang and **Shaoming Zou** (2010), “The Effects of Absorptive and Joint Learning on the Instability of International Joint Ventures in Emerging Economies,” *Journal of International Business Studies*, 41 (5), 906-924.
34. **Shaoming Zou** and Yong Z. Volz (2010), “An Integrated Theory of Global Advertising: An Application of the GMS Theory,” *International Journal of Advertising*, 29 (1), 57-84.
35. Arpita Mukherjee, Divya Satija, Tanu M. Goyal, Murali K. Mantrala, **Shaoming Zou** (2012), “Are Indian Consumers Brand Conscious? Insights for Global Retailers,” *Asian Journal of Marketing and Logistics*, 24 (3).
36. Xiaodan (Dani) Dong, Chris Hinsch, **Shaoming Zou**, Huifen Fu (2013), “The Effect of Market Orientation Dimensions on Multinational SBU’s Strategic Performance”, *International Marketing Review*, 30 (6), 591-616.
37. Annie Peng Cui, Michael F. Walsh, and **Shaoming Zou** (2014), “The Importance of Strategic Fit between Host–Home Country Similarity and Exploration/Exploitation Strategies on Small and Medium-Sized Enterprises’ Performance: A Contingency Perspective”, *Journal of International Marketing*, 22 (4), 67-85.
38. Beibei (Bacy) Dong, K. Sivakumar, Kenneth R. Evans, **Shaoming Zou**, (2015), “Effect of Customer Participation on Service Outcomes: The Moderating Role of Participation Readiness” *Journal of Service Research*, 18 (2), 160-176.
39. Xiaodan (Dani) Dong, Zelin Zhang, Christian A. Hinsch, and **Shaoming Zou** (2016), “Deconstructing the Construct of Market Orientation: Uncovering Hidden Moderated Mediation Relationships”, *Industrial Marketing Management*, 56 (July), 130-142.
40. Beibei (Bacy) Dong, Kenneth R. Evans, **Shaoming Zou** (2016), “Recovering Coproduced Service Failures: Antecedents, Consequences and Moderators of Locus of Recovery”, *Journal of Service Research*, 19 (3), 291-306.
41. Fengxia (Sandy) Zhu, **Shaoming Zou**, Hui Xu (2016), “Launching Reverse-Innovated Product from Emerging Markets to Developed Markets: A Theoretical Framework for

MNC's Decisions," *International Business Review*, (forthcoming).

Publications in Chinese Journals:

1. 宋竞, 郭贤达, 邹绍明 (2010), "顾客抱怨行为的前置因素及调节因素分析," 《南开管理评论》, 13 (2), 68-78.

Refereed Conference Proceedings:

1. **Shaoming Zou** and S. Tamer Cavusgil (1990), "Handicraft Exports From Southeast Asia: Issues and Perspectives," *Proceedings of the Research Conference on Southeast Asian Business*, University of Michigan, Ann Arbor, MI., (May).
2. **Shaoming Zou** and Charles R. Taylor (1992), "Advertising and Its Effect on Industrial Concentration: The Case of the Soft Drink Industry," *Proceedings of the Annual Conference of the American Academy of Advertising*, San Antonio, (March), 42-3.
3. **Shaoming Zou** (1992), "Product Characteristics, Product Adaptation, and Sales Growth: Cases in Export Market Ventures," *22nd Annual Albert Haring Symposium Proceedings*, Indiana University, Bloomington, IN., (March), 51-69.
4. **Shaoming Zou** (1993), "Political Risk Assessment: A Review and A New Approach," *Proceedings of the Academy of Marketing Science Annual Conference*, Miami,, 245-8.
5. **Shaoming Zou**, David M. Andrus, and D. Wayne Norvell (1995), "Standardization of International Marketing: A Developing Country Perspective," *Proceedings of the 1995 American Marketing Association Summer Educators' Conference*, Washington, DC. (August).
6. **Shaoming Zou** and Jay Laughlin (1995), "Global Strategy of European and Japanese MNCs: An Exploratory Study," *Proceedings of the 1995 American Marketing Association and Korean Marketing Association Joint Conference*, Seoul, Korea, (May).
7. Charles R. Taylor, **Shaoming Zou**, and Gregory E. Osland (1996), "International Market Entry Mode Choice by U.S. and Japanese MNCs: A Cross Cultural Assessment of the Transaction Cost Analysis Framework," *Proceedings of the 1996 American Marketing Association Summer Educators' Conference*, San Diego, CA. (August).
8. Cheryl Gurr, Angela West, and **Shaoming Zou** (1996), "The Social Responsibility for Today's Multinational Corporations: The Issue of Child Labor," *Proceedings of the 1996 Association for Global Business Annual Conference*, Dallas, TX. (November).

9. **Shaoming Zou** and Jeffrey B. Schmidt (1997), "Market Orientation and Performance: An Investigation in Global Market Context," *Proceedings of the 1997 American Marketing Association Summer Educators' Conference*, Chicago, IL. (August).
10. **Shaoming Zou** and Matthew B. Myers (1997), "The R&D, Manufacturing, and Marketing Competencies and Firm=s Global Competitive Position: An Empirical Study," *Proceedings of the 1997 Academy of Marketing Science Annual Conference*, Miami, FL. (May).
11. Er Fang, **Shaoming Zou**, and Shuming Zhao (2002), "The Effect of Export Marketing Capabilities on Export Performance: An Investigation of Chinese Exporters," *Proceedings of the American Marketing Association Winter Educators' Conference*, Austin, Texas, (February).
 - * (Winner of The Best Paper Award, Global Marketing / Society Track, American Marketing Association 2002 Winter Educators' Conference, Austin, Texas, February).
12. Jason Garrett, **Shaoming Zou**, and Charles R. Taylor (2003), "International Advertising: A Review of the Empirical Research from 1990 to 2002," *Proceedings of the American Marketing Association Summer Educators' Conference*, Chicago, IL.
13. Beibei Dong, Kenneth R. Evans, and **Shaoming Zou** (2006), "Customer Participation in Service Recovery," *Proceedings of the American Marketing Association Winter Educators' Conference*, St. Pete, FL.
14. Eric Fang and **Shaoming Zou** (2006), "Marketing Dynamic Capabilities: Antecedents and Consequences: A Dyadic Investigation in International Joint Ventures," *2006 Academy of International Business Annual Meeting Proceedings*, Beijing, China.
15. Linda Shi, S. Tamer Cavusgil, and **Shaoming Zou** (2006), "Global Account Management Capabilities and Firm=s Performance: An Empirical Investigation," *2006 Academy of International Business Annual Meeting Proceedings*, Beijing, China.
16. Beibei Dong, Kenneth R. Evans, and **Shaoming Zou** (2011), "What If a Co-produced Service Fails? An Investigation of Customer Participation in Service Recovery," *2011 American Marketing Association Summer Educators' Conference Proceedings*, San Francisco, CA.
17. Fengxia (Sandy) Zhu and Shaoming Zou (2013), "Launching Reverse-Innovated Product From Emerging Markets to Developed Markets: A Theoretical Framework for MNC's Decisions," *2013 American Marketing Association Summer Educators' Conference Proceedings*, Boston, MA.
 - * (Winner of The Best Paper Award, Emerging Markets Track, American Marketing Association 2013 Summer Educators' Conference, Boston, MA, August).
18. Xiaodan (Dani) Dong, **Shaoming Zou**, Guohui Sun (2016), "When 'Not Working' is Working: Distributive Justice Destabilizes International Joint Venture", *2016 American Marketing Association Summer Educators' Conference Proceedings*, Atlanta, August 2016.

* (Winner of *The Best Paper Award, Global/Cross-Cultural Marketing Track, American Marketing Association 2016 Summer Educators' Conference, Atlanta, GA, August*).

19. Xiaodan Dong and Shaoming Zou (2017), "From International Joint Ventures to Wholly-Owned Subsidiaries: The Role of Resource Structure and Coopetition", *2017 American Marketing Association Summer Educators' Conference Proceedings*, San Francisco, August 2017.
20. Li Chen, Yiwen Chen, Shaoming Zou, and Hui Xu (2017), "Entrepreneurial Orientation in MNCs: Antecedents and Outcomes" *2017 American Marketing Association Summer Educators' Conference Proceedings*, San Francisco, August 2017.

Other Publications:

1. **Shaoming Zou** (1992), "Review of 'Direct Investment and Joint Ventures in China: A Handbook for Corporate Negotiators. by Shapiro et al.'" *International Marketing Review*, 9 (1), 67-8.
2. **Shaoming Zou**, Charles R. Taylor, S. Tamer Cavusgil (2003), "The Political Economy Explanation of International Market Entry Mode Choice: An Exploratory Study," *Handbook of Research in International Marketing*, Subhash Jain, ed., Northampton, Massachusetts: Edward Elgar Publishing Limited.
3. **Shaoming Zou** and Huifen Fu (2010), "International Marketing and Emerging Markets: An Introduction to Volume 21," *Advances in International Marketing*, Vol. 21.
4. **Shaoming Zou** (2011), "Consumer Complicity in International markets: An Introduction to Volume 22 Regular Articles," *Advances in International Marketing*, Vol. 22.
5. Scott Swan and **Shaoming Zou** (2012), "Interdisciplinary Approaches to Branding, Product Design/Innovation, and Strategic Thought/Social Entrepreneurship in International Marketing: An Introduction to Volume 23," *Advances in International Marketing*, Vol. 23.
6. Ruey-Jer "Bryan" Jean, Jyh-Shen Chiou, **Shaoming Zou** (2013), "Marketing Innovation in and from Emerging Markets", *Advances in International Marketing*, Vol. 24.
7. Arpita Mukherjee, Divya Satija, Tanu M. Goyal, Murali K. Mantrala, **Shaoming Zou** (2014), "Impact of the Retail FDI Policy on Indian Consumers and the Way Forward" in *Globalization and Standards, India Studies in Business and Economics*, K. Das (ed.), Springer India.
8. **Shaoming Zou**, Hui Xu, and Linda Hui Shi (2015), "Entrepreneurship in International Marketing," *Advances in International Marketing*, Vol. 25.

9. Barbara Stottinger, Bodo B. Schlegelmilch, Shaoming Zou (2016), "International Marketing in the Fast Changing World – Introduction to Volume 26." *Advances in International Marketing*, Vol. 26.

RESEARCH FUNDING AND GRANTS:

1. Doctoral Dissertation Research Grant (\$8,000), Center for International Business Education and Research, Michigan State University (*MSU-CIBER*), Fall 1993-Spring 1994.
2. Research Grant (\$15,000) for International Market Entry Research, *Holcomb Research Institute*, Butler University, Indianapolis, IN, 1995-1996.
3. Research Grant (\$3,000) for Market Entry Mode Study, Kansas State University, 1995.
4. Research Grant (\$5,000) for International Marketing Strategy Research, College of Business Administration, Kansas State University, 1995.
5. Research Grant (\$1,000) for Global Marketing Strategy Research, College of Business Administration, Kansas State University, 1996.
6. Research Grant (\$5,000) for International Cooperative Strategy Research, College of Business Administration, Kansas State University, 1996.
7. Global Scholars Award (\$6,000), University of Missouri - Columbia, 1999.
8. Research Grant (\$2,000) for China data collection for research on competitive advantages in export marketing, University of Missouri - Columbia, College of Business and Public Administration, May 1999.
9. Research Grant (\$5,000) for research on competitive advantages in export marketing, Cardiff Business School, U.K., 1999.
10. Global Scholars Program Individual Grant (\$2,000), University of Missouri - Columbia, 2000.
11. Research Grant (\$2,000) for research on competitive advantages in export marketing, Ergastirio Elefteron Spoudon (LBA) Inc., Vouliagmeni, Greece, 2000.
12. Summer Research Fellowship (\$10,000), University of Missouri - Columbia, College of Business, 2000 - 2008.
13. Research Grant (\$5,000) for global account management research, the Teradata Center for CRM at Duke University, 2004, Co-Investigators: Linda Shi and S. Tamer Cavusgil.

14. TCOB Small Research Grant (\$2,000) for internationalization of firms from emerging markets research, University of Missouri – Columbia, 2011, co-investigator: Huifen Fu.
15. China National Science Foundation Grant (400 k RMB) for developing global brands by firms from emerging markets, 2012, co-investigators: Minghua Jiang, Zheng Fang.
16. China National Science Foundation Grant (600 k RMB) for building marketing dynamic capabilities in international firms from emerging markets, 2014, co-investigator: Hui Xu.
17. Trulaske College of Business Large Research Grant (\$3,000) for research on “Decoupling Orientations from Actions: An Investigation of Organizational Constraints of MNC Subsidiary Learning,” 2015, co-investigator: Fengxia (Sandy) Zhu.

PROFESSIONAL ACTIVITIES:

Membership: American Marketing Association (1990--present)
 Academy of Marketing Science (1991--present)
 Academy of International Business (1993-present)

Conference Chair:

1. Co-Chair, Inaugural Conference on International Marketing, University of International Business and Economics, Beijing, December 2007.
2. Co-Chair, the 2009 Consortium for International Marketing Research (CIMaR) - UIBE Business School Joint Conference, Beijing, October 2009.
3. Co-Chair, the 2013 International Conference on Entrepreneurship and International Business, Tianjin, China, June 2013.
4. Co-Chair, the *Academy of International Business* (AIB) China Chapter 2015 Conference, Tianjin, China, July 2015.

Track Chair:

1. Member of the Organizing Committee, the 1995 AMA/KMA Joint Conference, Seoul, South Korea.
2. Track Co-Chair, Global Marketing/Cross-Cultural Issues Track, 1998 the Academy of Marketing Science Annual Conference, Norfolk, VA.

3. Member of the Program Committee, 2000 Academy of International Business Annual Conference, Phoenix, AZ.
4. Track Chair, Global Marketing Track, 2002 the Academy of Marketing Science Annual Conference, Sanibel Island, Florida.
5. Member of Organizing Committee, The 2004 International Conference on Management and Global Strategy of the 21st Century, Macao, China.
6. Track Co-Chair, Global Marketing Track, the 2005 American Marketing Association Summer Educators' Conference, San Francisco, CA.
7. Track Co-Chair, Global/Cross-Cultural Marketing Track, the 2010 American Marketing Association Summer Educators' Conference, Boston, MA.
8. Track Co-Chair, Global & Cross-Cultural Marketing Track, 2012 American Marketing Association Winter Educators' Conference, St. Pete, FL.
9. Track Co-Chair, Emerging Markets Track, 2014 American Marketing Association Summer Educators' Conference, San Francisco, CA.

Session Chair:

1. Session Chair, "Issues in Exporting", 1996 American Marketing Association Summer Educators' Conference, San Diego, CA, August, 1996.
2. Session Chair, "Motivations for Entering Foreign Markets: Do Firms from Different Culture See Them Differently?" 1998 the Academy of Marketing Science Annual Conference, Norfolk, VA., May, 1998.
3. Session Chair, "Issues in Global Marketing", 2000 American Marketing Association Summer Educators' Conference, Chicago, IL, August, 2000.
4. Session Chair, "Inward FDI, Outward FDI, and Reform of the State-Owned Enterprises in the People's Republic of China", 2000 the Academy of International Business Annual Conference, Phoenix, AZ.
5. Session Chair, "International Marketing and International Trade", the 5th International Conference on Global Business and Economic Development: Managing Global Business in the Internet Age, Beijing, China, June 2000.
6. Session Chair, "Measurement Issues and Methodological Approaches in Global Marketing," 2003 American Marketing Association Summer Educators' Conference, Chicago, IL. August 2003.

7. Session Chair, “Sales Force Control Systems Impact on Performance and Productivity,@ MSI-JPSSM Joint Conference on AEnhancing Sales Force Productivity,” University of Missouri - Columbia, April 2006.
8. Session Chair, “International Marketing Strategy,” 2006 Consortium for International Marketing Research (CIMaR) Annual Meeting, Istanbul, Turkey, May 2006.
9. Session Chair, “International Market Performance Issues,” 2011 Consortium for International Marketing Research (CIMaR) Annual Conference, Atlanta, GA, April 2011.
10. Session Chair, “Global Marketing Issues”, 2011 JMS China Marketing Science Conference, Guangzhou, China, August 2011.
11. Session Chair, “Contemporary Issues in International marketing Research: Editors’ Perspectives”, American Marketing Association Winter Educators' Conference, St. Pete, FL. February 2012.
12. Session Chair, “International Marketing Issues in Emerging Markets”, American Marketing Association Winter Educators' Conference, St. Pete, FL. February 2012.

External Reviewer:

1. External Evaluator of Tenure & Promotion
 - Saint Louis University, 2005
 - York University, 2006
 - City University of Hong Kong, 2006
 - University of Dayton, 2008
 - Peking University, 2009, 2010, 2011, 2012, 2014
 - Michigan State University, 2010
 - Oakland University, 2010
 - Kent State University, 2010
 - University of Oregon, 2011
 - Northeastern University, 2011
 - University of Missouri – St. Louis, 2011
 - George Mason University, 2011
 - Rutgers University, 2011, 2013
 - University of Michigan – Flint, 2012
 - University of Massachusetts – Boston, 2012
 - University of New Brunswick, 2013
 - University of Tennessee – Knoxville, 2013
 - West Virginia University, 2014.
 - Hong Kong Baptist University, 2015
 - University of Michigan – Flint, 2016

- University of Missouri – St. Louis, 2016

2. External Reviewer of Research Grant Proposal

- Research Board, Hong Kong, 2004, 2009-2016
- University of International Business and Economics, 2005
- Peking University, 2012-2013

DOCTORAL DISSERTATION COMMITTEES

University of Missouri - Columbia:

Li Chen	Ph.D. / Marketing	Chair	in progress
Fengxia Zhu	Ph.D. / Marketing	Chair	at Cleveland State University
Stephen Hampton	Ph.D. / Marketing	Member	in progress
Xiaodan Dong	Ph.D. / Marketing	Chair	at CUNY College of Staten Island
Beibei Dong	Ph.D. / Marketing	Co-Chair	at Lehigh University
Lynn Murray	Ph.D. / Marketing	Member	at Pittsburg State University
Chenjie Fred Miao	Ph.D. / Marketing	Member	at Clarkson University
Po-Chien Li,	Ph.D. / Marketing	Member	at Yuanzhi University, Taiwan
Todd Arnold,	Ph.D. / Marketing	Member	at Oklahoma State University
Simona Stan	Ph.D. / Marketing	Member	at University of Montana
Tim Laundry	Ph.D. / Marketing	Member	at University of Alabama
Er Fang	Ph.D. / Marketing	Member	at University of Illinois
Kuan-Yao Chiu	Ph.D. / Education	Member	Finished 2002
Liuying Shen	Ph.D. / Textile & Apparel Management		at UNC-Wilmington
Xiao Tong	Ph.D. / Textile & Apparel Management		at University of Alabama

Michigan State University

Hui (Linda) Shi Ph.D./ Marketing **Co-Chair** at University of Victoria

Kansas State University

Li-Chun Huang Ph.D. / Horticulture Member at DaYeh University, Taiwan

University of New South Wales, Australia

Munib Karavdic Ph.D. / Marketing **Co-Chair** at University of New South Wales

Peking University, China

Jian Wu Ph.D./ Marketing Member graduated in 2008

Jing Song	Ph.D./ Marketing	Member	at SW Jiaotong University
Xiaoyu Zhou	Ph.D./ Marketing	Member	at Shanghai Univ of S&T

Doctoral Candidate 1st Year Paper Reader

Sang Kim 1998	Er Fang 2000	Emilian Siman 2002
Jason Garrett 2003	Beibei (Bacy) Dong 2005	Chris Hinsch 2008
Xiaodan (Dani) Dong 2009	Fengxia (Sandy) Zhu 2012	Yiwen Chen 2015
Li Chen 2016		

OTHER INTERNAL SERVICES

Masters' Committees, University of Missouri

Angela Bradley	MA / Strategic Communication	Committee member, Finished 2001
Haokun Zuo	MA/ Journalism	Committee member, Finished 2005
Dong Wang	MA/ Journalism	Committee member, Finished 2005
Yi Jin	MA/Journalism	Committee member, Finished 2008
Huan Ruan	MA/Journalism	Committee member, Finished 2009
Minji Jung	MA/Journalism	Committee member, Finished 2010

Committees Served

1. Member of the Dean Search Committee for College of Business Administration, Kansas State University (1995-1996).
2. Chair, Faculty Search Committee, Department of Marketing and International Business, Kansas State University, Fall 1996.
3. Member of International Trade Studies Committee, Kansas State University (1996 - 1997).
4. Member, EU Center Working Group for developing university-wide proposal to set up a European Union Center at University of Missouri, which was successfully funded by the EU. Winter 1998.
5. Member, Advisory Board, the China Training Program, College of Engineering, University of Missouri - Columbia, Summer 1999.

6. Member, Internationalization Committee, Trulaske College of Business, University of Missouri - Columbia, Fall 1997 – 2011, 2014 – present.
7. Member, Staff Outstanding Service Award Committee, Trulaske College of Business, University of Missouri, 2006.
8. Member, MBA Policy Committee, Trulaske College of Business, University of Missouri – Columbia, 2012-2014.
9. Member, Research and Development Committee, Trulaske College of Business, University of Missouri, 2014-2016.
10. Member, Undergraduate Committee, Department of Marketing, University of Missouri - Columbia, 1998, 1999, 2003-2007, 2008-2009.
11. Chair/Member, MBA Committee, Department of Marketing, University of Missouri - Columbia, member 1997-1999, 2002-2005; Chair: 2012-.
12. Member, Ph.D. Program Committee, Department of Marketing, University of Missouri - Columbia, 2000 – 2003, 2006-2008, 2010-2011, 2013-.
13. Chair, Teaching Portfolio Review Committee, Department of Marketing, University of Missouri, 2008-2009. Member, 2001 – 2008, 2009-
14. Member, Department Evaluation Committee, Department of Marketing, University of Missouri - Columbia, Fall 2000 - present.
15. Member, Faculty Search Committee, Department of Marketing, University of Missouri - Columbia, 2000, 2004, 2005.
16. Member, Funding Proposal Review Committee, Department of Marketing, University of Missouri - Columbia, 2002-2007, 2011.
17. Member, External Speakers Selection Committee, Department of Marketing, University of Missouri - Columbia, 2006-2007.
18. Chair, MBA Committee, Department of Marketing, University of Missouri – Columbia, 2013-2014.
19. Chair, Tenure & Promotion Committee, Department of Marketing, University of Missouri – Columbia, 2011-2012.
20. Chair, Tenured Faculty Review Committee, Department of Marketing, University of Missouri – Columbia, 2011-2012.
21. Member, Research & Development Committee, Trulaske College of Business, University of Missouri – Columbia, 2015-2016.

22. Trulaske Dean Search Committee, University of Missouri – Columbia, 2016.

Other Internal Service Roles

1. **Faculty Advisor**, Friendship Association of Chinese Students and Scholars (FACSS), University of Missouri - Columbia, 2002-2004.
(FACSS won the “Best Student Organization Award” from University of Missouri - Columbia in 2004).
2. **Faculty Advisor**, Chinese Business Student Association (CBSA), University of Missouri - Columbia, 2002-present.
(CBSA won the “International Recognition Award” from University of Missouri – Columbia’s International Student Council in 2015).
3. **Program Coordinator**, University of Missouri - Columbia and Sichuan University Collaborative MBA Program in Chengdu, Sichuan, China, 2002-2005.
4. **Presenter** “Dining Etiquette in China” at International Career Workshop, MU International Career Services, April, 2007.
5. **Presenter** “Global Sourcing: A Part of Firm’s Global Marketing Strategy”, to faculty and students of the University of Missouri - Columbia during the “Asian Awareness Week”, April 2004, organized by MU’s Cultural Association of India.
6. **Presenter** “The U.S. China Trade Relationship” to faculty and students of the University of Missouri – Columbia at 2014 China Town Hall, October 2014.
7. **Faculty Panel** at MU International Business Association, March 2016.
8. Advised about 30 undergraduate students and five MBA students each semester.

COMMUNITY SERVICES:

1. **President**, Mid-Missouri Chinese Association (MMCA), 2005-2006.
2. **Vice President**, Mid-Missouri Chinese Association (MMCA), 2004-2005.
3. Panel member, “Speak to Your Mind” at Hickman High School, Columbia, Missouri, on issues involving WTO and globalization, April 2000.

4. Presenter of “China’s Economic Environment at the Turn of the Century”, to faculty and students of the University of Missouri - Columbia during the Chinese Culture Week, January 2001.
5. United Way’s “Day of Caring”, 1998, 1999, 2001.
6. Presenter of “China: An Emerging Economic Power” at Columbia Chamber of Commerce, Agribusiness Subcommittee’s *Food for Thoughts* breakfast meeting, August 2004.
7. Presenter of “An Overview of China and Its Effect of World Economy”, to Golden Kawanis Columbia Chapter, March 2005.

RESEARCH PRESENTATIONS:

1. “Global Strategy: An Integrated Model,” University of South Carolina, December 1993.
2. “Global Marketing Strategy: A Proposed conceptualization and Theory,” Wayne State University, February 1994.
3. “The Role of Professional Interpreter and Translator in International Business Negotiations,” at 1996 KSU-MICATA Symposium, Manhattan, KS, 1996.
4. “Export Performance Research, the Status and a Research Agenda” CIMaR Meeting, San Diego, CA, August, 1996.
5. “Contemporary Research in Business: The Role of Quantitative Methods,” Department of Mathematics, Sichuan University, Chengdu, Sichuan, P. R. China, June 1996.
6. “Marketing in the Era of Globalization: The Coming of the Head-to-Head Competition,” XuanDe Executive Management School, Chengdu, Sichuan, P. R. China, June 1996.
7. “MBA Education in the U.S.: Past, Present, and Future,” College of Economics and Management, Sichuan University, Chengdu, Sichuan, P. R. China, June 1996.
8. “An Empirical Study of the International Market Entry Mode Choices of the U.S. and Japanese MNCs,” College of Business Administration, Kansas State University, October 1996.
9. “Choice of International Market Entry Modes: A Cross-Cultural Study,” Ivey School of Business, the University of Western Ontario, London, Ontario, Canada, October 1996.
10. “Theory Development in Export Performance Research: Past, Present, and Future,” a special session on export research, presented as part of a global expert panel of export marketing, AMA Winter Marketing Educators= Conference, Austin, TX. February 1998.

11. "A Cross-Cultural Comparison of Motivations for Selecting a Specific Mode for Entering Foreign Markets," presented as part of a special session on "Motivations for Entering Foreign Markets: Do Firms from Different Cultures See Them Differently?," 1998 Annual Conference of the Academy of Marketing Science, Norfolk, VA. May 1998.
12. "Issues in Global Strategy Research," presented to the doctoral seminar in international business, Michigan State University, March 1999.
13. "The Effect of Organization Culture on Firm's Global Marketing Strategy and Performance: Some Research Propositions," presented with S. Tamer Cavusgil at the AMA Winter Marketing Educators' Conference, St. Pete Beach, FL. February 1999.
14. "Global Marketing Strategy, Mode of Foreign Operation, and Firm's Performance," presented, with S. Tamer Cavusgil and Charles R. Taylor, at the AMA Winter Marketing Educators' Conference, San Antonio, TX. February 2000.
15. "WTO and China's Economic Development: Opportunities and Challenges," presented to the faculty and graduate students of Sichuan University, P. R. China, June 2000.
16. "An Examination of Chinese Firms' Export Behaviors," presented, with John Zhao and Shuming Zhao, at the 2000 Academy of International Business Annual Conference, Phoenix, AZ.
17. "Political Economy Explanation of Foreign Market Entry Mode Choice: An Exploratory Study," presented with S. Tamer Cavusgil at *the State of the Art Research in International Marketing Conference*, University of Connecticut, October 2001.
18. "The Effect of Export Marketing Capabilities on Export Performance: An Investigation of Chinese Exporters," presented, with Er Fang and Shuming Zhao, at American Marketing Association Winter Educators' Conference, Austin, Texas, February 2002.
19. "Contemporary Global Marketing Strategy Research," presented to the faculty and doctoral students in marketing and international business, Michigan State University, September 2002.
20. "International Advertising: A Review of the Empirical Research from 1990 to 2002," Presented at the 2003 American Marketing Association Summer Educators' Conference, Chicago, IL. August 2003.
21. "The Determinants of Distinctive Competencies and Performance of International Joint Ventures," presented to the international business faculty and doctoral students at University of South Carolina, Columbia, SC, April 2004.
22. "Issues in Cross-Cultural Research Designs," presented at the Internationalization of Doctoral Business Education Workshop, Organized by the Academy of International Business (AIB) at Michigan State University, East Lansing, MI, July 2004.

23. "Achieving Cross-National Measurement Equivalence," presented at the 2nd Annual JIBS Invitational Conference on the Frontiers of International Business, Organized by the Academy of International Business (AIB) and JIBS, James Henry Executive Development Center, East Lansing, MI, September 2004.
24. "A Dyadic Approach to Investigating the Performance of International Joint Ventures," presented in the doctoral seminar on International Business Theory, Michigan State University, September 2004.
25. "Marketing Dynamic Capabilities of IJVs: Antecedents and Consequences," presented at the 2006 Academy of International Business Annual Meeting, Beijing, China, June 2006.
26. "Antecedents of Global Account Management Performance: An Empirical Investigation," presented at the 2006 Academy of International Business Annual Meeting, Beijing, China, June 2006.
27. "An Expanded Inter-Partner Learning Theory of IJV Instability," presented at the 4th Marketing Scholar Forum, Hong Kong, June 2006.
28. "From Industrial Organization to the Resource-Based View and Dynamic Capabilities: The Evolution of Theoretical Frameworks in Global Marketing Strategy Research," presented at the 6th Marketing Scholar Forum, Beijing, June 2008.
29. "Global Account Management Strategies: Antecedents and Consequences," presented to the faculty and doctoral students at City University of Hong Kong, July 2008.
30. "Global Marketing Strategy for Success," presented to Lenovo Marketing Professional Development Workshop, Beijing, July 2009.
31. "Internationalization of Firms from Emerging Markets: Two Case Studies", presented at the 2011 Consortium for International Marketing Research (CIMaR) Annual Conference, with Huifen Fu, Atlanta, GA, April 2011.
32. "Global Account Management Capabilities," presented at the 9th Marketing Scholar Forum, with Linda Hui Shi, Beijing, China, June 2011.
33. "The Effect of Attribution on Customer Participation in Service Recovery," presented at the 2011 JMS China Marketing Science Conference, Guangzhou, China, August 2011.
34. "Internationalization of Firms from Emerging Markets: Late-Mover's Advantage", presented at the 2012 American Marketing Association Winter Educators' Conference, With Huifen Fu, St. Pete, FL, February 2012.
35. "Launching Reverse-Innovated Product from Emerging Markets to Developed Markets: A Theoretical Framework for MNC's Decisions," presented at *2013 American Marketing*

Association Summer Educators' Conference, with Fengxia (Sandy) Zhu, Boston, MA, August 2013.

36. "MNCs' Strategy in Emerging Markets: A Call for Research", presented at *2014 American Marketing Association Winter Educators' Conference*, Orlando, FL. February 2014.
37. "Understanding the Ambidexterity in Product and Market Domains in the Internationalization Process of Emerging Market Firms", presented at *2015 American Marketing Association Winter Educators' Conference*, with Shouren Xu and Hui Xu, San Antonio, TX. February 2015.
38. "Issues in Sales Management: The Effects of Cultural Attributes on Sales Management Practices in China & India", presented at *2015 American Marketing Association Winter Educators' Conference*, with Murali Mantrala, San Antonio, TX. February 2015.
39. "When 'Not Working' is Working: Distributive Justice Destabilizes International Joint Venture", presented at the *2016 American Marketing Association Summer Educators' Conference*, with Xiaodan (Dani) Dong and Guohui Sun, Atlanta, August 2016.
40. "Knowledge Acquisition and Subsidiary's Innovation Performance", presented at *The Third Annual Forum on Cross-National Management*, with Fengxia (Sandy) Zhu, Xinjiang University of Finance and Economics, Xinjiang, China, June 2016.
41. "Launching Reverse Innovated Products Back to Developed Markets", presented at the *2016 CIMaR Annual Conference*, with Fengxia (Sandy) Zhu, Xi'An, China, June 2016.
42. "Global Account Management Capabilities", presented at the *China University Marketing Research Association Annual Conference*, with Linda Shi, Nankai University, Tianjin, China, July 2016.

CONSULTING EXPERIENCE:

1. Lenovo, Marketing Professional Development workshop on Global Marketing Strategy, 2009.
2. Senior Advisor, Beijing Readers Club, Beijing, China, Summer 2000 - present.
3. General Industries, Inc. Chengdu, China, on exporting and FDI, Summer 1996.
4. Ford Motor Company, Dearborn MI, on international marketing research, 1995.
5. Dow Chemical, Midland, MI, on market analysis in Asia, 1996.

MISCELLANEOUS:

1. Participated in 1999 MU's Global Scholars - Brazil Program, traveled to Brazil in summer 1999, attended several workshops before and after the Brazil tour.
2. Participated in the web training sessions. Developed and maintained a web homepage since summer 1999.
3. Participated in the MU's 2nd Provost's Faculty Development Retreat focused on enhancement of teaching, January 8-9, 1998.
4. Assisted the reaccreditation review of School of Health Professionals at MU in fall 2007.