

Yiwen Chen

Robert J. Trulaske, Sr. College of Business
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EDUCATION

PhD	Doctor of Philosophy in Business Administration Marketing Concentration	University of Missouri, May 2021 (Excepted)
MS	Master of Science in Finance and Economics	Warwick University (UK), February 2014
BS	Bachelor of Science in Economics and Management	Sichuan University (China), May 2012

RESEARCH INTERESTS

Substantive topics:

- **International Business & International Marketing**
 - reverse knowledge transfer in multinational corporations (MNCs)
 - global innovation strategy in MNCs
- **Digital Marketing & Platform Marketing**
 - social media marketing strategies in social commerce platforms
 - seller retention strategies on two-sided e-commerce platforms
- **Digital Entrepreneurship**
 - entrepreneurial process for digitally-enabled entrepreneurs

Methodological Skills:

- Stata, R, SAS, SPSS, EQS, Smart-PLS, AMOS, LIWC, NLogit, MPLUS

PUBLICATIONS

- Li Chen, Fengxia Zhu, Shaoming Zou, and **Yiwen Chen** (2019) "Factors Affecting Family Firms' Communication Behavior: A Cross-Cultural Study" *International Journal of Advertising* 38:2, 276-295
- Li Chen, Shaoming Zou, Hui Xu, and **Yiwen Chen** (2019) "Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes" *Management International Review* 1-26

MANUSCRIPT UNDER REVIEW

- Yiwen Chen**, Li Chen, Shaoming Zou "Easy to Start, Hard to Persist: Antecedents and outcomes of Entrepreneurial Persistence in Online Marketplaces" invited for **3rd-round** review at *International Journal of Electronic Commerce*
- Yiwen Chen**, Yinpu Zhang "Fostering Team Resilience in New Venture Teams: The Role of Behavioral and Affective Integration" invited for **2nd-round** review at *Group and Organization Management*
- Yiwen Chen**, Li Chen "Can passionate entrepreneurs derive value from social commerce community? The Role of Collaborative Information Exchange in Linking Entrepreneurial Passion to Performance" under review at *International Journal of Electronic Commerce*
- Yiwen Chen**, Li Chen, Shaoming Zou, Hui Xu "Reverse Knowledge Transfer in Emerging Markets MNEs: A Problematic Search View and Evidence from China" under review at *Journal of International Marketing*

WORKING PAPER

- Yiwen Chen**, Shaoming Zou, Chris Robert. "MNE-HQ's Reverse Knowledge Absorptive Capacity: Conceptualization and Framework" (*dissertation*)
- Yiwen Chen**, Li Chen, Shaoming Zou "Does agility pay off in EMNEs' new product development? An organizational learning perspective" (data analysis completed; Target journal: *International Marketing Review*)
- Yiwen Chen**, Li Chen, "Building sticky online marketplaces with sense of belonging: A sellers' perspective" (data analysis completed; Target journal: *Journal of Marketing Management*)
- Yiwen Chen**, Shaoming Zou "Building trust through social media posts in C2C commerce: the role of content variety and post interactivity" (in the phase of data collection; Target journal: *International Journal of Advertising*)

Li Chen, **Yiwen Chen**, Shaoming Zou “Aggressive commercialization in EMNEs: antecedents and outcome“ (data analysis completed; Target journal: *International Marketing Review*)

CONFERENCE PROCEEDINGS & RESEARCH PRESENTATIONS

Yiwen Chen, Li Chen, Shaoming Zou “Easy to start, hard to stick around: antecedents and outcomes of entrepreneurial persistence in online marketplaces”, *28th Annual Robert Mittelstaedt Doctoral Symposium* (Presenter), March 29-31, 2019

Zhimei Zang, Yi Zheng, **Yiwen Chen**, and 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*, February 23-25, 2018

Li Chen, Shaoming Zou, and Hui Xu, **Yiwen Chen** “Entrepreneurial Orientation in large MNCs: Antecedents and Outcomes”, *2017 American Marketing Association Summer Conference*, August 4-6, 2017

Yiwen Chen, Detelina Marinova, Jagdip Singh, and Kwan Hui Lim “Managing Customer Complaints in Microblog interactions”, *26th Annual Frontiers in Service Conference*, June 22-25, 2017

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

TEACHING

Teaching Interest

- Digital Marketing
- Marketing Research
- Marketing Analytics
- International Marketing

Teaching Experience

Instructor (primary), University of Missouri

- MRKTNG 4050: Marketing Research (hybrid) (Overall evaluation 4.84/5) Spring 2020
- MRKTNG 4050: Marketing Research (Overall evaluation 4.74/5) Fall 2019
- MRKTNG 4050: Marketing Research (Overall evaluation 4.71/5) Spring 2019
- MRKTNG 4050: Marketing Research (Overall evaluation 4.76/5) Fall 2018
- MRKTNG 4000: Marketing Management (Overall evaluation 4.41/5) Fall 2016

ONITA Leader, University of Missouri

Fall 2019

- Lead the Orientation for New International Teaching Assistances and Instructors
 - honor rewarded to *independent* graduate instructor with a course evaluation over 4.5/5 for over two consecutive semesters)
 - helped train 10 new graduate teaching assistants from different departments

HONORS AND AWARDS, SCHOLARSHIPS

Honors and Awards

- Outstanding Graduate Teaching Assistant Award (as primary instructor), University of Missouri 2020
- Marketing Strategy Consortium Fellow 2020
- Robert Mittelstaedt Doctoral Symposium presenter 2019
- ISBM PhD Student Camp Fellow 2016
- Summer Research Fellowship, University of Missouri-Columbia 2015-2017
- Ponder Scholarship, University of Missouri-Columbia 2014-2020
- Trulaske College of Business Ph.D. scholarship 2014-2020

DOCTORAL SEMINARS AND COURSES

Doctoral Seminars

- Introduction to Research Methods in Marketing *Lisa Scheer*
- Advanced Research Methods in Marketing *Detelina Marinova*
- Consumer Behavior *Peter Bloch*
- Marketing Strategy *Detelina Marinova*
- Multivariate Analysis *Shaoming Zou*
- Marketing Modelling *Murali Mantrala*

- Salesforce Management and Personal Selling

Michael Ahearne

Methodology Courses

- Time Series Analysis
- Experimental Design
- Applied Statistic Model 2
- Intermedia Multilevel Analysis
- Microeconomic Theory
- Statistical Software and Analysis

Lori Thombs
Isabelle Zaniletti
Tieming Ji
Robert Vandenberg
Xinhe Wang
Justin Shows

Teaching and Communication Courses

- Communication and Culture for American College Training
- Instructional and Communication Strategies for Effective College Teaching

Liz Tummons
Liz Tummons

COURSEWORK CERTIFICATE

Digital Marketing Specification (Coursera)

- Marketing in Digital World, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Principles, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Practices, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Strategies, University of Illinois at Urbana-Champaign 2020
- Digital Analytics for Marketing Professionals, University of Illinois at Urbana-Champaign 2020
- Viral Marketing and How to Craft Contagious Content, University of Pennsylvania 2020
- Customer Analytics, University of Pennsylvania 2020

Ad-Hoc Reviewer

- Service Science 2020
- Advances in International Marketing 2019
- International Journal of Advertising 2019

CONFERENCES ATTENDED

- ACM Conference on Economics and Computation (EC 2020): July 13th-16th, 2020
- AIB Annual Conference: July 2nd-5th, 2020
- 2020 INFORMS Virtual Business Analytics Conference: May 18th-21st, 2020
- 2019 American Marketing Association Winter Conference, *Austin, TX*
- 2016 American Marketing Association Summer Conference, *Chicago, IL*
- 2015 American Marketing Association Winter Conference, *San Antonino, Tx*

DISSERTATION COMMITTEE

Dr. Shaoming Zou (Co-Chair)

- Robert J. Trulaske, Sr. Professor & Professor of Marketing and International Business
- Robert J. Trulaske College of Business—University of Missouri
- zou@missouri.edu, 335 Cornell Hall

Dr. Christopher Robert (Co-Chair)

- Associate Dean for Graduate Studies and Research & Pinkney C. Walker Professor in Teaching Excellence
- Robert J. Trulaske College of Business—University of Missouri
- robertc@missouri.edu, 407C Cornell Hall

Dr. Xinran (Joyce) Wang

- Assistant Professor in Management
- Robert J. Trulaske College of Business—University of Missouri
- wangxinr@missouri.edu, 359 Cornell Hall

Dr. Xinghe Wang

- Professor
- Department of Economics—University of Missouri
- wangx@missouri.edu, 333 Professional Building