

# Yiwen Chen

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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 2021 (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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Marketing strategy, International marketing, digital marketing, digital entrepreneurship

## PUBLICATION

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Li Chen, Fengxia Zhu, Shaoming Zou, and **Yiwen Chen** (2019) "Factors Affecting Family Firms' Communication Behaviour: 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

## WORKING PAPERS

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**Yiwen Chen**, Li Chen, Shaoming Zou "Antecedents and outcomes of Entrepreneurial Persistence in Online Marketplaces" (Expected submission: December 2019)

**Yiwen Chen**, Li Chen "The Path from Entrepreneurial Passion to Performance in Social Commerce: the mediating role of collaborative information sharing" (Expected submission: March 2020)

## CONFERENCE PROCEEDINGS & RESEARCH PRESENTATIONS

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**Yiwen Chen**, Li Chen, Shaoming Zou "Easy to start, hard to stick around: antecedents and outcomes of entrepreneurial persistence in online marketplaces", *28<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium (presenter)*

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.

## **PROFESSIONAL EMPLOYMENT**

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Research Assistant, University of Missouri, Instructor, University of Missouri-Columbia	08/2014-08/2016 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>	
Instructor, University of Missouri-Columbia	09/2018-05/2019
<ul style="list-style-type: none"><li>• Marketing Research, Marketing 4050, University of Missouri</li><li>• Teaching Evaluation Average: 4.78 /5.00</li></ul>	
Instructor, University of Missouri-Columbia Marketing Research, Marketing 4050, University of Missouri	09/2019-12/2019

## **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  
ISBM PhD Student Camp Fellow (2016)  
Robert Mittelstaedt Doctoral Symposium presenter 2019

## **SELECTED DOCTORAL COURSEWORK**

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### **Doctoral Seminars:**

Introduction to Research Methods in Marketing  
Advanced Research Methods in Marketing  
Consumer Behavior  
Marketing Strategy  
Salesforce Management and Personal Selling

### **Methodology:**

Multivariate Analysis  
Time Series Analysis  
Statistic Software and Data analysis  
Experimental Design  
Applied Statistic Model 2

## **SKILLS**

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

## 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

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Dr. Christopher Robert (Chair)

Associate Professor of Management

Associate Dean for Graduate Studies and Research

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