

QI WANG (王琪)
Professor of Marketing
China Europe International Business School
699 Hongfeng Road, Shanghai, China 201206
Office: +086-21-28905626; Email: qwang@ceibs.edu

EMPLOYEMENT

- **Professor of Marketing**, Department of Marketing, China Europe International Business School, September 2019-present
- **Associate Professor of Marketing (with tenure)**, School of Management, State University of New York at Binghamton, 2011-August 2019
- **Visiting Associate Professor of Marketing**, Department of Marketing, City University of Hong Kong, January-May, 2016
- **Assistant Professor of Marketing**, School of Management, State University of New York at Binghamton, 2005-2011
- **Lecturer**, SUN YAT-SEN (Zhongshan) University, Guangzhou, China, 1998-2000
- **Editor**, SUN YAT-SEN (Zhongshan) University Press, 1994-1998

EDUCATION

- **University of Florida, Department of Marketing**
Ph. D. in Marketing, August 2005
- **SUN YAT-SEN (Zhongshan) University, Department of Economics, Guangzhou, China**
M.S. in Econometrics, June 1994
- **Zhengzhou University, Department of Mathematics, Zhengzhou, China**
B.S. in Applied Mathematics, June 1991

RESEARCH INTERESTS

- Network Effects, Social Interaction and Social Networks, Big Data Marketing, Mobile Marketing, Emerging Globalization, Corporate Sustainability, Open Innovation and New Product Development

REFEREED JOURNAL PUBLICATION

- Zheng, Yilong (Eric), Qi Wang and Chang Hee Park (2023), “Friend or Foe? The Impact of Refurbished Products in Markets with Network Effects and Standards Competition”, *Journal of Operations Management*, forthcoming
- Zou, Peng, Qi Wang, Jinhong Xie, and Chenxi Zhou (2020), “Does Doing Good Lead to Doing Better in Emerging Markets? An Event Study of Socially Responsible Investment Index Announcements in China”, *Journal of the Academy of Marketing Science*, Vol. 48(5), 966-986.

- Wang, Qi, Juan Feng, Xuping Jiang and Jinhong Xie (2019), “Multiple Winner Award Rules in Online Procurement Auctions”, *Production and Operations Management*, Vol. 28(10), 2553-2551.
- Zhou, Chenxi, Jinhong Xie and Qi Wang (2016), “Failure to Complete Cross-Border M&As: To vs. From Emerging Markets”, *Journal of International Business Studies*, 47(9), 1077-1105.
- Wang, Qi, Huazhong Zhao and Jinhong Xie (2016), “Intra-Standard Competition: The Joint Impact of an Installed-User Base and a Supporting-Firm-Base in Markets with Network Effects”, *Customer Needs and Solutions*, Vol. 3 (3-4), 159-174.
- Gao, Haibing, Jinhong Xie, Qi Wang and Ken Wilbur (2015), “Should Ad Spending Increase or Decrease Prior to Product Recall Announcement? The Marketing-Finance Interface in Product-Harm Crisis Management”, *Journal of Marketing*, Vol. 79(5), 80-99.
- Wang, Qi and Jinhong Xie (2014), “Decomposing Pioneer Survival: Implications for the Order-of-Entry Effect”, *Journal of Product Innovation Management*, Vol. 31 (1), 128-143.
- Wang, Qi and Jinhong Xie (2011), “Will Consumer Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impact of Supporting-Firm-Base in Markets with Network Effects”, *Journal of Marketing*, 75 (5), 1-17 (**Lead Article**).
- Chen, Yubo, Qi Wang and Jinhong Xie (2011), “Online Social Interactions: A Natural Experiment on Word of Mouth versus Observational Learning”, *Journal of Marketing Research*, 48 (2), 238-254 (**JMR 2016 Annual William F. O'Dell Award Finalist**).
- Chen, Yubo, Scott Fay and Qi Wang (2011), “The Role of Marketing in Social Media: How Online Consumer Reviews Evolve,” *Journal of Interactive Marketing*, 25 (2), 85-74 (**Best Paper Award during 2011**).
- Wang, Qi, Yubo Chen and Jinhong Xie (2010), “Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects”, *Journal of Marketing*, 74 (4), 1-14 (**Lead Article, 2010 MSI-H. Paul Root Award Finalist**).

WORKING PAPER AND WORKING IN PROGRESS

- How Consumers Respond to the (In)consistency between Product Ratings and Review Sentiments: A Cross-Cultural Study of UGC in the US and China, with Ning Fu and Chang Hee Park.
- How Air Pollution Influences Hedonic Consumption: Empirical and Experimental Evidence from Movie Industry, with Jingwen Liu and Zou Peng.
- How Global Consumers Perceive Chinese Brands After the US-China Trade War, with Hua Zhang and Di Huo.
- Should Companies Encourage Competition in Prosocial Crowdsourcing Platform? Empirical Investigations of How Competition Outcome Affect Prosocial Behaviors, with Yilong Zheng, Chang Hee Park and Jinfeng Jiao.

- Mobile Coupon-Clicks Inside vs. Outside a Mall: Implications for Location-Based Targeting, with Hubert Pun, Xia Wang and Xiaoqing Xie.
- In-App Couponing or Group-Couponing: The Impact of Mobile Marketing Strategies on Branded App Adoption, with Ning Fu and Xia Wang
- To Be More Oriental or Western: Financial Market Responses to Corporate Rebranding in China, with Chenxi Zhou and Jun Wang.
- Whose Language is More Concrete and How Consumers are Affected by Language Concreteness: A Cross-Cultural Study of UGC in the US and China, with Ning Fu and Wei Guo.

CONFERENCE PRESENTATIONS

- “Mobile Geo-Targeting: Inside vs. Outside a Mall”, with Hubert Pun, Xia Wang and Xiaoqing Xie, *the Thirteenth International Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE)*, Shanghai Jiao Tong University, Shanghai, 2021.
- “When and How a Sustainable Strategy Benefits or Hurts Firms: The Impact of Refurbished Products in Markets with Network Effects and Standards Competition”, with Yilong Zheng and Chang Hee Park, *China Marketing International Conference*, Shanghai China, July 2018.
- “Should Companies Encourage Competition in Prosocial Crowdsourcing Platform? Empirical Investigations of How Competition Outcomes Affect Prosocial Behaviors”, with Yilong Zheng and Jinfeng Jiao, *2018 Informs Marketing Science Conference*, Philadelphia, June 2018.
- “How to Market Mobile Apps: The Impact of Mobile Marketing Strategies on Mobile Branded App Adoption”, with Ning Fu and Xia Wang, *2018 Informs Marketing Science Conference*, Philadelphia, June 2018.
- “The Joint Impact of a Consumer Network and a Firm Network on Competition between an Innovator and Its Imitators”, with Jinhong Xie and Huazhong Zhao, *the 12th Marketing Dynamic Conference*, Beijing, June 2015.
- “Should Ad Spending Increase or Decrease When Anticipating a Product Recall? The Marketing-Finance Interface in Product-Harm Crisis Management”, with Haibing Gao, Jinhong Xie and Kenneth Wilbur, *the 2015 BBCRST conference*, Cornell, April 2015.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *World Business and Social Science Research Conference*, World Business Institute and American Research and Publication International, Paris, April 2014.
- “The Impact of Governmental and Marketing Strategies on Tourism Demand Recovery after Sichuan Earthquake”, with Yani Dong, presented at *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 2013.
- “Online Global Trading Marketplace as a Buyer-Seller Social Network, A Study of Implicit Social Interaction in the Developed vs. Emerging Markets”, with Yubo Chen, Jinhong Xie, and Jurui Zhang, *BBCRST*, 2013.

- “Multiple Winner Award Rules in Online Reverse Auctions”, with Jinhong Xie and Juan Feng, presented at *INFORMS International Conference*, Beijing, July 2012.
- “Does Pre-Recall Advertising Affect Abnormal Stock Returns of a Product Recall: An Even Study Analysis”, with Haibing Gao, Jinhong Xie and Kenneth Wilbur, presented at *INFORMS International Conference*, Beijing, July 2012.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *CKGSB Marketing Research Forum*, Cheung Kong Graduate School of Business, Beijing, July 2012.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *INFORMS Marketing Science Conference*, Houston, June 2011.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *Marketing Strategies Meet Wall Street*, Boston, May 2011.
- “The Impact of Strategic Alliance on Innovator’s Financial Value in Markets with Network Effects and Standards Competition”, with Jinhong Xie and Ashwin Malshe, presented at *PDMA Research Forum*, Orlando, October 2010.
- “Survival of Products in Markets with Network Effect: The Impact of Product Incompatibility and Order of Entry”, with Yubo Chen and Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Ann Arbor, June 2009.
- “Decomposing Pioneer Survival: Implications for the Order-of-Entry Effect”, with Jinhong Xie, presented at *PDMA Research Forum*, Orlando, September 2008
- “Firms’ Survival in Markets with Network Effect: The Impact of Product Incompatibility and Order of Entry”, with Jinhong Xie, presented at BCRST conference, Buffalo, May 2008
- “Intra-Standard Competition: Impact of Supporting-Firm-Base and Stage-Dependent Competitive Interaction”, with Jinhong Xie, presented at *PDMA Research Forum*, Atlanta, October 2006
- “Intra-Standard Competition: Impact of Supporting-Firm-Base and Stage-Dependent Competitive Interaction”, with Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Pittsburgh, June 2006
- “Integrating Survival into the Entry Decision,” with Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Maryland, June 2003
- “Running Hard to Stand Still: Analyzing Persistence and the Duration of Market Performance,” with Mitra Debanjan and Peter Golder, presented at *INFORMS Marketing Science Conference*, Maryland, June 2003
- “Online Product Reviews: What Can We Learn?” with Scott Fay and Yubo Chen, presented at *INFORMS Marketing Science Conference*, Alberta, Canada, June 2002

TEACHING EXPERIENCE

- **China Europe International Business School**, Department of Marketing (EE: New Digital Marketing; Sustainable Marketing; Customer Lifetime Management in the Digital Era; EMBA Course: Social Network Marketing; Data-And AI-Driven Marketing; MBA course: Digital Marketing and Analytics).
- **State University of New York at Binghamton**, School of Management (Ph.D. Course: Empirical Marketing Methods and Models; MBA Course: Customer Analytics, New Product Development, International Marketing)
- **City University of Hong Kong**, Department of Marketing (MBA Course: Database Marketing)
- **SUN YAT-SEN (Zhongshan) University**, Lingnan College (EMBA and MBA: International Marketing)
- **University of Chinese Academy of Science**, School of Economics and Management (Ph.D. Course: Frontier in Marketing Research)