

## Chun Zhang

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Grossman School of Business  
University of Vermont  
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### **Employment**

<i><u>Position</u></i>	<i><u>Employer</u></i>	<i><u>Start</u></i>	<i><u>End</u></i>
Professor	University of Vermont	05/2020	Present
Associate Professor	University of Vermont	05/2011	05/2020
Assistant Professor	University of Vermont	08/2005	05/2011
Research Assistant	Michigan State University	01/2001	05/2005
Data analyst	Kraft Foods Corporation	08/2000	12/2000
Research Assistant	Michigan State University	08/1998	08/2000

### **Education**

<i><u>Degree</u></i>	<i><u>School</u></i>	<i><u>Date</u></i>
Doctor of Philosophy in Marketing	Michigan State University	August 2005
Master of Science in Agricultural Economics	Michigan State University	May 2001
Bachelor in International Finance	Renmin University of China	July 1998

### **Dissertation**

Zhang, Chun (2005), "Response Strategies to Noncooperative Incidents in International Distribution Partnerships."

### **Awards**

Overall Conference Best Paper Award, Consortium for International Marketing Research 25th Annual Conference, June, 2016.

Best paper award for "Inter-organizational Relationship Management track" at 2013 American Marketing Association Summer Educator's Conference. "Reciprocity between buyer cost-sharing and supplier willingness to invest in technology", August, 2013.

Winner of Faculty Research Excellence Award given by the Grossman School of Business at the University of Vermont. May, 2013.

Certificate of Recognition, Michigan State University, May, 2008, In recognition of significant contributions by MSU Doctoral Alumni to the Advancement of International Business and Innovation Research.

Research Grant, General Research Fund, Research Grant Council in Hong Kong, 2010, H.K.\$430,125 for data collection in China and Hong Kong.

Research grant, "The Influence of Relationship Stress Factors on the Governance Strategies of Automotive OEM-Supplier Relationships," M.I.T.-International Motor Vehicle Program, 2005-2006, \$6000.

Research grant, “The Influence of Component Innovations on Wealth Sharing and Expansion in Automotive OEM-supplier Relationships,” M.I.T.--International Motor Vehicle Program, 2006-2007, \$6376.

Research grant, “The Impact OEM Price Reduction Demand and Supplier Price Concessions OEM-Supplier Working Relations in the Automotive Industry,” M.I.T.--International Motor Vehicle Program, 2006-2007, \$4463.

Research grant, “Linking Boundary Spanner Capability with Firm Relational Capital – A Multi-Industry Study of Managing Buyer-Supplier Relations,” M.I.T.-International Motor Vehicle Program, 2007-2008, \$8000.

Designated Discussant, Department of Marketing and Supply Chain Management, Michigan State University, Annual Albert Haring Symposium, Indiana University, April 2003.

### **Research interests**

Inter-organizational Relationship Management

International Marketing

Marketing Strategy

Structural Equation Modeling in Marketing

### **Teaching interests**

Marketing Strategy

International Marketing

Marketing Research

### **Refereed journal publications**

Wang, Lei, **Zhang, Chun** and Narayanan, Sriram (2023). The Bright Side of Trust-less Relationships: A Dyadic Investigation of the Role of Trust Congruence on Supplier Knowledge Acquisition Across Borders. *Journal of Operations Management*. *Forthcoming*. The first two authors contributed equally to the manuscript.

Huang, Ying, Surface, Debra L. and **Zhang, Chun** (2022). Corporate social responsibility and sustainability practices in B2B markets: A review and research agenda. *Industrial Marketing Management*, 106, 219-239.

**Zhang, Chun** and Gao, Hongzhi. (2022). Managing business-to-business disruptions: Surviving and thriving in the face of challenges. Editorial for special issue on B2B Disruption Management at *Industrial Marketing Management*, 105, 72-78.

Hong, Ruiyang, Zhang, Zhe, **Zhang, Chun** and Hu, Zuohao (2022). Is brand globalness compatible with brand country-of-origin? An investigation of hybrid brand positioning strategies for emerging market brands. *International Marketing Review*.  
<https://doi.org/10.1108/IMR-08-2021-0260>

Wang, Lei, **Zhang, Chun**, Li, Jun, Huo, Dong and Fan, Xing. (2020). The influence of supplier transaction specific investments on international buyer opportunism: Empirical findings from local suppliers in China. *International Marketing Review*. 37, 2, 213-239.

- Zhang, Chun**, Zheng, Vivian Xu and Li, Julie Juan. (2019). “Is collaboration a better way to develop trust after opportunism? distinguishing firm and boundary spanner opportunism,” *Industrial Marketing Management*, 82, 38-51.
- Wang, Lei, **Zhang, Chun** and Jiang, Fuming. (2019). Matching governance mechanisms with transaction-specific investment types and supplier roles: An empirical study of cross-border outsourcing arrangements. *International Business Review*, 28 (2): 316-327.
- Zhang, Chun**, Bai, Xuan and Gu, Flora Fang. (2018). Contract learning in the aftermath of exchange disruptions: An empirical study of renewing interfirm relationships. *Industrial Marketing Management*, 71 (May): 215-226.
- Zhang, Chun**, Li, Julie Juan and Huang, Ying. (2017). Sustaining relationships after opportunism and misunderstanding: the role of formalization and socialization. *Marketing Letters*, 28 (2): 305-319.
- Zhang, Chun**, Wu, Fang and Henke, John W. (2015). Leveraging Boundary Spanning Capabilities to Encourage Supplier Investment: A Comparative Study. *Industrial Marketing Management*, 49 (August), 84–94.
- Zhang, Chun**, Henke, John W. and Viswanathan, Sridhar. (2015). Reciprocity between buyer cost-sharing and supplier willingness to invest in technology. *International Journal of Production Economics*, 163 (February), 61-70.
- Zhang, Chun**, Viswanathan, Sridhar and Henke Jr., John. W. (2011). The Boundary Spanning Capabilities of Purchasing Agents in Buyer-Supplier Trust Development. *Journal of Operations Management*, 29(4), 318-328.
- Huang, Ying, Stinquist, Brenda, **Zhang, Chun** and Calantone, Roger C. (2011). A Mixed-Method Study of the Effects of Guanxi between Salespersons and Buyers on Retailer-Supplier Relationships in China. *Journal of Marketing Channels*, 18 (3), 189-215.
- Henke Jr., John W. and **Zhang, Chun** (2010). Increasing Supplier-Driven Innovation. *MIT Sloan Management Review*, 51 (2), 41-46.
- Zhang, Chun**, John W. Henke Jr. and Griffith, David A. (2009). Do Buyer Cooperative Actions Matter under Relational Stress? Evidence from Japanese and U.S. assemblers in the U.S. automotive industry. *Journal of Operations Management*, 27, 479-494.
- Henke, John W. Jr., Yenyurt, Sengun and **Zhang, Chun** (2009). Supplier Price Concessions: A Longitudinal Empirical Study. *Marketing Letters*, 20 (1), 61-74.
- Zhang, Chun**, Hu, Zuohao and Gu, Flora Fang (2008). Intra- and Interfirm Coordination of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters. *Journal of International Marketing*, 16 (3), 108-135.
- Zhang, Chun**, Griffith, David A. and Cavusgil, S. Tamer (2006). The Litigated Dissolution of International Distribution. *Journal of International Marketing*, 14 (2), 85-115.
- Griffith, David A., **Zhang, Chun** and Cavusgil, S. Tamer (2006). Attributions of Noncooperative Incidents and Response Strategies: The Role of National Character. *Journal of World Business*, 41, 356-367.
- Cavusgil, S. Tamer, Deligonul, Seyda Z. and **Zhang, Chun** (2004). Curbing Foreign Distributor Opportunism: An Examination of Trust, Contracts, and The Legal Environment In International Channel Relationships. *Journal of International Marketing*, 12 (2): 7-27.
- Zhang, Chun**, Cavusgil, S. Tamer and Roath, Anthony S. (2003). Manufacturer Governance of Foreign Distributor Relationships: Do Relational Norms Enhance Competitiveness In The Export Market? *Journal of International Business Studies*, 34 (6): 1-17.

Cavusgil, S. Tamer, Chan, Kwong and **Zhang, Chun** (2003). Strategic Orientations In Export Pricing: A Clustering Approach to Create Firm Taxonomies. *Journal of International Marketing*, 11 (1): 47-72.

Di Benedetto, C. Anthony, Calantone, Roger J. and **Zhang, Chun** (2003). International Technology Transfer: Model and Exploratory Study in the People's Republic of China. *International Marketing Review*, Special Issue on New Product Development, 20 (4): 446-462.

### **Book chapters published**

**Zhang, Chun** and Fang, Wu (2019) "Innovation in buyer-supplier relationships: a review of relationship characteristics and directions for future research" in *Handbook of Supply Chain Management*, Oxford University Press. Invited book chapter (*forthcoming*).

McIntosh, Barbara and **Zhang, Chun** (2015). Ageing challenges in China's workforce: demographic projections, labour market dynamics and solutions. in *Retirement in Japan and South Korea: The past, the present and the future of mandatory retirement*. Edited By Masa Higo, Thomas R. Klassen, Routledge: London. Pages 129-147.

McIntosh, Barbara and **Zhang, Chun** (2012). Ageing: The Role of Work and Changing Expectations in the United States and China. In *Ageing in China: Implications to social policy of a changing economic state*. Edited by Sheying Chen and J.L. Powell, Springer. Pages 23-42.

### **Book reviews published**

**Zhang, Chun** (2007). Relationships between Exporters and their Foreign Sales and Marketing Intermediaries," *International Business Review*

**Zhang, Chun** (2004). The Chinese Market In Foreign Eyes: A Review of 400 Million Customers and Oil for the Lamps of China. Special issue on globalization, *Journal of Macromarketing*, 24 (2).

### **Research in progress**

Wang, Lei, **Zhang, Chun** and Narayanan, Sriram. Do trust congruence foster knowledge acquisition in cross-border buyer-supplier relationships? 2<sup>nd</sup> round, in preparation to resubmit to *Journal of Operations Management*. The two authors contributed equally to the manuscript, and the names are listed in alphabetic order.

Hong, Ruiyang, **Zhang, Chun**, Zhang, Zhe and Hu, Zuohao. Go global and think local? global element versus country-of-origin element in brand internationalization: an empirical study of indigenous Chinese brands. 2<sup>nd</sup> round, revising for the *Journal of International Marketing*.

**Zhang, Chun** and Huang, Ying. Building resilient supply chains after disruptions: a review of empirical papers on supply chain disruptions and resilience. Targeting *Journal of Operations Management*.

Wang Lei, **Zhang Chun**. Do embedded MNE headquarter-subsidary relationships harm subsidiary innovation overseas? The contingent effect of institutional distance and headquarter characteristics. Targeting *Journal of World Business*.

### **Conference presentations**

"Distinguishing firm and boundary spanner opportunism: implications for response strategies and trust development." American Marketing Association Winter Educator's Conference, February, 2019.

- “Coping with supplier-related disruptions: the role of power asymmetry, market volatility and response strategies.” Consortium of International Marketing Research, September, 2018.
- “Relationship dynamics and trust asymmetry in bribery exchanges.” Academy of Management Annual Conference, August, 2018.
- “Trust, distrust and risk in business briberies.” American Marketing Association, Winter Educator’s Conference, 2018.
- “Relationship renewal after exchange disturbances: efficacy of adjustments in formalization versus adjustments in socialization,” American Marketing Association Summer Educator’s Conference, 2015.
- “Reciprocity between buyer cost-sharing and supplier willingness to invest in technology,” American Marketing Association Summer Educator’s Conference, 2013.
- “Linking Boundary Spanner Capabilities with Firm Relational Capital: A Cross-Country Study of Buyer-Supplier Relations,” Academy of International Business Annual Conference, Summer 2008.
- “The Influence of Component Innovations on Wealth Sharing and Expansion in Automotive OEM-supplier Relationships” International Motor Vehicle Program Researcher Conference, Summer 2007.
- “Does Relational Atmosphere Matter: Management of Supplier Involvement and Long-term Orientation in Automotive Supplier-OEM Relationships” International Motor Vehicle Program Researchers Conference, Summer 2006.
- “The Role of Relational Norms in International Channels,” American Marketing Association Summer Educator’s Conference, Summer 2003.
- “The Role of Relational and Formal Governance in the Diverse Legal and Institutional Environment,” American Marketing Association Summer Educator’s Conference, Summer 2003.
- “Managing Salesperson Opportunism: The Relational Governance Mechanisms,” AMA Winter Educator’s Conference, Winter 2003.
- “Relational Norms and Competitiveness in a Manufacturer-Distributor Export Market Context,” Midwest Marketing Camp, Summer 2002.
- “Relational Norms and Competitiveness in a Manufacturer-Distributor Export Market Context,” Academy of International Business, Summer 2002.

## **Teaching**

### University of Vermont

Marketing Management  
 International Market Analysis  
 Marketing Research  
 Doing Business in China

### Michigan State University

Quantitative Business Research Methods  
 Introduction to Marketing  
 International Business

## **Professional Service**

Special issue guest editorships

**Zhang, Chun** (lead editor) and Hongzhi Gao for a special issue on “Disruption management in business-to-business markets” *Industrial Marketing Management* (a leading journal of business-to-business marketing, Indiana University ranking A-, ABDC = A\*, ABS=3). Special issue proposal accepted December, 2018.

Cavusgil, S. Tamer., Akdeniz, M. Billur and **Zhang, Chun.** for a special issue on “Digital Transformation, Innovation, and Novel Pedagogical Approaches in Teaching International Business” *Journal of Teaching International business*, September, 2019.

#### Invited Talks

Tsinghua University (Beijing, China), June 2018

Donghua University (Shanghai, China), July 2018

Inner Mongolia University (Hohhot, China), June, 2014 and March, 2017

Michigan State University, Eli Broad School of Management (East Lansing, MI), May, 2008

#### Conference session chairs and discussants

Conference track chair, AIB southeast conference. Fall, 2019.

Conference session chair, American Marketing Association, Austin, Texas, February, 2019.

Conference session chair, Academy of Management Annual Conference, August, 2018.

Conference session chair, Consortium of International Marketing Research Annual conference: Disrupting forces for globalization, George State University, September, 2018.

Discussant, Annual Albert Haring Symposium, Indiana University. Spring, 2003.

#### Editorial Review Board and Reviewer

Editorial Review Board, *International Business Review*

Editorial Review Board, *Industrial Marketing Management*

Editorial Review Board, *Journal of International Consumer Marketing*

Grant proposal reviewer, Research Grant Counsel in Hong Kong.

Ad Hoc Reviewer, *Strategic Management Journal*.

Ad Hoc Reviewer, *Journal of International Business Studies*.

Ad Hoc Reviewer, *Journal of Operations Management*.

Ad Hoc Reviewer, *Journal of Business Logistics*

Ad Hoc Reviewer, *MIT-Sloan Management Review*.

Ad Hoc Reviewer, *Journal of Product Innovation Management*.

Ad Hoc Reviewer, *International Journal of Production Economics*.

Ad Hoc Reviewer, *Journal of International Marketing*.

Ad Hoc Reviewer, *Asian Pacific Journal of Management*.

Ad Hoc Reviewer, *International Marketing Review*.

Ad Hoc Reviewer, *Thunderbird International Business Review*.

Ad Hoc Reviewer, *Management International Review*.

#### Theses supervised

Honor's thesis, Michael Rubin

Honor's thesis, Cecilia Baker

#### **Service to Grossman School of Business**

Committee chair, Graduate Studies Committee. (September 2017 - Present).

Committee chair, Selection Committee for Dean's Awards for Faculty and Staff Excellence.

(January 2018 – December 2018).

Committee chair, FSC subcommittee for Srinu Venugopal's 2<sup>nd</sup> reappointment. (September 2019 – November, 2019).

Committee chair, FSC subcommittee for Srinu Venugopal's 1<sup>st</sup> reappointment. (February 2018 - March 2018).

Committee chair, FSC subcommittee for reviewing Allison Kinsley's sabbatical application. (October 2017).

Committee chair, FSC Mentoring Team for Steve Gove. (July 2014 - December 2014).

Committee chair, Search Committee for International Business. (April 22, 2013 - November 2013).

Faculty advisor, Marketing club at Grossman School of Business (August 2018-Present)

Member, Search Committee for Marketing Area Assistant Professor. (June 2015 - October 2015).

Member, Graduate Studies Committee. (May 2014 - September 2017).

Member, Selection Committee for Dean's Awards for Faculty and Staff Excellence (September 2013 – December 2015).

Member, Ad hoc committee for Grossman School Sabbatical Application and Review Process. (January 2016 - May 2016).

Member, Ad Hoc Committee for Incorporating Faculty Meeting Decisions in Document Updates. (February 2016 - March 2016).

Member, Ad hoc committee for reviewing Journal List Challenge case. (January 2016).

Member, FSC subcommittee for reviewing David Novak's sabbatical application (January 2016- May 2016).

Member, FSC subcommittee for Stuart Hart. (April 2014).

Member, FSC subcommittee mentoring team for Glenn Walberg. (February 2014 - March 2014).

Member, On-line Course Equivalency. (October 2012 - December 2012).

Member, Ad hoc committee for revising course evaluation instrument. (August 2010 - May 2011).

Member, Ad Hoc Global/Civic Awareness Committee. (February 2009 - May 2009).

Member, Ethics committee. (February 2008 - May 2008).

Member, AQ/PQ Committee. (September 2007 - December 2007).

Coordinator, Honor's Day Coordinator, International Business Concentration. (2014, 2016).

Presenter of the International Business Award, Honor's Day Ceremony. (2013, 2014).

Coordinator, Best Teaching Practice Survey. (March 2014).

Faculty reviewer, Review for Global Awareness Rubric. (May 1, 2013).

Panelist, Theme and Concentration Panel (December, 2018).

Panelist, International Business Information Panel--for BSAD 096. (March 4, 2011).

Guest speaker, Guest Speaker for International Career Club. (February 2011).

Recruiting prospective faculty (Meal), Strategy Candidate Search Committee. (May 2010).

Recruiting prospective student, Admissions Open House. (March 2009).

Guest speaker, International Careers Club of the University of Vermont. (2008).

Faculty reviewer for a practice session for the international business case competition. (March 2014).

Faculty reviewer for a practice session for the ethics case competition. (October 2014).

Faculty participant for Admitted Student Visit Days. (February 2014 - May 2014; February 2007 - April 2007).

### **Service to University of Vermont**

Member, Faculty Senate Research, Scholarship, and the Creative Arts Committee (September, 2018-present).

Member, President's Distinguished University Citizenship and Service Award Committee. (April 2014 – April 2017).

Member, Academic Support Program Faculty Advisory Committee (September 2010 - May 2014).

Member, Search Committee for Provost and Senior Vice President. (October 2010 - December 2010).

Faculty mentor for a USPP student, USPP Program. (June 2010 - May 2013).

Member, International Advisory Council -- the Curriculum Committee. (September 2010 - May 2011).

Faculty participant in award ceremony, STAR Award Ceremony. (April 14, 2013).

Faculty participant of Continuing Education focus group meeting on the China Ready program. (August 2010).

Faculty participant of President's Commission on the Status of Women. (2009).

### **Professional Memberships**

American Marketing Association

Academy of International Business

Academy of Management