

Dr. Chun Zhang
The University of Vermont
School of Business Administration
Email: chun.zhang@uvm.edu

Education

Ph D, Michigan State University, 2005.
Major: Marketing

MS, Michigan State University, 2000.
Major: Agricultural Economics

BA, Renmin University of China, 1998.
Major: Finance

Non-UVM Employment History

Academic - Post-Secondary

Research and teaching Assistant, Michigan State University. (January 2001 - July 2005).
2005: MSC 317 Quantitative Business Research Methods
2001: MSC 317 Quantitative Business Research Methods (4 recitation sections)

Research and teaching assistant, Michigan State University. (August 1998 - August 2000).
2000 - ABM 437 Agribusiness Strategic Management

Other

Internship, Euro-Asia Flower Trade Corporation. (March 1998 - May 1998).
Project Intern with responsibility for drafting feasibility report of "Holland Park" project

Professional

Internship, Kraft Foods Incorporation. (August 2000 - December 2000).
Statistical analyst with responsibility for building econometric forecasting models for milk production and cheese prices, participating in cross-hedging project, and conducting fundamental research in cost control.

Professional Memberships

Member, Academy of International Business. (2005 - Present).

Member, American Marketing Association. (2005 - Present).

TEACHING

Teaching Experience

The University of Vermont (only includes courses taught since 2001)

BSAD 150, Marketing Management, 29 courses.
BSAD 198, Independent Study, 1 course.
BSAD 251, Marketing Research, 2 courses.
BSAD 258, D2: Intl Market Analysis, 42 courses.
BSAD 295, Doing Business in China, 1 course.
BSAD 299, Business Admin Honors Thesis, 1 course.
BUS 2500, Marketing Management, 5 courses.
BUS 3580, D2: Intl Market Analysis, 6 courses.

Directed Student Learning

Honors Thesis Advisor, BSAD-Marketing. (September 2015 - May 2017).
Advised: Cicilia Baker

Directed Individual/Independent Study, "Putting a Price on the Outdoors," BSAD-Marketing.
(September 2011 - December 2011).
Advised: Scott Peller

Undergraduate Honors Thesis, "Market Analysis and Plan: Small Scale Solar Energy," BSAD-Marketing. (September 1, 2009 - May 15, 2010).
Advised: Michael Ruben

RESEARCH

Published Intellectual Contributions

Book Chapters

Zhang, C. *Managing supplier participation in supply chain innovation*. Oxford Press.

zz-McIntosh, B., Zhang, C. *Aging challenges in China's workforce: demographic projections, labor market dynamics and solutions*.

zz-McIntosh, B., Zhang, C. (2012). *Aging: the Role of Work and Changing Implications in the United States and China*. New York: Springer Publishing.

Refereed Journal Articles

- Wang, L., Zhang, C. (2023). Do emerging market multinational corporations headquarter-subsidiary relationships foster subsidiary innovation and performance in developed markets?. *Industrial Marketing Management*.
- Zhang, C., Wang, L., Narayanan, S. (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*.
- Huang, Y., Surface, D., Zhang, C. Corporate social responsibility and sustainability practices in B2B markets: A review and research agenda. *Industrial Marketing Management*.
- Hong, R., Zhang, C., Zhang, Z., Hu, Z. Is brand globalness compatible with brand country-of-origin? An investigation of hybrid brand positioning strategies for emerging market brands.. *International Marketing Review*.
- Wang, L., Zhang, C., Li, J., Huo, D., Fan, X. (2020). The influence of supplier transaction specific investments on international buyer opportunism: empirical findings from local suppliers in China. *International Marketing Review*.
- Zhang, C., Zheng, V. X., Li, J. J. (2019). Is collaboration a better way to develop trust after opportunism? Distinguishing firm and boundary spanner opportunism. *Industrial Marketing Management*, 82, 38-51.
- Wang, L., Zhang, C., Jiang, F. (2019). Matching governance mechanisms with transaction-specific investment types and supplier roles: An empirical study of cross-border outsourcing arrangements. *International Business Review*.
- Zhang, C., Bai, A. X., Gu, F. F. (2018). Contract learning in the aftermath of exchange disruptions: An empirical study of renewing interfirm relationships. *Industrial Marketing Management*.
- Zhang, C., Li, J. J., Huang, Y. (2017). Sustaining relationships after exchange noncooperation. *Marketing Letters*.
- Zhang, C., Wu, F., Henke, J. W. (2015). Leveraging Boundary Spanning Capabilities to Encourage Supplier Investment: A Comparative Study. *Industrial Marketing Management*.
- Zhang, C., Henke, J. W., Viswanathan, S. (2015). Reciprocity between buyer cost-sharing and supplier willingness to invest in technology. *International Journal of Production Economics*.
- Huang, Y., Stinquist, B., Zhang, C., Calantone, R. 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*.
- Zhang, C., Viswanathan, S., Henke Jr., J. W. (2011). The Boundary Spanning Capabilities of Purchasing Agents in Buyer-Supplier Trust Development. *Journal of Operations Management*, 29(4), 318-328.
- Henke, Jr., J. W., Zhang, C. (2010). Increasing Supplier-Driven Innovation. *MIT Sloan Management Review*, 41-46.
- Zhang, C., Henke Jr., J. W., Griffith, D. 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(6), 479-494.

- Henke Jr., J. W., Yenyurt, S., Zhang, C. (2009). Supplier Price Concessions: A Longitudinal Empirical Study. *Marketing Letters*, 20(1), 61-74.
- Zhang, C., Hu, Z., Gu, F. F. (2008). Intra- and Interfirm Coordination of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters. *Journal of International Marketing*, 16(3), 108-135.
- Griffith, D. A., Zhang, C., Cavusgil, S. T. (2006). Attributions of Noncooperative Incidents and Response Strategies: The Role of National Character. *Journal of World Business*, 41, 356-367.
- Zhang, C., Griffith, D. A., Cavusgil, S. T. (2006). The Litigated Dissolution of International Distribution Relationships: A Process Framework and Propositions. *Journal of International Marketing/American Marketing Association*, 14(2), 85-115.
- Cavusgil, S. Tamer, Delingonul, S., Zhang, C. (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.
- Di Benedetto, C. A., Calantone, R. J., Zhang, C. (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.
- Zhang, C., Cavusgil, S. T., Roach, A. S. (2003). Manufacturer Governance of Foreign Distributor Relationships: Do Relational Norms Enhance Competitiveness In The Export Market?. *Journal of International Business Studies*, 34(6), 550-566.
- Cavusgil, S. T., Chan, K., Zhang, C. (2003). Strategic Orientations in Export Pricing: A Clustering Approach to Create Firm Taxonomies. *Journal of International Marketing*, 11(1), 47-72.

Conference Proceedings

- Zhang, C., Li, J., Huang, Y. (2015). *Relationship renewal after exchange disturbances: efficacy of adjustments in formalization versus adjustments in socialization*. American Marketing Association.
- Zhang, C. (2013). *Reciprocity between buyer cost-sharing and supplier willingness to invest in technology*. American Marketing Association.
- Zhang, C. (2008). *Linking Boundary Spanners' Capability with a Firm's Relational Capital -- A Cross-Country Study of Managing Buyer-Supplier Relations*. Milan: Academy of International Business Annual Conference, Academy of International Business.
- Zhang, C., Hu, Z. (2007). *Coordination Practices of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters*. Academy of Marketing Science.
- Zhang, C., Cavusgil, S. T. A., Griffith, D. A., Zhao, M. (2006). *Recuperative Strategies to Non-cooperative Incidents in International Distribution Partnerships*. Academy of International Business/American Marketing Association.
- Zhang, C., Cavusgil, S. T., Delinogul, S. Z. (2003). *The Role of Relational Governance and Formal Governance on Foreign Distributor Opportunism in Diverse Legal and Institutional Environment*. American Marketing Association Summer Educators' Conference Proceedings.
- Zhang, C. (2003). *Managing Salesperson Opportunism: The Relational Governance Mechanisms*. American Marketing Association Winter Educators' Conference Proceedings.

Journal Articles

Zhang, C., Gao, H. (2022). Editorial: Managing business-to-business disruptions in the face of challenges. *Industrial Marketing Management*.

Akdeniz, M.B., Zhang, C., Cavusgil, S.T. (2019). Innovative pedagogical approaches in teaching international business. *Journal of Teaching in International Business*, 25, 96-101.

Other

Zhang, C. (2007). *Book Review: Relationship between Exporters and Their Foreign Sales and Marketing Intermediaries*. ELSEVIER: International Business Review.

Zhang, C. (2004). *The Chinese Market In Foreign Eyes: A Review of 400 Million Customers and Oil for the Lamps of China* (2nd ed., vol. 24). Chicago, Illinois: Journal of Macromarketing.

Di Benedetto, C. A., Calantone, R. J., Zhang, C. (2003). *Model and exploratory study in the People's Republic of China* (4th ed., vol. 20, pp. 446-462).

Presentations Given

Zhang, C., Amercian Marketing Association Global Marketing Annual Conference, "Can emerging marketing multinationals leverage parenting advantage in developed markets?," Santiago, Chile. (May 2023).

Zhang, C., American Marketing Association Winter's Educator Conference, "Two types of opportunism: the implication for response strategies and trust development," United States. (February 24, 2019).

Zhang, C., Consortium of International Marketing Research. (September 2018).

Zhang, C., Academy of Management, "Relationship dynamics and trust asymmetry in bribery exchanges." (August 2018).

Zhang, C., "Inter-organizational Relationship Governance and Recovery," Tshinghua University, School of Economics and Management, Beijing, China. (June 26, 2018).

Zhang, C., Wang, H., American Marketing Association Winter's Educator Conference, "Can you trust the untrustworthy? Trust development in business briberies," American Marketing Association, United States. (February 24, 2018).

Zhang, C., Research presentation, "Management and Recovery of Interfirm Relationships," Inner Mongolia University, School of Business Administration, China. (March 20, 2017).

Zhang, C. (Author), Bai, X. (Author & Presenter), 25th Annual Conference of Consortium for International Marketing Research, "Learning to contract to recover supplier performance in the aftermath of supplier-induced disruptions," Xi'An, China. (June 20, 2016).

Zhang, C., Li, J. J., Huang, Y., American Marketing Association 2015 Educator's Conference, "Relationship renewal after exchange disturbances: efficacy of adjustments in formalization versus adjustments in socialization," American Marketing Association. (August 15, 2015).

- Zhang, C. (Author & Presenter), Consortium of International Marketing Research, Uvic in Vancouver, Canada. (June 2014).
- Zhang, C. (Author & Presenter), Viswanathan, S., Henke, W. John J., American Marketing Association Summer's Educator's Conference, "Reciprocity between buyer cost-sharing and supplier willingness to invest in technology," United States. (August 2013).
- Zhang, C. (Author & Presenter), Academy of International Business Annual Conference, "Linking Boundary Spanners' Capability with a Firm's Relational Capital -- A Cross-Country Study of Managing Buyer-Supplier Relations," Academy of International Business, Italy. (July 2008).
- Zhang, C. (Author & Presenter), International Motor Vehicle Program 2007 Researcher Conference, "Wealth Sharing Practices in Automotive OEM-supplier Relationships," MIT, Massachusetts, United States. (May 2007).
- Zhang, C. (Author & Presenter), Academy of Marketing Science Annual Conference, "Coordination Practices of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters," University of Miami, Florida, United States. (May 23, 2007).
- Zhang, C. (Author & Presenter), International Motor Vehicle Program 2006 Researchers Conference, "Does Relational Atmosphere Matter: Management of Supplier Involvement and Long-term Orientation in Automotive Supplier-OEM Relationships," MIT-IMVP, Massachusetts, United States. (June 6, 2006).
- Zhang, C. (Author & Presenter), American Marketing Association Educator's Conference, "Managing Salesperson Opportunism: The Relational Governance Mechanisms," Marketing Association. (2003).
- Zhang, C. (Author & Presenter), American Marketing Association Summer Educator's Conference, "The Role of Relational and Formal Governance in the Diverse Legal and Institutional Environment," American Marketing Association. (2003).
- Zhang, C. (Author & Presenter), American Marketing Association Summer Educator's Conference, "The Role of Relational Norms in International Channels," American Marketing Association. (2003).
- Zhang, C. (Author & Presenter), Academy of International Business, "Relational Norms and Competitiveness in a Manufacturer-Distributor Export Market Context," Academy of International Business. (2002).
- Zhang, C. (Author & Presenter), Midwest Marketing Camp, "Relational Norms and Competitiveness in a Manufacturer-Distributor Export Market Context," UIUC, Illinois, United States. (2002).

Contracts, Grants and Sponsored Research

Awarded/Funded

Grants

- Zhang, C. (Contributor), Li, J. J. (Contributor), "General Research Fund," Sponsored by Research Grant Council in Hong Kong, Other, \$55,469.00. (October 2010 - Present).

Awards and Honors

Overall Conference Best Paper Award, Consortium for International Marketing Research 25th Annual Conference. (June 20, 2016).

Best Paper Award for "Inter-Organizational issues in Marketing" Track, American Marketing Association, 2013 Summer Educator's Conference. (August 9, 2013).

Winner of 2013 Faculty Scholarship Recognition Award, School of Business Administration, University of Vermont. (May 8, 2013).

Awarded General Research Fund in the amount of H.K. \$ 430,125, the Research Grants Council in Hong Kong. (October 8, 2010). The General Research Fund is the most prestigious research grant in Hong Kong. The proposals submitted are subjected to a rigorous peer review process by an international network of expert referees.

Certificate of Recognition, In recognition of significant contributions by Michigan State University Doctoral Alumni to the Advancement of International Business and Innovation Research, Center for International Business Education and Research at Michigan State University. (May 2008).

Research and travel grant, International Motor Vehicle Program. (August 2007). Linking Boundary Spanners' Capability with a Firm's Relational Capital – A Multi-Industry Study of Buyer-Supplier Relations

Research and travel grant, International Motor Vehicle Program. (August 2006). The Impact OEM Price Reduction Demand and Supplier Price Concessions OEM-Supplier Working Relations in the Automotive Industry, \$4463

Research and travel grant, International Motor Vehicle Program. (August 2006). The Influence of Component Innovations on Wealth Sharing and Expansion in Automotive OEM-supplier Relationships, amount \$6376

Research and travel grant, International Motor Vehicle Program at MIT. (August 2005). The Influence of Relationship Stress Factors on the Governance Strategies of Automotive OEM-Supplier Relationships, total grant amount is \$6000

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

Research Currently in Progress

Co-Author(s): Zhang, Chun

"Can digitalization foster new product performance of emerging market MNC subsidiaries? An empirical study of Chinese MNCs and their subsidiaries in developed markets." (Writing Results). Co-Author(s): Zhang, Chun, Lei Wang (Donghua University)
We examine how EMNC digitalization influences subsidiary new product performance in developed markets. We find that digitalization influences subsidiary new product performance by increasing global knowledge flow and fostering subsidiary relational closeness with EMNC

headquarters. We also find that the influence of digitalization is moderated by host country digital infrastructure and institutional environment.

"Can digitalization transform conventional governance to curb supplier opportunism in emerging markets?" (Writing Results). Co-Author(s): Zhang, Chun, Lei Wang (Donghua University)
We propose that physical-digital technologies reduce supplier strong-form opportunism, while network-digital technologies reduce supplier weak-form opportunism. Furthermore, we propose that contract specificity strengthens the negative effect of physical-digital technologies on supplier strong-form opportunism, while it weakens the negative effect of network-digital technologies on supplier weak-form opportunism. Lastly, we propose that relational control not only strengthens the negative effect of physical-digital technologies on supplier strong-form opportunism, but also strengthens the negative effect of network-digital technologies on supplier weak-form opportunism.

"The influence of firm improvisation on recovery after supply chain disruptions: empirical evidence from cross-border supply chains" (Writing Results). Co-Author(s): Zhang, Chun, Lei Wang (Donghua University)
This study examines whether spontaneous improvisation and creative improvisation have different effects on managing supply chain disruptions. We propose that spontaneous improvisation reduces damage from a supply chain disruption, but does not increase supply chain recovery, while creative improvisation is likely to increase supply chain recovery, but not necessarily disruption damage. We further propose the effects of these two types of improvisation on supply chain disruption are contingent on the type of disruption (routine disruption vs. novel disruption).

SERVICE

College Service

Committee Member, Assurance of Learning Committee. (August 2023 - Present).

Committee Member, Mentoring Committee. (August 2022 - Present).

Committee Member, Faculty Standards Committee. (September 2011 - Present).

Committee Member, Selection Committee of the Converse Professorship of Commerce and Economics. (April 2024 - July 2024).

Committee Member, Undergraduate Studies Committee. (August 2022 - May 2023).

Committee Chair, FSC subcommittee. (November 2021).

Committee Member, Search Committee for Assistant Professor in Strategy/IB. (January 2021 - November 2021).

Committee Member, Ad hoc committee for GSB theme review. (January 2021 - May 2021).

Committee Chair, Selection Committee for Dean's Awards for Faculty and Staff Excellence. (January 2021 - May 2021).

Committee Chair, Graduate Studies Committee. (September 2017 - August 2020).

Faculty Advisor, Marketing Club. (August 2018 - January 2020).

Committee Chair, FSC subcommittee for Srinu Venugopal's 1st reappointment. (February 2018 - March 2018).

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

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

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

Honor's Day Coordinator, International Business Concentration. (February 2016 - April 2016).

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

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

Attendee, Meeting, Accounting and Management candidate presentations. (September 2015 - December 2015).

Committee Member, Selection Committee for Dean's Award for Distinguished Scholarship. (September 2013 - December 2015).

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

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

Attendee, Meeting, Attending practice session for ethics case competition. (October 2014).

Coordinator, Honor's Day Coordinator, International Business Concentration. (March 2014 - May 2014).

Attendee, Meeting, Admitted Student Visit Days. (February 2014 - May 2014).

Committee Member, FSC--sub committee for Stuart Hart. (April 2014).

Presenter of the International Business Award, Honor's Day Ceremony. (April 18, 2014).

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

Judge, Judge for Student Singing Contest. (March 2014).

Attendee, Meeting, Practice session for international business case competition. (March 2014).

Committee Member, FSC subcommittee - Mentoring team for Glenn. (February 2014 - March 2014).

Attendee, Meeting, Job candidate Discussion Meetings. (September 2013 - March 2014).

Attendee, Meeting, Meeting with visiting students from network of International Business Schools. (March 21, 2014).

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

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

Nominate the award recipient, doing the write-up, and present the award, Honor's Day Ceremony. (April 5, 2013).

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

Faculty Advisor, International Careers Club. (August 2011 - December 2011).

Wrote the bio for the marketing award recipient, Honor's Day Award. (May 2011).

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

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).

Attendee, Meeting, Alumni Relations/Advancement. (December 2009).

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

Recruiting Prospective Student, Admissions Open House. (March 2009).

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

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

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

Attendee, Meeting, Stata Luncheon series & Finance candidate job talks. (September 2007 - December 2007).

Attendee, Orientation, Admitted student visit days. (February 2007 - April 2007).

Attendee, Meeting, New Business Initiatives, Vermont Business Center. (2006).

Attendee, Orientation, BSAD/UVM Open House. (October 2006).

University Service

Committee Member, Research, Scholarship and Creative Activities. (September 2018 - Present).

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

Academic Support Program at UVM. (May 2013 - May 2014).

Committee Member, Academic Support Program Faculty Advisory Committee. (September 2010 - May 2013).

Faculty Mentor for one of the USPP students, USPP Program. (June 2010 - May 2013).

Attendee, Award Ceremony, STAR Award Ceremony. (April 14, 2013).

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

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

Attendee, Meeting, Continuing Education focus group meeting on the "China Ready" program. (August 2010).

Attendee, Meeting, USPP coordinators. (February 2010).

Recruiting Prospective Student, Green and Gold Scholarship Reception. (2009).

Attendee, Award Ceremony, Kroepsch-Maurice Award for Excellence in Teaching Reception. (2009).

Attendee, Meeting, President's Commission on the Status of Women. (2009).

Attendee, Meeting, Breakfast with President Fogel. (2006).

Professional Service

Editorial Review Board Member, International Business Review. (December 2018 - Present).

Reviewer, Ad Hoc Reviewer, International Journal of Production Economics. (April 2017 - Present).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (April 2017 - Present).

Editorial Review Board Member, Industrial Marketing Management. (February 2016 - Present).

Editorial Review Board Member, Journal of International Consumer Marketing. (October 2018 - 2022).

Reviewer, Grant Proposal, Research Grant Counsel in Hong Kong, Hong Kong. (June 25, 2016 - 2022).

Editor, Special Issue, Industrial Marketing Management. (December 2018 - May 2022).

Conference-Related, AIB-SouthWest conference 2021. (October 2021).

Track Organizer, Academy of International Business-Southeast, Florida. (August 2021 - October 23, 2021).

Track Organizer, Academy of International Business-SouthEast, Florida. (August 2020 - October 2020).

Editor, Special Issue, Journal of Teaching International Business. (September 2018 - 2019).

Session Chair, American Marketing Association Winter Educator's Conference. (February 24, 2019 - February 2019).

Session Chair, American Marketing Association Winter Educator's Conference. (February 24, 2019).

Session Chair, Consortium Of International Marketing Research. (September 2018 - 2018).

Session Chair, Academy of Management Annual Conference. (August 2018).

Reviewer, Ad Hoc Reviewer, OMEGA. (June 4, 2016 - June 27, 2016).

Reviewer, Ad Hoc Reviewer, OMEGA. (December 2015 - January 2016).

Reviewer, Ad Hoc Reviewer, Strategic Management Journal. (April 2015 - April 18, 2015).

Reviewer, Grant Proposal, Research Grant Counsel in Hong Kong. (March 20, 2015 - March 30, 2015).

Reviewer, Journal Article, Journal of International Business Studies. (April 2014 - January 2015).

Reviewer, Ad Hoc Reviewer, International Business Review. (December 2014).

Reviewer, Ad Hoc Reviewer, Journal of Production Innovations Management. (December 2014).

Reviewer, Ad Hoc Reviewer, Management International Review. (July 2013 - September 2014).

Reviewer, Conference Paper, 2014 Consortium of International Marketing Conference. (April 2014).

Reviewer, Grant Proposal, Research Grant Counsel in Hong Kong. (March 20, 2014 - April 10, 2014).

Reviewer, Ad Hoc Reviewer, International Journal of Production Research. (September 2013).

Reviewer, Ad Hoc Reviewer, Journal of International Business Studies. (August 2013).

Reviewer, Grant Proposal, Research Grant Council. (April 6, 2013 - April 7, 2013).

Reviewer, Ad Hoc Reviewer, Journal of International Business Studies. (March 2013).

Reviewer, Ad Hoc Reviewer, International Journal of Production Economics. (February 2013).

Reviewer, Ad Hoc Reviewer, Journal of International Marketing. (March 4, 2012 - July 5, 2012).

Reviewer, Ad Hoc Reviewer, MIT-Sloan Management Review. (April 2012 - May 2012).

Reviewer, Ad Hoc Reviewer, Asian Pacific Journal of Management. (December 2011 - May 2012).

Reviewer, Ad Hoc Reviewer, Research Grant Council, General Research Grant. (April 3, 2012 - April 4, 2012).

Reviewer, Ad Hoc Reviewer, International Marketing Review. (September 2011).

Reviewer, Ad Hoc Reviewer, Journal of Product Innovation Management. (September 2011).

Reviewer, Ad Hoc Reviewer, Strategic Management Journal. (August 2011).

Reviewer, Grant Proposal, General Research Grant in Hong Kong. (March 20, 2011 - March 22, 2011).

Reviewer, Journal Article, Asia Pacific Journal of Management. (January 2011).

Reviewer, Ad Hoc Reviewer, CIMaR 2010 Conference. (March 2010).

Reviewer, Ad Hoc Reviewer, Thunderbird International Business Review. (March 2010).

Reviewer, Invited Manuscript, Journal of International Marketing. (June 2007 - March 2010).

Reviewer, Ad Hoc Reviewer, Management International Review. (January 2010).

Reviewer, Ad Hoc Reviewer, Journal of International Business Studies. (September 2007 - October 2008).

Reviewer, Ad Hoc Reviewer, Academy of International Business Annual Conference 2008. (February 2008).

Reviewer, Ad Hoc Reviewer, 2007 Academy of International Business Annual Conference. (2007).

Reviewer, Ad Hoc Reviewer, 2007 Academy of Marketing Conference. (2007).

Reviewer, Ad Hoc Reviewer, Journal of International Business Studies. (September 2007).

Reviewer, Ad Hoc Reviewer, 2006 Academy of International Business Annual Conference. (2006).

Designated Discussant representing the Department of Marketing and Supply Chain Management at Michigan State University, Annual Albert Haring Symposium Fellow. (2003).

Public Service

Providing marketing advice to small business owners. (May 2013).

Development Activities Attended

Conference Attendance, "Decision Science Institute Annual Conference," Decision Science Institute Annual Conference, Washington DC, United States. (November 16, 2018 - November 18, 2018).

Conference Attendance, "American Marketing Association," Boston, United States. (August 2013).

Workshop, "Faculty Development in International Business," University of South Carolina, Moore School of Business, Columbia, South Carolina, United States. (June 2, 2013 - June 9, 2013).

Conference Attendance, "Academy of International Business Annual Conference." (June 27, 2010 - June 28, 2010).

Brown Bag Seminars of Faculty Research. (September 2009 - May 2010).

Lecture Series, "Stata Lecture Series." (2006).

Presentations, University of Vermont. (2006).

Workshop, "Classroom Conflict Workshop," University of Vermont. (2006).

Panel, "UVM School of Business Administration Real Estate Panel," University of Vermont. (October 7, 2005).

Workshop, "Internationalizing Doctoral Education in Business," Michigan State University. (2004).

Workshop, "Midwest Marketing Camp," Michigan State University. (2004).

Conference Attendance, "Annual Albert Haring Symposium Fellow," Indiana University. (April 2003).

Seminar, "Midwest Marketing Camp," University of Illinois at Urbana Champion. (2002).

Seminar, "Midwest Marketing Camp," University of Michigan. (2001).

Workshop, "Internationalizing Doctoral Education in Business," University of Wisconsin at Madison. (2001).