

# Intellectual Contributions

The University of Vermont  
July 1, 1925 - May 31, 2026

## Book Chapters

*Book, Chapter in Scholarly Book-New (Published)*

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

*Book, Chapter in Scholarly Book-New (Published), GSB Tier: 8*

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

*Book, Chapter in Scholarly Book-New (Accepted)*

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

## Refereed Journal Articles

*Journal Article, Academic Journal (Published), GSB Tier: 2*

Wang, L., Zhang, C. (2023). Do emerging market multinational corporations headquarter-subsidiary relationships foster subsidiary innovation and performance in developed markets? *Industrial Marketing Management.*

*Journal Article, Academic Journal (Published), GSB Tier: 2*

Huang, Y., Surface, D., Zhang, C. Corporate social responsibility and sustainability practices in B2B markets: A review and research agenda. *Industrial Marketing Management.*

*Journal Article, Academic Journal (Published), GSB Tier: 2*

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.*

*Journal Article, Academic Journal (Published), GSB Tier: 2*

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.

*Journal Article, Academic Journal (Published), GSB Tier: 2*

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.*

*Journal Article, Academic Journal (Published), GSB Tier: 2*

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.*

*Journal Article, Academic Journal (Published), GSB Tier: 2*

Zhang, C., Li, J. J., Huang, Y. (2017). Sustaining relationships after exchange noncooperation. *Marketing Letters.*

*Journal Article, Academic Journal (Published), GSB Tier: 1*

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*.

*Journal Article, Academic Journal (Published), GSB Tier: 0*

Zhang, C., Wu, F., Henke, J. W. (2015). Leveraging Boundary Spanning Capabilities to Encourage Supplier Investment: A Comparative Study. *Industrial Marketing Management*.

*Journal Article, Academic Journal (Published), GSB Tier: 0*

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*.

*Journal Article, Academic Journal (Published), GSB Tier: 0*

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.  
<http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.12.2.7.32902>

*Journal Article, Academic Journal (Published)*

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*.

*Journal Article, Academic Journal (Published), GSB Tier: 10*

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*.

*Journal Article, Academic Journal (Published), GSB Tier: 20*

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.  
[http://www.sciencedirect.com/science?\\_ob=MIimg&\\_imagekey=B6VB7-50GWNC7-1-3&\\_cdi=5919&\\_user=1563816&\\_pii=S0272696310000471&\\_origin=search&\\_coverDate=07%2F09%2F2010&\\_sk=999999999&view=c&wchp=dGLbVlz-zSkzk&md5=db4e7a806204b1833e7477ad6459e250&ie=/sdarticle.pdf](http://www.sciencedirect.com/science?_ob=MIimg&_imagekey=B6VB7-50GWNC7-1-3&_cdi=5919&_user=1563816&_pii=S0272696310000471&_origin=search&_coverDate=07%2F09%2F2010&_sk=999999999&view=c&wchp=dGLbVlz-zSkzk&md5=db4e7a806204b1833e7477ad6459e250&ie=/sdarticle.pdf)

*Journal Article, Academic Journal (Published), GSB Tier: 20*

Henke, Jr., J. W., Zhang, C. (2010). Increasing Supplier-Driven Innovation. *MIT Sloan Management Review*, 41-46.  
<http://sloanreview.mit.edu/the-magazine/articles/2010/winter/51209/increasing-supplier-driven-innovation/>

*Journal Article, Academic Journal (Published), GSB Tier: 20*

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.  
<http://linkinghub.elsevier.com/retrieve/pii/S027269630900031X>

*Journal Article, Academic Journal (Published), GSB Tier: 10*

Henke Jr., J. W., Yenyurt, S., Zhang, C. (2009). Supplier Price Concessions: A Longitudinal Empirical Study. *Marketing Letters*, 20(1), 61-74.  
<http://www.springerlink.com/content/q0170w881t115136/>

*Journal Article, Academic Journal (Published), GSB Tier: 10*

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.

*Journal Article, Academic Journal (Published), GSB Tier: 10*

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.

<https://www.msu.edu/~griff296/articles/2006%20JWB%20Griffith%20Zhang%20Cavusgil.pdf>

*Journal Article, Academic Journal (Published), GSB Tier: 10*

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.

<http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.14.2.85>

*Journal Article, Academic Journal (Published)*

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.

<http://www.emeraldinsight.com/Insight/viewContentItem.do?contentType=Article&hdAction=Inkhtml&contentId=855545>

*Journal Article, Academic Journal (Published)*

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.

<http://ideas.repec.org/a/pal/jintbs/v34y2003i6p550-566.html>

*Journal Article, Academic Journal (Published)*

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.

<http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.11.1.47.20136>

## Non-Refereed Journal Articles

*Journal Article, Academic Journal (Published), GSB Tier: 2*

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

*Journal Article, Academic Journal (Published)*

Wang, L., Zhang, C. (2025). Can digitalization transform conventional governance to curb supplier opportunism in emerging markets? *International Journal of Operations and Production Management*.

*Journal Article, Academic Journal (Published)*

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.

*Journal Article, Academic Journal (Submitted)*

Wang, L., Zhang, C., Wu, F. Can digitalization foster new product performance of emerging market MNC subsidiaries? An empirical study of Chinese MNCs and their subsidiaries in developed markets. *International Marketing Review*.

## Conference Proceedings

*Conference Proceeding (Published), GSB Tier: 2*

Zhang, C. (2013). *Reciprocity between buyer cost-sharing and supplier willingness to invest in technology*. American Marketing Association.

*Conference Proceeding (Published), GSB Tier: 2*

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.

*Conference Proceeding (Published), GSB Tier: 2*

Zhang, C., Hu, Z. (2007). *Coordination Practices of Export Manufacturers: A Cluster Analysis of Indigenous Chinese Exporters*. Academy of Marketing Science.

*Conference Proceeding (Published), GSB Tier: 2*

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.  
<http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.14.2.85>

*Conference Proceeding (Published)*

Zhang, C., Li, J., Huang, Y. (2015). *Relationship renewal after exchange disturbances: efficacy of adjustments in formalization versus adjustments in socialization*. American Marketing Association.

*Conference Proceeding (Published)*

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.

*Conference Proceeding (Published)*

Zhang, C. (2003). *Managing Salesperson Opportunism: The Relational Governance Mechanisms*. American Marketing Association Winter Educators' Conference Proceedings.

## Other Intellectual Contributions

*Book Review (Published), GSB Tier: 0*

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

*Book Review (Published), GSB Tier: 0*

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.  
<http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.12.2.7.32902>

*Research Report (Published), GSB Tier: 0*

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).