

Dr. Chun Zhang
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BSAD-Marketing
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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

RESEARCH

Research Publications

Book Chapters

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

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.
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
- 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/>
- 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>
- Henke Jr., J. W., Yeniyurt, S., Zhang, C. (2009). Supplier Price Concessions: A Longitudinal Empirical Study. *Marketing Letters*, 20(1), 61-74.
<http://www.springerlink.com/content/q0170w881t115136/>
- 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.
<https://www.msu.edu/~griff296/articles/2006%20JWB%20Griffith%20Zhang%20Cavusgil.pdf>

- 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>
- Cavusgil, S. Tamer, Deligonul, 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>
- 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>
- 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>
- 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>

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. <http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.14.2.85>
- 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. <http://www.atypon-link.com/AMA/doi/abs/10.1509/jimk.12.2.7.32902>

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. (Author & Presenter), American Marketing Association Global Marketing Conference 2026, "Can digital technologies enhance the power of structural constraints of buyer opportunism in global supply chains?," Nice, France. (May 26, 2026).

Zhang, C., American 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," Tsinghua 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 bribes," 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).

Research Currently in Progress

- "Can digital technologies enhance the power of structural deterrents of buyer opportunism in global supply chains?" (On-Going).
The current study builds on the literature of supply chain digitalization, institutional theory and supply chain opportunism to examine how structural constraints of opportunism including legal enforcement of contracts and supplier network embeddedness independently and in combination with different types of digital technologies (DTs) to curb various forms of buyer opportunism in global supply chains.
- "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).

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.

"Improvise to Recover and Renew: Digital Capabilities and Multiple Paths to Supply Chain Resilience" (Writing Results).

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 determined by the type of digital capabilities a firm has.

Contracts, Grants and Sponsored Research

Grant

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

Invited to be on the Editorial Review Board of a GSB top-tier journal, International Journal of Operations and Production Management. (March 7, 2026).

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).

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).

Research and travel grant, International Motor Vehicle Program. (August 2006).

Research and travel grant, International Motor Vehicle Program. (August 2006).

Research and travel grant, International Motor Vehicle Program at MIT. (August 2005).

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

TEACHING

Teaching Experience

The University of Vermont

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, 6 courses.
BUS 3580, D2: Intl Market Analysis, 8 courses.

SERVICE

Service to Academic Community

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

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

Committee Member, Family Business Search Committee. (January 2026 - December 2026).

Coordinating GB theme courses, Global Business Theme. (January 2026 - March 2026).

Committee Member, Finance Search Committee. (July 2025 - January 2026).

Committee Member, Mentoring Committee. (August 2022 - November 2025).

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 Srini 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 including GSB

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, International Journal of Operations and Production Management. (April 2026 - December 2027).

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

Guest Speaker, Vermont Council on World Affairs. (September 2025).

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