

## 英文简历

所属院系: Business School

姓名: Gao Chongyan

专业: Management Science and Engineer

职称: Associate Professor

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### EDUCATION

- 9/2001–6/2006: **Ph.D.** in Management Science and Engineering, School of Economics and Management, Southwest Jiaotong University, China.  
Dissertation Topic: Studies on Value, Satisfaction and Uncertainty in Service Management. Supervisors: Jianmin Jia and Hu Pei.
- 7/1999–9/2001: **Master** of Business Administration, School of Economics and Management, Southwest Jiaotong University, China.  
Awarded for the second place of the first “Zhixin Cup” Entrepreneurship MBA Competition in Sichuan Province.
- 9/1991–7/1995: **Bachelor** of Science in Veterinarian Science, Northeastern Agricultural University, China.

### EXPERIENCE

- 8/2006-present: **Associate Professor**, Department of Marketing, School of Business, University of International Business and Economics, Beijing.
- 9/2012-7/2014: **Visiting Scholar**, Department of Marketing, School of Smith Business, University of Maryland, College Park
- 10/2008-2/2009: **Visiting Scholar**, Department of Marketing, School of Business, Columbia University, New York
- 1/2007-7/2008: **Postdoctoral Fellow**, Department of Marketing, Chinese University of Hong Kong.
- 8/2005-8/2006: **Research Associate**, Department of Marketing, Chinese University of Hong Kong.  
Participated in a joint project of CRM between China CITIC Bank and CUHK.
- 3/2004-7/2005: **Research Assistant**, Department of Marketing, Chinese University of Hong Kong.  
Conducted research on service-profit chain and CRM.
- 7/2007-Present: **Reviewer** of Journal of Management Sciences (Chinese)
- 6/2003–6/2009: **Independent Director**, Tibet Tourism Ltd. Co.

Teaching

Principle of Marketing, Business Research, CRM

### Research Fields:

Marketing Strategy, Intelligence Marketing

主要研究项目（包括科研项目，学术基金等）：

- 1、 “The impact of customer satisfaction and its uncertainty on company's financial performance,” #70772001, National Natural Science Foundation of China (NSFC), 10/ 2007-9/2009. (Principal Investigator)
- 2、 “Risk-Value Studies: Extensions and Applications in Marketing and Financial Modeling,” Collaboration Research Grant for Distinguished Overseas Young Scholar #70229001, National Natural Science Foundation of China (NSFC), 1/ 2003-12/2005. (Co-Investigator under Principal Investigator Jianmin Jia)
- 3、 “The Effect of Customer Satisfaction Uncertainty on Service Quality Evaluation,” Direct Grant for Research 2004-2005, Chinese University of Hong Kong (Co-Investigator)
- 4、 “Data Mining for China Citic Bank,” Grant from the Asia-Pacific Institute of Business, Chinese University of Hong Kong, 7/2005-8/2006. (Co-Investigator)
- 5、 “The Effect of Uncertainty on Consumer Satisfaction and Service Quality Evaluation,” Earmarked Research Grant #CUHK 4729/06H, the Research Grant Council of Hong Kong, 9/2006-8/2008. (Co-Investigator)

主要研究成果（包括获奖情况、发表文章、书籍、会议论文或论文集等）

1. Gao, Chongyan, “Service-Profit Chain in Retailing: A Case Analysis in Two Giant Retailers in the World,” Management Review, Vol.16, No.9, 2004. (In Chinese)
2. Gao, Chongyan and Kinnam Lau, “A Data Mining Approach to Performance Management in the Banking Industry,” Proceedings of IEEE International Conference on Service Systems and Service Management, Chongqing, China, June 13-15, 2005.
3. Dong, Xiaohong and Chongyan Gao, “Database Marketing and Applications in the Chinese Retailing Industry,” Studies of Economic Theory, August 2005. (In Chinese)
4. Gao, Chongyan and Jianmin Jia, “Service Quality Judgment under Uncertainty,” INFORMS Annual Meeting, San Francisco, USA, November, 2005.
5. Lau, Kinnam and Chongyan Gao, “Research and Applications of Customer Relationship Management in the Banking Industry,” Marketing Herald, No. 12, 2005. (In Chinese)

6. Gao, Chongyan, Jianmin Jia and Zhao Ping, "Analysis of Service Quality and its Attributes of Chinese Retail Banks," Management Review, Vol. 18, No. 4, 2006. (In Chinese)
7. Jia, Jianmin and Chongyan Gao, "Reflection Effect on the Evaluation of Service Quality," The INFORMS International Conference, Hong Kong, June, 2006.
8. Gao, Chongyan and Kinnam Lau, "Cross Selling Approach in the Banking Industry," Management Review, Vol. 18, No. 8, 2006. (In Chinese)
9. Gao, Chongyan, Jianmin Jia and Zhao Ping, "Evaluation of Banking Service Quality under Uncertainty," Nankai Management Review, Vol. 9, No. 4, 2006. (In Chinese)
10. "Service Quality and Attribute-Based Performance of Chinese Retail Banks", Gao Chongyan, Jia Jianmin and Zhao Ping, Proceedings of IEEE International Conference on Service Systems and Service Management, France, October, 2006.
11. Jia, Jianmin, Liaogang Hao and Chongyan Gao, "Transformation and Development of the Chinese Consumer Market," PKU Business Review, No. 9, 2006. (In Chinese)
12. Gao, Chongyan and Jianmin Jia, "The Uncertainty Effect of Customer Satisfaction on Service Quality Evaluation," Journal of Management Sciences in China, Vol. 10, No. 2, 2007. (In Chinese)
13. Jia, Jianmin, Liaogang Hao and Chongyan Gao, "When Lucky Draws are More Attractive than Coupons," presented at the INFORMS Marketing Science Conference, Singapore, June 28-30, 2007.
14. Gao, Chongyan and Hao Liaogang, "Empirical Studies of the Value Structure of Chinese Managerial Employees," HuaDong Economics Management, April, 2009 (In Chinese)
15. Gao, Chongyan and Liaogang Hao, "The Impact of Expectation and Competition on Employee Satisfaction and Loyalty," Journal of Management, Jan, 2010 (In Chinese)

## **Awards**

1. Received the First Place Award for the Excellent Paper of China Marketing

Association in 2005, for the paper “The Uncertainty Effect of Customer Satisfaction on Service Quality Evaluation.”

2. Received the 2007 Research Grant from CPA Australian Hong Kong China Division