

Chen Ke

NAME: Ke CHEN

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Associate Professor, Business School

EDUCATION

(Please refer from the most recent degree; please indicate research topics and dissertation topics for Doctoral or higher degrees)

Doctor of Philosophy (Ph.D.), 09/2003-07/2007

Guanghua School of Management

Peking University, Beijing, China

Major: Enterprise Management

Research topic: The Roles of Should Expectation and Self-Regulatory Orientations on Determining the Effects of Service Recovery

Master of Management (MM), 09/2000-07/2003

School of Journalism and Communications

Tsinghua University, Beijing, China

Major: Media Management

GENERAL WORK EXPERIENCE

(Please list here ONLY general information on your work experiences, explanations are required in later items; please follow the examples as you write.)

12/2011 to present, Associate Professor, University of International Business and Economics, Beijing, China

08/2007 to 12/2011, Assistant Professor, University of International Business and Economics, Beijing, China.

RESEARCH INTERESTS

1. Services Marketing
2. Consumer Behavior
3. Corporate Social Responsibility

TEACHING INTERESTS

1. Marketing Theories
2. Services Marketing
3. Business Research Methods
4. Consumer Behavior

RESEARCH PROJECTS

**(Please include academic research projects and entrepreneurial projects, etc.)
Emphasis on the recent 5 years (2007-2011)**

“A Study on Branding Strategy of Cities” 2008

“Effects of Consumers’ Self-Regulatory Orientations on Service Recovery” 2007

GRANTS (Emphasis on the recent 5 years 2009-2013)

National Foundation of Science of China 2013-2016, “Group Service Failure and Recovery: Competing Theory Development and Empirical Testing”, No. 71272043.

National Foundation of Science of China 2009-2010, “Customer Participation in Service Recovery: Concepts, Drivers and Mechanism”, No. 70902036.

HONORS AND AWARDS

FACULTY EXPERINCES

ACADEMIC VISITING EXPERIENCE

Exchanging Scholar in the W. P. Carey School of Business, Arizona State University, AZ (Jan. –May 2006)

UNIVERSITY ADMINISTRATIVE EXPERIENCE

(Please explain the administrative positions as part of the faculty responsibilities within the university)

TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

UNDERGRADUATE LEVEL

(03/2009-07/2013) Principles of Marketing, University of International Business and Economics (UIBE)

(09/2007-02/2011) Services Marketing, UIBE

(09/2009-02/2010) Marketing Management, UIBE

(09/2011-12/2013) Business Research Methods, UIBE

POSTGRADUATE LEVEL

(03/2011-07/2011) Services Marketing, UIBE

(09/2011-12/2013) Consumer Behavior, UIBE

(09/2013-12/2013) Business Research Methods, UIBE

PUBLICATIONS

(Please list the publications from the most recent 5 years (2008.6-2013.6) AND the important publications before 2008; follow the categories and examples, write “None” if there is no works for particular category; include those which belong to none of the categories in “Others.”)

1. PEER REVIEW JOURNAL ARTICLE

Ke Chen and Shantong Li (2010). “The Effects of CSR on Corporate Financial Performance: Perspective of Key Elements”, *Statistics Research* (in Chinese), 105-111.

Xiaoyu Liu, Jiaqi Xue, and Ke Chen (2011). “Emotion Interaction between Service Employee and Consumer: A Literature Review”, *Management Modernization* (in Chinese), 2.

Ke Chen, Rungting Tu, and Ping Tu (2011). “Customer Self-Regulatory Orientation, Compensation Manners, and Post-Recovery Satisfaction”, *Journal of Shanxi Finance and Economics University* (in Chinese), 5.

Ke Chen and Xiaoling Guo (2010). “Characteristics and Implications of Chinese Consumers’ Self-Regulatory Orientations”, 2, 61-63.

Tu Rungting, Chen Ke, Lin Cheryl C. J. “The Dynamic Role of “Should Expectation” in Service Recovery Paradox”, *Frontiers of Business Research in China*, 2009, 3 (4), 583-598.

Ke Chen and Rungting Tu (2009). “A Dual-Expectation Theory of Service Recovery: A Dynamic

Perspective”, *Management Review* (in Chinese), 1, 53-58.

Ke Chen, Yuan Wang, and Minghua Jiang (2008). “The Relationship between Brand Personality and Life Style based on Brand Choice”, *Journal of Shanxi Finance and Economics University* (in Chinese), 12, 48-52.

Ke Chen and Rungting Tu (2008). “Customizing Service Recovery Efforts based on Customers’ Self-Regulatory Orientations”, *Nankai Management Review* (in Chinese), 4, 49-56.

Rungting Tu, Ke Chen and Cheryl Lin (2007). “When does Service Recovery Paradox Occur: The Role of Should Expectation”, *Journal of Marketing Science* (in Chinese), 3 (4), 28-37.

Lin, C. J., R. Tu, K. Chen, P. Tu “The Changing Expectations of Consumers in Cross-Cultural Encounters”, *International Management Review*, 2007, 3 (3): 27-35.

2. RESEARCH MONOGRAPH

Ke Chen 2008. *Making Your Customers More Satisfied: How to Deliver Service Recovery*. UIBE Press.

3. BOOK

4. CHAPTERS IN BOOK

5. CONFERENCE & MEETING PROCEEDING (PUBLISHED)

Xie, Y. and K. Chen “When the Online Social Presence is Undesirable? The Effects of Online Anthropomorphism, Need for Interaction and Social Exclusion on Consumers' Privacy Concern,” European Conference of the Academy of Consumer Research, Barcelona, Spain, July 5, 2013.

Veale, R., V. N. Lu and K. Chen “The Blame Game Post an Organisational Crisis: A Cross-National Study on the Role of Country of Origin,” the AIB 2013 Conference in Istanbul, Turkey, Jul. 3, 2013. (Best Paper Nomination)

Chen, K., R. Tu, and P. Tu “Investigating the Interactive Effects of Customers’ Self-Regulatory Focus and Service Recovery Efforts on Customer Satisfaction,” the 3rd International Research Symposium in Service Management (IRSSM-3), University of International Business and Economics, Jul. 5, 2012.

Chen, K. “Will Customer Participate in Service Recovery? The Moderating Role Of Service Accessibility,” the 21st Annual Frontiers in Service Conference, University of Maryland, Jun. 15,

2012.

Ke Chen, Xiaoling Guo (2010). "Individual's Self-Regulatory Orientations in Management from Cultural Difference Perspective", Proceedings of the International Conference on Emergency Management and Management Sciences 2010. (EI Indexed).

Ke Chen (2010). "Antecedents and Consequences of Customer Participation in Service Recovery", 2010 Journal of Marketing Science (JMS) Annual Conference, Beijing.

Ke Chen, Shantong Li (2009). "Path Analysis on the Effects of Corporate Social Responsibility on Corporate Financial Performance", 2009 JMS Annual Conference, Tianjin.

Ke Chen, Xiulan Zhang (2009). "Smoking Probability and Cigarettes Consumption of Chinese People", Special Track in International Conference on Bioinformatics and Biomedical Engineering 2009, Beijing. (EI Indexed)

Ke Chen & Xiaoling Guo (2008). "Cross-Cultural Differences of Individual's Self-Regulatory Orientations", 2008 JMS Annual Conference, Xi'an.

Ke Chen, Rungting Tu and Ping Tu (2007). "Heterogeneity in Evaluation toward Service Recovery: The Role of Self-Regulatory Orientations", 2007 JMS Annual Conference, Shanghai.

5. CASES or a SET of CASES

PROFESSIONAL EXPERIENCE

(Please indicate all working experiences in addition to Academic Visiting/University Administrative/Teaching experiences; especially professional experiences within the most recent 5 years. "Entrepreneurial Experiences" includes both full-time and part-time positions, e.g. permanent positions, trainer, etc. "Consulting Experiences" refers to the paid knowledge and information consultancy to achieve business goals. "Significant participation in business professional associations" includes service in commercial or uncommercial associations, participation in related issues and direct contact with business and other organizational leaders. "Community Services" indicates the faculty responsibilities in addition to teaching and researching activities, such as curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

ENTREPRENEURIAL EXPERIENCES

CONSULTING EXPERIENCES

CUMMUNITY SERVICES

(Please indicate faculty responsibilities except teaching and research responsibilities: e.g. curriculum development, dissertation defense, faculty interview, academic committee membership, etc.)

Student Supervising and Mentoring:

- Mentoring and supporting over 70 students pursuing their bachelor's degrees;
- Mentoring and supporting over 20 students pursuing their MBA's degree;

Dissertation Defense:

- Evaluating the dissertation defense of more than 200 undergraduate students;
- Evaluating the dissertation defense of more than 100 graduate students

PROFESSIONAL DEVELOPMENT

(Please indicate the professional activities, especially those within the most recent 5 years (2009-2013); write "None" if no activity is referred.)

SYMPOSIUMS

- International Forum of Marketing Science and Application in China, Hangzhou, July 11-12, 2011.

SEMINARS

WORKSHOPS

- Case Teaching Workshop, Ivey School of Business and Beijing Normal University, Beijing, Dec 24-25, 2011.

MEETINGS

CONFERENCES

- the 8th conference of Journal of Marketing Science, Guangzhou, Aug., 2011.
- the International Conference on Emergency Management and Management Science, Beijing, Aug., 2010.
- the 7th conference of Journal of Marketing Science, Beijing, Aug. 2010.
- the 6th conference of Journal of Marketing Science, Tianjin, Oct., 2009.
- the International Conference on Bioinformatics and Biomedical Engineering, Beijing, Jun., 2009.

OTHER EXPERIENCE

(Please indicate any experience which is not included in "Faculty Experience," "Professional Experience," or "Professional Development.")