

# Academic Vitae

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NAME: Leinan Zhang

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Assistant Professor, Marketing Department

## EDUCATION

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

### **Doctor of Management Science, 02/2006-07/2010**

School of Management

Xi'an Jiaotong University, Xi'an, Shaanxi, China

Major: Marketing

Research topic: Relationship marketing, International Marketing, Service Marketing.

### **Master of Management Science, 09/2004-02/2006**

School of Management

Xi'an Jiaotong University, Xi'an, Shaanxi, China

Major: Marketing

### **Bachelor of Management, 09/2000-07/2004**

School of Management and Engineering

Xi'an University of Posts and Telecommunications, Xi'an, Shaanxi, China

Major: Information Management

## GENERAL WORK EXPERIENCE

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

**2010.08- now, University of International Business and Economics, Marketing Department.**

## **RESEARCH INTERESTS**

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1. Relationship marketing
2. Marketing strategy
3. Service marketing

## **TEACHING INTERESTS**

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1. Principles of marketing
2. Sales management
3. Customer relationship management
4. Marketing channel management
5. Marketing Engineering

## **RESEARCH PROJECTS**

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**(Please include academic research projects, teaching projects and entrepreneurial projects, etc.) Emphasis on the recent 5 years (2008.6-2013.6)**

**Example:**

Jan. 2012 –Dec. 2014, in charge of a National Natural Science Foundation Project (No. 71102078), Channel Cooperation Behaviors, Control Mechanisms and Relational Output: a Empirical Study Based on Loose Coupling Theory.

2011, in charge of a project from UIBE, the formation mechanisms of competition among channel members.

Jan. 2012 –Dec. 2014, participant in a National Natural Science Foundation Project (No. 71102028), A Study on the Need Dependent Pricing Supply Chain Contract Modeling based on the Structural Character.

Jan. 2012 –Dec. 2014, participant in a National Natural Science Foundation Project (No. 71102079), Supply Chain Orientation based on Service Dominant: Dimension Construction, Driving Factors and Influence Mechanisms on Performance.

Jan. 2012 –Dec. 2014, participant in a National Natural Science Foundation Project (No. 71102080), How can Hair, Lenova etc. Global Brands from Developing Counties be accepted by Consumers from Developed Countries? A Study on the Influence of Consumer Global-Local Identification.

Jan. 2009 –Dec. 2011, participant in a National Natural Science Foundation Project (No. 70872090), Study on Antecedents and Consequents of Channel Members' Coopetition Behaviors

Jan. 2006 –Dec. 2008, participant in a National Natural Science Foundation Project (No. 70572037), "Impacts of Channel Members' Knowledge Transfer on Enterprise Product Innovation.

Jan. 2006 –Dec. 2008, participant in a New Century Excellent Talents Project (NCET-04-0933), Knowledge Transfer between Channel Members.

### **GRANTS (Emphasis on the recent 5 years 2008.6-2013.6)**

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National Natural Science Foundation Project (No. 71102078), " Channel Coopetition Behaviors, Control Mechanisms and Relational Output: a Empirical Study Based on Loose Coupling Theory", Jan. 2012 –Dec. 2014, Host.

National Natural Science Foundation Project (No. 71102028), " A Study on the Need Dependent Pricing Supply Chain Contract Modeling based on the Structural Character", Jan. 2012 –Dec. 2014, Participant.

National Natural Science Foundation Project (No. 71102079), " Supply Chain Orientation based on Service Dominant: Dimension Construction, Driving Factors and Influence Mechanisms on Performance", Jan. 2012 –Dec. 2014, Participant.

National Natural Science Foundation Project (No. 71102080), " How can Hair, Lenova etc. Global Brands from Developing Counties be accepted by Consumers from Developed Countries? A Study on the Influence of Consumer Global-Local Identification", Jan. 2012 –Dec. 2014, Participant.

National Natural Science Foundation Project (No. 70872090), "Study on Antecedents and Consequents of Channel Members' Coopetition Behaviors", Jan. 2009 –Dec. 2011, Participant.

National Natural Science Foundation Project (No. 70572037), "Impacts of Channel Members' Knowledge Transfer on Enterprise Product Innovation", Jan. 2006 – Dec. 2008, Participant.

New Century Excellent Talents Project (NCET-04-0933), Jan. 2005 – Dec. 2008, Participant.

## **HONORS AND AWARDS**

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Excellent graduate student, 2005, 2006, an honor awarded by Xi'an Jiaotong University.

Peng Kang Award, 2007, 2009, awarded by Xi'an Jiaotong University.

Talent Project (1st), 2008, awarded by School of Management, Xi'an Jiaotong University.

Second-Class Award, 2008, awarded by Journal of Marketing Science Doctoral Forum.

## **FACULTY EXPERINCES**

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### **ACADEMIC VISITING EXPERIENCE**

### **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)**

1. Conspectus of marketing, 09/2010-01/2011, 09/2011-01/2012, IBS, UIBE
2. Principles of marketing, 03/2011-07/2011, IBS, UIBE
3. Sales and customer relationship management, 03/2011-07/2011, IBS, UIBE

### **UNDERGRADUATE LEVEL**

## **PUBLICATIONS**

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(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**

Yadong Luo, Yi Liu, Leinan Zhang, and Ying Huang. A taxonomy of control mechanisms and effects on channel cooperation in China. *Journal of the Academy of Marketing Science*. 2011, 39(2): 307-326.

Xue J.Q., Liu Y. and Zhang L.N. The Impact of Manufacturer’s Specific Investments on Distributor’s Opportunism under the Condition of a Competitive Relationship, *Management Review*, 2011, 23(9):76-84.

Yi Liu, Yuan Li, and Leinan Zhang. Control Mechanisms across a Buyer-Supplier Relationship Quality Matrix. *Journal of Business Research*. 2010, 63 (1): 3-12.

Zhang, L.N., Liu, Y., and Zhao, Y. the Measurement and Evaluation of Culture Rigid, *Statistics and Decision*, 2009, 22: 165-166.

Zhang, L.N., Liu, Y., and Zhao, Y. the Relationship Satisfaction and Knowledge Transfer between Trading Partners, *Journal of Information*, 2009, 12: 38-41.

Zhang, L.N., Liu, Y., and Zhao, Y. the Study on Causes and Impact Mechanism of Organizational Culture Rigid, *Modern Management Science*, 2009, 12: 81-82.

Zhao, Y., Liu, Y., and Zhang, L.N. Study of Control Mechanisms, Knowledge Sharing and Joint Performance of Strategic Alliance, *Scientific Management Research*, 2009, 6: 51-54, 81.

Zhao, Y., Liu, Y., and Zhang, L.N. A Study of Market Orientation, Channel Coordination and Channel Knowledge Acquisition, *Science & Technology Progress and Policy*, 2010, 3: 109-111.

**2. RESEARCH MONOGRAPH**

**3. BOOK**

#### **4. CONFERENCE & MEETING PROCEEDING**

How to Benefit from Coopetition Behavior with Channel Members in Rural Market in China? A Multi-level Analysis from the BOP Perspective. American Marketing Academy Winter Marketing Educators' Conference, 2012, Florida, USA.

Zhang, L.N., and Liu, Y. A Study on the Difference of Using Control Mechanisms in Different Types of the Relationship Satisfaction. Journal of Marketing Science Annual Conference, 2008, Xi'an Jiaotong University, Xi'an.

Zhang, L.N., and Liu, Y. Control Mechanisms across a Buyer-Supplier Relationship Quality Matrix, Journal of Marketing Science Annual Conference, 2007, Fudan University, Shanghai.

#### **5. CASES or a SET of CASES**

#### **PROFESSIONAL EXPERIENCE**

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**(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**

Corporate strategy design projects for Ningxia Electric Power Group (2008), Beijing Science Park Development Group (2010) and Baoji Special Steel & Titanium Industry Co. Ltd (2009) etc..

Corporate culture construction projects for Shaanxi Tar Chemical Engineering Co., LTD (2007), Hongning Railway Co., LTD (2009) and Yongcheng Coal Group (renamed as Henan Coal and Chemical Group) (2008) etc..

Management Information System development and construction project for Northwest Electric Power Design Institute (2005, 2009).

Human Resource Planning Projects (including Compensation and Benefit, Performance evaluation, WPS etc.) for Beijing Science Park Development Group (2010), Baoji Baocheng Group (2009), and Zhashui Coach Station (2009) etc.

Talent Assessment Project for Aircraft Maintenance and Engineering Corporation (Ameco Beijing) (2010).

### **PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS**

Developing the course of Marketing Engineering for postgraduate students in 2012.

3 or 4 faculty interviews per year for the department of marketing since 2010.

At least 20 hours' work for dissertation reviewing and defense per semester in department of marketing since 2010.

Working as a teacher in charge of a class named Global Marketing 2010 since 2010.

### **CUMMUNITY SERVICES**

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

### **PROFESSIONAL DEVELOPMENT**

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**(Please indicate the professional activities, especially those within the most recent 5**

years (2007-2011); write “None” if no activity is referred.)

**SYMPOSIUMS**

the 9<sup>th</sup> Marketing Science Forum, June, 2011, Beijing.

**SEMINARS**

General Beijing and Tianjin Marketing Seminars, 2011, Changcun.

**WORKSHOPS**

Chinese Management Issues Summer Workshop, 2008, Xi’an.

**MEETINGS**

Chinese Marketing Educators’ Meeting: Rethinking and Innovating, 2011, Xi’an.

**CONFERENCES**

American Marketing Academy Winter Marketing Educators’ Conference, 2012, Florida, USA.

Journal of Marketing Science Annual Conference, 2011, Sun Yat-Sen University, Guangzhou.

Journal of Marketing Science Annual Conference, 2010, University of International Business and Economics, Beijing.

Journal of Marketing Science Annual Conference, 2009, Nankai University, Tianjin.

**OTHER EXPERIENCE**

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

Working for *Nankai Management Review*, *Journal of Management Science in China* etc. as a reviewer.