

# Academic Vitae

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NAME: AN Shenghui

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Associate Professor, Business School

## 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 Philosophy (Ph.D.), 09/2000-07/2006**

School of International Economics and Trade,  
University of International Business & Economics, Beijing  
Major: International Economics and Trade  
Research topic: Study on Industrial Customer Relationship Marketing in China

### **Master of Business Administration, 09/1994-07/1997**

School of Business  
University of International Business & Economics, Beijing  
Major: Business Administration

### **Master of Science (MS), 09/1990-07/1994**

College of Chemistry  
Nankai University  
Major: Chemistry

## 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.)

08/1997 to present, Marketing Department, University of International Business & Economics (Associate Professor since 2004)

## RESEARCH INTERESTS

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1. Consumer Behavior

2. Relationship Marketing

3. Service Marketing

## **TEACHING INTERESTS**

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1. Consumer Behavior

2. B2B Marketing

3. Principles of Marketing

4. Global Marketing

## **RESEARCH PROJECTS**

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**(Please include academic research projects and entrepreneurial projects, etc.)**

Study on interaction mechanism of service group emotion mood, employee emotion and customer emotion, participant

Innovative Research Team of Service Management and Service Internalization, UIBE Innovative Research Team Project, participant

Empirical Study on the Measurement of innovation capability of Outsourcing Service Companies in China, participant

## **GRANTS**

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## **HONORS AND AWARDS**

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## **FACULTY EXPERINCES**

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### **ACADEMIC VISITING EXPERIENCE**

08/2001-10/2001 Visiting Scholar, Management Department, Melbourne University, Australia

### **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)**

**Consumer Behavior**, University of International Business & Economics (09/1997-present)

- Taught courses on Consumer Behavior to undergraduate students, graduate students and MBA students in the School of Business.
- Redesigned the course in order for them to synergize better with other courses in the curriculum.

**B2B Marketing**, University of International Business & Economics (03/2007-present)

- Taught courses on B2B Marketing to undergraduate students and graduate students in the School of Business.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

**Global Marketing**, University of International Business & Economics (09/2000-01/2001)

- Taught courses on Global Marketing to undergraduate students in the School of Business.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

**Principles of Marketing**, University of International Business & Economics (09/1997-present)

- Taught courses on Principles of Marketing to undergraduate students in the School of Business.
- Redesigned my courses in order for them to synergize better with other courses in the curriculum.

### **PUBLICATIONS**

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**(Please list the publications from the most recent 5 years (2005-2009) AND the important publications before 2005; 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. JOURNAL ARTICLE**

AN Shenghui, Study on Service Brand Building Strategy in China, 2013, Vol.1, 113-118.

WANG Yonggui, AN Shenghui and LUO Peng, A comparative Study on the Location Choice of Overseas R&D Investment of TNCs: an empirical study of U.S. and Japan based on panel data, in Shaoming Zou, Huifen Fu (ed.) *International Marketing*

*(Advances in International Marketing, 2011, Volume 21)*, Emerald Group Publishing Limited, 253-282.

LI Dongjin, AN Shenghui and, AHN Jongseok, Regional Differences of Country Image Effect in Chinese Market, *Nankai Business Review International*, 2010, Vol.1, No.1, 39-58.

LI Dongjin, JIANG Ying, AN Shenghui, SHEN Zhe, JIN Wenji, The influence of money attitudes on young Chinese consumers' compulsive buying, *Young Consumers*, 2009, Vol. 10 No.2, 98-109.

LI Dongjin, AN Shenghui, YANG Kai, Exploring Chinese Consumer Repurchasing Intension for Services: An Empirical Investigation, *Journal of Consumer Behavior*, 2008, Vol.7 No. 6, 448-460.

LI Dongjin, AN Shenghui, YANG Hua, Content Analysis of Newspaper Advertisement Westernization in China, *Frontiers of Business Research in China*, 2007, No.4

LU Qibin, GUO Xiaoling, AN Shenghui, Driving Factors behind Consumer Satisfaction: a Comparative Study on Chinese and Foreign Supermarkets in China, *International Management Review*, 2007 Vol. 3 No. 3

AN Shenghui, CHEN Jiang, Study on the Influence of Online Video Advertising on Consumer Decision Process, *Business Times*, 2008, Vol.22.

AN Shenghui, CHEN Jiang, Study on the Application of Online Video Advertising, « *Journal of Central University of Finance & Economics*, 2007

## **2. RESEARCH MONOGRAPH**

Study on Industrial Customer Relationship Marketing in China, UIBE Press, 2007.

## **3. BOOK**

Managing Customer Value, Translation, China, China Renmin University Press, 2006.

## **4. CHAPTERS IN BOOK**

Consumer Behavior, UIBE Press, 2011, editor

Consumer Behavior, China Machine Press, 2007, 3 chapters

## **5. CONFERENCE & MEETING PROCEEDING**

## **6. PAPER & PRESENTATION**

## **7. BOOK REVIEW**

8. OTHERS (peer reviewed cases with instructional materials, instructional software, publicly available material describing the design and implementation of new curricula or courses, technical reports related to funded projects, publicly available research working papers, etc. please specify)

## **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. “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**

Beijing Yiqing Holding Company, 2011

Beijing Sino-Korean Migun Medical Machinery Co. 2008

### **CUMMUNITY SERVICES**

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

Graduate theses dissertation: Each semester since 2004

Interview for the MBA/Graduate students candidates since 2005

Interview for the faculty appliers since 2004

## **PROFESSIONAL DEVELOPMENT**

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

years (2005-2009); write "None" if no activity is referred.)

SYMPOSIUMS

SEMINARS

Seminars on Marketing Research and Teaching, China Association of Management, 2007

Seminars on Service Marketing MBA Course Teaching, China Association of Management, 2005

WORKSHOPS

MEETINGS

China Direct Mail Association Foundation Meeting, China Direct Mail Association, 2006

CONFERENCES

2009 annual conference of Journal of Marketing Science(JMS) , **Nankai University**

**CIMaR-UIBE 2009 JOINT CONFERENCE, UIBE, 2009**

2008 annual conference of Journal of Marketing Science(JMS) , **Xi'an Jiaotong University**

**2008 GLOBAL MARKETING CONFERENCE, Shanghai Jiaotong University**

2007 annual conference of Journal of Marketing Science(JMS), **Fudan University**

Annual conference of Management Sciencein China, **Nanjing University, 2007**

2006 annual conference of Journal of Marketing Science(JMS), **Wuhan University**

OTHER EXPERIENCE

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