



Academic Vitae

NAME: Shiyang Gong

EMAIL: gongshiyang@uibe.edu.cn

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Assistant
Professor in Marketing, Business School

EDUCATION

Doctor of Philosophy (Ph.D.), 2009.9-2015.7

School of Economics and Management,
Tsinghua University, Beijing, China

Major: Marketing

Dissertation: Social Media Marketing and Consumer Adoptions

Visiting Ph.D., 2012.9-2013.9

Sloan School of Management

Massachusetts Institute of Technology

Bachelor of Administration, 2005.9-2009.7

Business School

Beijing Normal University, Beijing, China

Major: Business Administration

GENERAL WORK EXPERIENCE

08/2015 to present Assistant Professor, University of International Business and Economics,
Beijing, China

09/2009-09/2010.9 Editorial Director, *Journal of Marketing Science*

RESEARCH INTERESTS

Social media marketing, Marketing issues in emerging markets, Quantitative marketing models, Field experiments

TEACHING

Global Marketing

GRANTS

1. 2014-2017 Principal Researcher, “Investigation on the Impact of Online Social Media Marketing on Offline Consumer Demand,” National Natural Science Foundation of China.
2. 2012-2014 Principal Researcher, “Spatial Analysis on the Relationship Between Brand Competition and Performance in Regional Markets of China,” National Natural Science Foundation of China.
3. 2012-2014 Principal Researcher, “Experience Sharing on Brand Loving: Based on the Theory of Shared Reality,” National Natural Science Foundation of China.

RESEARCH PROJECTS

1. Shiyang Gong, Juanjuan Zhang, Ping Zhao, and Xuping Jiang. Tweets and Sales. Revise & resubmit, *Journal of Marketing Research* (SSCI, A). Available at <http://ssrn.com/abstract=2461370>.
2. Shiyang, Gong and Jun Huang. Embedded but not Enchanted: How Social Network Predicts Response to Product Recommendation. *Working paper*. Available at <http://ssrn.com/abstract=2529634>.
3. Shiyang Gong, Juanjuan Zhang, Ping Zhao, and Xuping Jiang. Does Tweeting Impact the Bottom Line? *Marketing Science Institute Reports*, 2014, 14-111. Available at <http://www.msi.org/reports/does-tweeting-impact-the-bottom-line/>
4. Shiyang Gong, Angela Liu, Yang Liu, and Ping Zhao. Does Online Word-of-Mouth Determine Products’ Fate: An Empirical Analysis of Online Book Reviews. *Nankai Business Review* (in Chinese), Vol. 15, No. 4, 2012, pp.118-128.
5. Shiyang Gong, Angela Liu, and Ping Zhao. How Do Online Consumer Reviews Influence Product Sales? An Empirical Study Based on Online Book Reviews. *China Soft Science* (in Chinese), Vol. 6, 2013, pp. 171-183.
6. Qian Li, Shiyang Gong, Bo Jiang, and Xiaoye Qian. Impact of Human Capital Investment on Firm Performance: An Empirical Study of Chinese Industrial Firms. *Investment Research* (in Chinese). Forthcoming.

HONORS AND AWARDS

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| 2015 | Best Dissertation Award, Tsinghua University |
| 2015 | Outstanding Ph.D. Graduate, Tsinghua University |
| 2014 | Best Paper Award, <i>Journal of Marketing Science</i> Annual Conference |
| 2013 | National Scholarship for Graduate Students, Education Ministry of China |
| 2012 | Best Paper Award, <i>Journal of Marketing Science</i> Annual Conference |
| 2010-2012 | First-class Scholarship, Tsinghua University |
| 2009 | Beijing Outstanding Graduate |
| 2009 | Outstanding Graduate, Beijing Normal University |
| 2008 | National Scholarship for Undergraduate Students, Education Ministry of China |

2008

First-class Scholarship, Beijing Normal University

PROFESSIONAL DEVELOPMENT

1. 2014 AMA Summer Marketing Educators Conference, San Francisco, USA, 2014
“Tweets and Sales”
2. China India Insights Conference, Lijiang, China, 2014
“Tweets and Sales”
3. Proceedings of the Eighth International Conference on Management Science and Engineering Management Advances in Intelligent Systems and Computing (EI), Lisbon, Portugal, 2014
“Impact of Human Capital Investment on Firm Performance: An Empirical Study of Chinese Industrial Firms”
4. *Journal of Marketing Science* Annual Conference, Xiamen China, October, 2014
“Tweets and Sales”
5. Guanghua Forum, Southwestern University of Finance and Economics, Chengdu, China, April, 2014.
“How to create word-of-mouth in the ear of social media?”
6. *Journal of Marketing Science* Annual Conference, Dalian, China, August, 2012.
“How Do Online Consumer Reviews Influence Product Sales? An Empirical Study Based on Online Book Reviews”
7. *Journal of Marketing Science* Annual Conference, Dalian, China, August, 2012
“Does Online Word-of-Mouth Determine Products’ Fate: An Empirical Analysis of Online Book Reviews”
8. The 7th China Soft Science Symposium, Beijing, China, October, 2012
“How Do Online Consumer Reviews Influence Product Sales? An Empirical Study Based on Online Book Reviews”