

# Academic Vitae

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NAME: Xiong Wei

TEL: 86-10-64494681

EMAIL: veraxiong@uibe.edu.cn

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Associate Professor, Department of Marketing, 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.), 02/2000-01/2005**

School of Management, Graduate University of the Chinese Academy of Sciences, Beijing, PRC

Major: Management Science

Research topic: A Study on Marketing Competence of High/New-Tech Firms

### **Master of Economics, 09/1989-07/1992**

Dept. of International Business Management, Univ. of International Business & Economics (UIBE), Beijing, PRC

Major: Economics

### **Bachelor of Engineering, 09/1984-07/1989**

School of Economic Management, Tsinghua University, Beijing, PRC

Major: Management Information System

## 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.)

07/1992 to present, **Assistant Professor** (07/1992-11/1999), **Associate Professor** (12/1999-present), Director of Dept. of Marketing, Deputy Director of Center for Global Marketing, School of Business, Univ. of International Business & Economics.

09/2007–02/2008, **Visiting Scholar (Fulbright grant)**, Univ. of Missouri-Kansas City (UMKC), Kansas City, USA

Research: A Comparative Study of Marketing Competence of High-Tech Firms: China and the United States

08/2000-09/2001, **Lecturer**, Hong Kong Institute of Business Management  
MBA and Ph.D. project teaching: "Marketing Research, Product and Pricing Strategies in Mainland China"

07/1998–01/1999, **Visiting Scholar**, Univ. of Western Sydney (UWS), Sydney, Australia  
Undergraduates teaching: "Marketing Principles"  
Research: Comparative study of memory pattern in consumer behavior

07/1998–01/1999, **Lecturer**, University of Technology Sydney (UTS), Sydney, Australia  
MBA program teaching: "Global Marketing Management"  
Research: Cross-cultural comparative study on B2B relationship marketing

### **RESEARCH INTERESTS**

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1. Global Marketing
2. Wine Marketing
3. High-tech Marketing

### **TEACHING INTERESTS**

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1. Marketing Management
2. Business Research
3. Consumer Behavior

### **RESEARCH PROJECTS**

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

"Online channel governance of manufacturers under industrial transformation"

"Wine marketing in China: A consumer behavior perspective"

"Optimized allocation and management of technological resources"

“Joint analysis of five managerial elements of technological innovation commercialization”

“A comparative study of R&D-service linkage model: foreign telecommunication firms and state-owned firms”

## **GRANTS**

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2007-2008 **US Fulbright Grant**: \$30,000, “A Comparative Study of Marketing Competence of High-Tech Firms: China and the United States”, (With Prof. Mark Parry) Univ. of Missouri-Kansas City (UMKC), Kansas City, USA

07/1998–01/1999, **Visiting Scholar Exchange Fund**: AU\$10,000, “Comparative study of memory pattern in consumer behavior”, Univ. of Western Sydney (UWS), Sydney, Australia

## **HONORS AND AWARDS**

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Top 100 Best Business Cases, 2013

Outstanding Department Head Award of UIBE, First Prize, 2009-2010 school year

Beijing Science and Technology Awards, Third prize, 2005

Beijing Teaching Achievement Awards (Higher Education), First Prize, 2004

Outstanding Teacher Award of Beijing, 1995

## **FACULTY EXPERINCES**

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### **ACADEMIC VISITING EXPERIENCE**

09/2007–02/2008, **Visiting Scholar (Fulbright grant)**, Univ. of Missouri-Kansas City (UMKC), Kansas City, USA

Research: A Comparative Study of Marketing Competence of High-Tech Firms: China and the United States

07/1998–01/1999, **Visiting Scholar**, Univ. of Western Sydney (UWS), Sydney, Australia

Research: Comparative study of memory pattern in consumer behavior

07/1998–01/1999, **Lecturer**, University of Technology Sydney (UTS), Sydney, Australia

Research: Cross-cultural comparative study on B2B relationship marketing

### UNIVERSITY ADMINISTRATIVE EXPERIENCE

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

06/2010 to present, **Director of Dept. of Marketing**, School of Business, UIBE.

2005 to present, **Deputy Director of Center for Global Marketing**, School of Business, UIBE.

07/1997-05/2010, **Deputy Director of Dept. of Marketing**, School of Business, UIBE.

### TEACHING EXPERIENCE

(Please indicate the complete teaching experiences)

#### **International Marketing**

- UTS (Australia), 08-12/1998, to MBA students.
- CWTC(China World Trade Center Co.), 1999, internal training program, to top and medium management.

#### **Principles of Marketing**

- UIBE, 09/1992-07/2007, to undergraduates majored in Marketing and others.
- UWS (Australia), 07-12/1998, to undergraduates majored in Marketing and others.

#### **Marketing Management**

- UIBE, 09/2000-present, to MBA students.
- Univ. of Ballarat, Australia, 01/2007 and 05/2008, to MBA students of Shenzhen Intake 12 and 16.
- Graduate University of Chinese Academy of Sciences (GUCAS), 09/2005-11/2008, to MBA students.
- UIBE, 03/2009-present, to fulltime postgraduates majored in Marketing and Management.
- Haire, Qingdao Beer, etc., 2003 to present, internal training program, to top and medium management.

#### **Strategic Marketing**

- Univ. of Ballarat, Australia, 10/2008, to MBA students of Shenzhen Intake 19.

#### **Marketing Research**

- UIBE, 1994-2000, to fulltime postgraduates majored in Marketing and Management.
- UIBE, 09/1997-01/2002, to undergraduates majored in Marketing and others.
- UIBE, 09/1997-01/2006, to MBA students.
- PetroChina, UPM—Kymmene, Chint, etc., 2003 to present, internal training program, to

top and medium management.

### **Business Research**

- UIBE, 2000-2009, to fulltime postgraduates majored in Marketing and Management.
- UIBE, 09/2002 to present, to undergraduates majored in Marketing and others.
- UIBE, 03/2011 to present, to MBA students.
- UIBE, 09/2010 to present, to IMBA students (overseas students).
- UIBE, 09/2012 to present, to IUP students (International Undergraduate Program, overseas students).

### **Internet Marketing**

- UIBE, 09/2005-01/2007, to undergraduates majored in Marketing and others.

### **Consumer Behavior in China**

- UIBE, 02/2007-07/2010, to IMBA students (overseas students).

## **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**

- Xiong, Wei, *Digitalized Marketing Management*, International Business, Vol. 3, 2000
- Hu, Zhijian, Jizhong Zhou, Wei Xiong, *Discover, Invention, Innovation, Learning and Knowledge Producing Model*, China Soft Sciences, Vol. 9, 2003
- Xiong, Wei, Xiaoyan Shang, *Interactive Relationship between KIBS and Knowledge Environment*, International Journal of Technology Management. Vol. 32, Nos. 3/3, 2005, pp288-301.

### **2. RESEARCH MONOGRAPH**

### **3. BOOK**

- Xiong, Wei, *Study on Marketing Competence of High/New-Tech Firms*. Beijing: China Economic Publishing House, 2005.11

### **4. CHAPTERS IN BOOK**

- Editorial committee, *Essential of Economics*, Beijing: China Personnel Publishing House, 2004, 2005, 2006, 2007, 2008, 2009, 2010, and 2011 editions, Chapter 18-22.

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

- Zhou, Jizhong, Wei Xiong, *The Linkage Between University Science Parks and Venture Investors in High-tech Industrialization*, proceeding of International Conference of 1<sup>st</sup> “Nankai International Management Forum” (Tianjin, May 2001)
- Zhou, Jizhong, Wei Xiong, Chaoying Tang, *Collaborative Management Models in the National Innovation System of China*, proceeding of Portland International Conference on Management of Engineering & Technology (July, 2003)
- Xiong, Wei, Jizhong Zhou, Chaoying Tang, *The Impact of Marketing Competence on Market Performance in China High/New—Tech Firms: Measure Development and Empirical Examination*, proceeding of 5<sup>th</sup> International Conference of Management 2004 (Macao, May 2004)

#### **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)**

- Fu, Huifen, Wei Xiong, Fanyi Meng, *Herborist going global*, award of Top 100 Best Business Cases, China National MBA Education Supervisory Committee, 2013

#### **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**

**Program Trainer**, Sinofert Holdings, LTD, Beijing (07/2008-08/2010)

- Design, develop and deliver 50 Marketing lectures for Sinofert management and employees.

**Internal Training Lecturer**, to

- Cosco, Sinochem, Haier, Tsingtao Brewery, Chint, China Minsheng Banking, Petro China, UPM – Kymmene, Zhongfu Industrial Group, China North Chemical(CNGC), Beijing Yiqing Group, CHIMBUSCO(China Marine Bunker Supply Company), etc.
- Topics of the lectures include: marketing management, customer relationship management, customer value, marketing communication, branding strategies, service strategies, etc.

## **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.)**

**Curriculum Development:**

- Revise domain definitions for the courses offered at Dept. of Marketing, School of Business, UIBE;
- Created 8 course of study (COS) and guided learning tools (GLT) for courses;
- Provided consulting services to special pilot groups for pedagogical research studies.

**Student Supervising and Mentoring:**

- Supervising about 100 students in academic activities at UIBE;
- Mentoring and supporting about 100 students pursuing their bachelor's degrees;
- Mentoring and supporting about 200 students pursuing their master's degrees;
- Coaching students as subject matter experts;

## **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**

**WORKSHOPS**

**MEETINGS**

**CONFERENCES**

10/2009, **CIMaR-UIBE•Business School 2009 Joint Conference**, Beijing.

08/2010, 2010 JMS (Journal of Marketing Science) Annual Conference, Beijing.

**OTHER EXPERIENCE**

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

2003-2006, **Deputy to the People's Congress** of Chaoyang District, Beijing