

Academic Vitae

DEPARTMENT: Marketing Department, Business School

NAME: Guo Xiaoling

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PRESENT UNIVERSITY POSITION: Professor

EDUCATION

1999/09-2005/11: IAE, University of Lorraine, France, Ph.D.

1998/09-1999/06: IAE, University of Lorraine, France, DEA

1996/07-1993/09: Marketing Department, Business School, Renmin Univ. of China, Master

1989/10-1993/07: National Economy Management Department, Renmin Univ. of China,
Bachelor

GENERAL WORK EXPERIENCE

2014/03-now: Professor in Marketing Department, Business School, UIBE

2003/12-2014/02: Associate Professor in Marketing Department, Business School, UIBE

2013/08-2013/10: Visiting scholar, University of Wisconsin-Madison, U.S.

2011/02-2011/07: Visiting scholar, University of Texas at San Antonio, U.S.

2007/05-2007/06: Visiting Scholar, IAE de Paris, France

1996/08-2003/11: Assistant Professor in Marketing Department, Business School, UIBE

RESEARCH INTERESTS

1. Globalization
2. Branding Strategy
3. Cross-Cultural Consumer Behavior
4. Corporate Social Responsibility and Consumer Responses

TEACHING INTERESTS

1. Principles of Marketing
2. International Marketing
3. Marketing Research
4. Consumer Behavior
5. Brand Management
6. ERP Sand Table Simulation

RESEARCH PROJECTS

1. Project Host, Consumer global identity and global brand attitude, 2013/08-2013/10,

International Cooperation and Exchange of the National Natural Science Foundation of China (No. 71301070008)

2. Project Host, How do consumers from developed countries evaluate global brands from emerging countries? The influence of consumer global-local identity, 2012/01-2014/11, National Nature Science Foundation (No. 71101080)
3. Project Host, Corporate Social Responsibility: A Strategic Alternative of Positioning of Retailing Stores, 2011/01-2013/12, Foundation of Ministry of Education, China (No. 71101080)
4. Major participant, Research on improving the image of Chinese products in overseas market, 2014/01-2016/12, Key Projects of Philosophy and Social Sciences Research, Ministry of Education (No. 13JZD017)

PUBLICATIONS

JOURNAL ARTICLE

1. **Guo, Xiaoling** and Yonggui Wang (2013), "Consumer global consumption orientation and global brand attitude," *Nankai Management Review*, 12: 4-18. (in Chinese)
2. **Guo, Xiaoling** and Yinlong Zhang (2013), "Culture and trust: empirical studies from country and individual levels," *Journal of Capital Normal University*, 5: 134-141. (in Chinese)
3. Shang, Xiaoyan and **Xiaoling Guo** (2013), "An integrative model of customer knowledge management and customer relationship management in the context of Chinese companies," *International Business*, 5: 102-111. (in Chinese)
4. **Guo, Xiaoling** (2013), "Living in a Global World: Influence of Consumer Global Orientation on Attitudes toward Global Brands from Developed versus Emerging Countries," *Journal of International Marketing*, 21(1): 1-22. Lead article.
5. **Guo, Xiaoling** (2012), "How does consumer social identity influence global brand attitude?" *Research on Financial and Economic Issues*, 10: 109-114. (in Chinese)
6. **Guo, Xiaoling** (2011), "Consumer global identity and global brand attitude: Evidence from an emerging country," *Shanghai Economic Research*, 11: 83-90. (in Chinese)
7. **Guo, Xiaoling**, Andy Wei Hao, and Xiaoyan Shang (2011), "Consumer perceptions of brand functions: an empirical study in China," *Journal of Consumer Marketing*, 28(4): 269-279.
8. **Guo, Xiaoling** and Mengxia Zhang (2011), "Global consumption orientation and global brand attitude: The underlying process," *Research on Economics and Management*, 9: 105-115. (in Chinese)
9. **Guo, Xiaoling** and Ke Chen (2011), "Consumer Responses to Strategic Corporate Social Responsibility of Retailing Store," *Journal of Shanxi Finance and Economics University*, 7: 92-100. (in Chinese)
10. Raluca Mogos Descotes, Björn Walliser, Hartmut Holzmüller, and **Xiaoling Guo (2011)**, "Capturing institutional home country conditions for exporting SMEs," *Journal of Business Research*, 64(12): 1303-1310.
11. **Guo, Xiaoling** and Mengxia Zhang (2010), "Cultural values as the drivers of brand sensitivity," *Research on Financial and Economic Issues*, 11: 97-105. (in Chinese)
12. Chen, Ke and **Xiaoling Guo**(2010), "Self-regulatory focus of Chinese consumers: Characteristics and implications," *Modern Management Science*, 2: 61-62.

13. **Guo, Xiaoling** (2007), "Perceived quality differences, involvement and brand Sensitivity," *Nankai Management Review*, 3: 13-18. (in Chinese)
14. Lu, Qibing, **Xiaoling Guo**, and Shenghui An (2007), "Driving factors of consumer satisfaction: A comparative study on Chinese and foreign supermarkets in China," *International Management Review*, 3(3): 45-56.
15. Mogos, D.R., Walliser, B., and **Xiaoling Guo** (2007), "Capturing the relevant institutional profile for exporting SEMs: Evidence from France and Romania," *International Management Review*, 3(3): 16-27..
16. Gilardi, Jean-Claude and **Xiaoling Guo** (2006), "Les fonctions de la marque en Chine: le poids des expériences vécues," *Décision Marketing*, N° 43-44 juillet - Décembre, 25-40. (in French)
17. **Guo, Xiaoling** (2003), "Brand sensitivity-A new issue in consumer behavior toward brand," *Nankai Management Review*, 1: 20-25. (in Chinese)

CONFERENCE & MEETING PROCEEDING (Selected)

1. **Guo, Xiaoling** (2013), "Influence of Consumer Global Cultural Identity on Attractiveness of Cultural-Mixing Buildings in Metropolitan Cities," City Branding Symposium-China 2013, October 23-25, 2013, Beijing, China.
2. **Guo, Xiaoling**, Yinlong Zhang and Ying-yi Hong (2013), "How do Consumers from Developed Regions Evaluate Global Brands from Emerging Countries?" The 2013 Annual Conference of China Marketing Science, Beijing, China, 17-18 August, 2013.
2. Zhang, Yinlong and **Xiaoling Guo** (2012), "Does Cultural Orientation of Individualism Influence Consumer Trust?" International Conference on Globalization and Marketing Strategy- The 8th Royal Bank International Research Seminar 2012, Shanghai, China, June 7-10, 2012.
3. **Guo, Xiaoling** and Siqing Peng (2012), "Win-win or trade-off? Explore the antecedents and consequences of consumer CSR-CA perception," Consortium for International Marketing Research (CIMaR) 2012, Taipei, Taiwan, May 15-18, 2012.
4. **Guo, Xiaoling** (2011), "Being a global citizen or a local fellow? Influences of Consumer global-local identities on attitude toward global brands," The 2011 Annual Conference of China Marketing Science, Guangzhou, China, 19-21 August, 2011.

PROFESSIONAL SERVICES

1. Chair of the Culture and Branding in an Era of Globalization Track, American Marketing Association (AMA) Winter Educators' conference, St. Petersburg, FL, USA, February 17-19, 2012.
2. Chair of the Other Topics in Services II, The 3rd International Research Symposium in Service Management, Beijing, China, July 3-7, 2012.
3. Convener of the Second International Meeting on Culture Mixing, Guanghua School of Management, Peking University, Beijing, China, March 9-10, 2013.

HONORS AND AWARDS

4. 2013/08, Best Conference Paper Award, The 2011 Annual Conference of China

Marketing Science

5. 2011/04, Distinguished Scholar Award, Department of Marketing Culture and Globalization Program, University of Texas at San Antonio.
6. 2014/2, Bilingual Teaching Award, Business School, UIBE