

## Academic Vitae

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NAME: SHANG XIAO YAN

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EMAIL: xiaoyanshang@sina.com

PRESENT UNIVERSITY POSITION AND DEPARTMENT: Assistant professor, Department of Marketing

### 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 , 09/2007-12/2013**

Business School,

University of International Business and Economic.

Major: International Marketing

Research topic: Customer knowledge management in B-B market

#### **Master of Economic, 09/1995-07/1998**

Business School,

Beijing Technology and Business University (BTBU)

Major: Management

Research topic: Information function in the field of goods circulation

#### **Bachelor of Economics, 09/1991-07/1995**

College Of Information Management,

Shanxi University of Finance and Economics

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.)

08/1998 -present, Assistant Professor of Marketing, School of Business, University of International Business and Economics, Beijing

08/2005-12/2005, Visiting Professor of Marketing, in Department of Marketing, Business College, University of Texas at San Antonio, U.S.A.

### RESEARCH INTERESTS

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1. Marketing Channel.
2. Customer Knowledge Management.

## **TEACHING INTERESTS**

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1. Principle of marketing.
2. Marketing channels.
3. Business research.
4. Enterprise ERP

## **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:**

“Customer knowledge management”, 2007-2013

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

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## **HONORS AND AWARDS**

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“Reward for teaching”, by University of International Business and Economics,2011.

“Reward for teaching”, by University of International Business and Economics,2012.

## **FACULTY EXPERINCES**

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### **ACADEMIC VISITING EXPERIENCE**

**Visiting Professor**, in Department of Marketing, Business College, University of Texas at San Antonio, U.S.A. (08/2005-12/2005)

### **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)**

**Example:**

### **UNDERGRADUATE LEVEL**

**Principles of Marketing Research**, University of International Business and Economics (UIBE) (1998-present)

- Give courses to the undergraduate students with English textbook
- Utilize the English continuously renewed textbook.
- Provide the up-to-date cases about both Chinese and Foreign companies

**Marketing Research**, University of International Business and Economics (UIBE) (1999-2007)

- Give courses to both the undergraduate and graduate students with English textbook

**Marketing Channels**, University of International Business and Economics (UIBE) (2000- present)

- A new course after 2000 in Department of Marketing.
- Give lectures to graduate students in School of Business (2008-2010)
- Provide the up-to-date cases about both Chinese and Foreign companies
- Give courses to the undergraduate students in School of Business (2000- present)

**ERP Sand Table Simulation**, University of International Business and Economics (UIBE) (09/2009-present)

- A new course after 2009 in Department of Marketing.
- Explain, guide, supervise and evaluate the sand table simulation of 6 firms made up of 30 students in a special sand table classroom
- Conduct the simulation and evaluate the firms' performance with computer programs from a well-known consulting company

## **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**

Wei Xiong and Xiaoyan Shang, high-tech marketing competence: a comparative study of research findings[J], international management review, 2007, vol.3.no.3.

Xiaoling (Martine) Guo, Andy Wei Hao, Xiaoyan Shang, (2011) "Consumer perceptions of brand functions: an empirical study in China", Journal of Consumer Marketing, Vol. 28 Iss: 4, pp.269 – 279.

Customer knowledge management: a literature review, on economic problems, 2012(6), pp61-62.

Xiaoyan Shang and Xiaolingguo, Integration Model Of Customer Knowledge Management And Customer Relationship Management: An Empirical Study Of Chinese Enterprises, International Business, 2013(5):102-111.

Xiaoyan Shang and Yonggui Wang, Customer Knowledge and Firm Performance: the Mediating effect of Marketing Competence, Nanjing Business Review (forthcoming),2014.

Yonggui Wang and Xiaoyan Shang, The Key Dimensions of Business Customer Knowledge and Measurements: an Empirical Study in China (forthcoming),2014.

## **2. RESEARCH MONOGRAPH**

## **3. BOOK**

## **4. CONFERENCE & MEETING PROCEEDING (PUBLISHED or NOT, Pls list out if have ever been invited to be the speaker or emcee)**

Factors that influence customer store loyalty, a perception of customer relationship. 2007, Chinese Academy of Management Annual Meeting.

## **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

### PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

### 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:**

- Launch the course “Marketing Channels” to undergraduate students in Business School, University of International Business and Economics
- Develop and teach the course “ERP Sand Table Simulation ” , open to all undergraduate students in University of International Business and Economics

#### **Student Supervising and Mentoring:**

- Supervising undergraduates in their research project;
- Mentoring and supporting over 60 students pursuing their bachelor’s degrees;

### **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

### SEMINARS

### WORKSHOPS

**MEETINGS**

Forum of Innovation in Bilingual Teaching, 2005/12, Sun Yat-sen University, Guangzhou, China, Speech.

ERP Training by UFIDA, 2009/11, Software Garden of UFIDA, Beijing, China.

**CONFERENCES**

**OTHER EXPERIENCE**

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