

Academic Vitae

DEPARTMENT: Marketing Department, Business School

NAME: Yi Xie

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PRESENT UNIVERSITY POSITION: Assistant Professor

EDUCATION

2004-09~2010-07: Marketing Department, Guanghua School, Peking University, PhD

2008-08~2009-08: Marketing Department, Ross Business School, University of Michigan, Ann Arbor, Visiting PhD student

2004-01~2004-06: Hong Kong Poly University, Exchange Student

2000-09~2004-07: Business School, Nankai University, Bachelor

GENERAL WORK EXPERIENCE

2010-08~now Assistant Professor in Marketing Department, Business School, UIBE

2012-07-2012-08 Visiting Scholar, Columbia University, U.S.

2010-01-2010-02 Visiting Scholar, Neuchâtel University, Switzerland

TEACHING INTERESTS

1. Principle of Marketing
2. Consumer Psychology and Behavior
3. E-Marketing

RESEARCH INTERESTS

1. Brand Management
2. Consumer Behavior
3. Global Marketing

RESEARCH PROJECTS:

1. Project Host, The Effect of Corporate Brand Associations on Customer Choice, 2012/07-2012/08, International Cooperation and Exchange of the National Natural Science Foundation of China (No. 71210107018)

2. Project Host, The Influencing Mechanism of Three Kinds of Corporate Brand Associations on Product Evaluation: Brand Relationship Perspective, 2012-2014, National Nature Science Foundation, (No. 71102081)
3. Project Host, Conceptualization, Measurement, and Effects of Corporate Customer Associations, 2010-2012, UIBE Grant (No. 10QD11).
4. Major Participant, What Level of Marketing Adaptation for Luxury Products in China-The Case of Swiss Watches, 2011-2012, Swiss National Science Foundation
5. Major Participant, Empirical Research on Consumers' Attitude towards "Localized Brand Strategies" and Influential Factors, 2010-2012, National Natural Science Foundation
6. Major Participant, Customer-Brand Relationship for Chinese Brands: Dimensions, Categories and Enhancing Mechanisms, 2006-2008, National Natural Science Foundation

PUBLICATIONS

JOURNAL ARTICLE

1. **Xie, Yi** (2014), "The Effects of Corporate Ability and Corporate Social Responsibility on Winning Customer Support: An Integrative Examination of the Roles of Satisfaction, Trust and Identification", *Global Economic Review* (SSCI), forthcoming.
2. **Xie, Yi** and Siqing Peng (2011), "How Corporate Associations Influence Customer Relationship Strength? --- The Effects of Different Types of Trust," *Journal of Strategic Marketing*, 19(5): 443-454.
3. **Xie, Yi** and Siqing Peng (2011), "Conceptualization, Measurement and Effects of Corporate Customer Associations," in AMA Educators Proceedings edited by Raji Srinivasan and Leigh McAlister, 22: 29-30.
4. **Xie, Yi** and Siqing Peng (2010), "The Effects of Two Kinds of Corporate Publicities on Customer-Brand Relationship," *Frontiers of Business Research in China*, 4(1), 73-100. (originally published in *Nankai Management Review* (in Chinese), 1, 71-83).
5. **Xie, Yi** and Siqing Peng (2009), "How to Repair Customer Trust after Negative Publicity: The Effects of Competence, Benevolence, Integrity and Forgiveness," *Psychology & Marketing* (SSCI), 26(7): 572-589.
6. Keh, Hean Tat and **Yi Xie** (2009), "Corporate Reputation and Customer Behavioral Intentions: The Roles of Trust, Identification and Commitment," *Industrial Marketing Management* (SSCI), 38(7): 732-742. (Lead Article).
7. **Xie, Yi** and Siqing Peng (2014), "How Brand Trust and Brand Affect Influence Word-of-Mouth Communication Intention? The Effects of Attitude and Attitude Uncertainty," *Management Review*, 26(2), 22-32. **(in Chinese)**
8. **Xie, Yi** and Siqing Peng (2014), "Use Corporate Associations Wisely," *CEIBS Business Review*, 2: 52-55, 2014. **(in Chinese)**
9. **Xie, Yi**, Luluo Peng and Siqing Peng (2013), "The Effect of Corporate Social Responsibility on Customer Loyalty: From the Perspective of Customer-Corporate Relationship," *East China Economic Management*, 27(2), 87-93. **(in Chinese)**
10. **Xie, Yi** and Hongxia Zhang (2013), "The Effects of Online Experience and Individual Features on Online Service Satisfaction: An Empirical Study on Young People's Online Game Playing Behavior," *Research on Economics and Management*, 3: 111-120. **(in Chinese)**
11. **Xie, Yi** and Siqing Peng (2013), "An Exploratory Study on the Causes and Effects of

- Corporate Customer Associations,” *Chinese Journal of Management*, 10(1), 130-139. **(in Chinese)**
12. **Xie, Yi** (2012), Literature Review on Multichannel Service Management Research, *Foreign Economics & Management*, 34(1), 71-78. **(in Chinese)**
 13. **Xie, Yi** and Siqing Peng (2012), “The Effect of Brand Personality on Purchase Intention: A Comparison across Different Industries and between Local and International Brands,” *Management Review*, 24(12), 84-92. **(in Chinese)**
 14. **Xie, Yi** and Siqing Peng (2009), “The Effects of Different Source-Based Trusts on Customer-Brand Relationship and the Moderating Role of Brand Symbolism,” *Journal of Marketing Science*, 5(3): 1-12. **(in Chinese)**
 15. **Xie, Yi** and Siqing Peng (2009), “The Effects of Two Kinds of Corporate Publicities on Customer-Brand Relationship,” *Nankai Business Review*, 12(1), 71-83. **(in Chinese)**
 16. Hongxia Zhang and Yi Xie (2008), “The Motivational Process Model of Adolescent Online Gamers’ Playing Intention,” *Acta Psychologica Sinica*, 40(12), 1275-1286. **(in Chinese)**
 17. **Xie, Yi** and Siqing Peng (2008), “Factors Influencing Consumer-Brand Relationship: An Exploratory Study,” *Commercial Research*, 1,1-9. **(in Chinese)**
 18. **Xie, Yi** and Tat Hean Keh (2007), “The Effects of Corporate Reputation, Customer Trust towards Employees, and Customer Identification on Purchase Intention,” *Journal of Marketing Science*, 3(1), 1-12. **(in Chinese)**

CONFERENCE & MEETING PROCEEDING

1. **Xie, Yi** and Ke Chen (2013), “When the Online Social Presence is Undesirable? The Effects of Online Anthropomorphism, Need for Interaction and Social Exclusion on Consumers’ Privacy Concern,” *2014 EACR Conference*, Barcelona, Spain, July 2013.
2. **Xie, Yi**, Rajeev Batra and Siqing Peng (2012), “Why Global Brands Are Preferred? ---The Effects of Ability of Identity Expression, Trust and Affect,” *2012 AMA Marketing Educators’ Winter Conference*, St. Petersburg, U.S., February 2012.
3. **Xie, Yi**, Xiaoying Zheng and Siqing Peng (2011), “The Impact of Marketing Capability on Customer Responses: A Customer-Based Brand Equity Perspective,” *2011 INFORMS Marketing Science Conference*, Houston, U.S., June 2011.
4. Ji, Wenbo and **Xie Yi** (2011), “The Impact of Lay Theories on Scandal Spillover across Brands with Different Countries of Origin”, *2011 EMAC Annual Conference*, Slovenia, May, 2011.
5. **Xie, Yi** and Siqing Peng (2011) “The Conceptualization, Measurement and Effects of Corporate Customer Associations”, *2011 AMA Marketing Educators’ Winter Conference*, Austin, U.S., February 2011.
6. **Xie, Yi** and Siqing Peng (2010), “How Corporate Associations Influence Customer Relationship Strength? ---The Effects of Different Types of Trust”, *2010 Global Marketing Conference*, Tokyo, Japan, September 2010.
7. **Xie, Yi** and Siqing Peng (2008), “How to Repair Customer Trust after Negative Publicity”, *2008 Global Marketing Conference Proceedings*, Shanghai, China, 20-24, March 2008.
8. **Xie, Yi** and Siqing Peng (2007), “How Corporate Associations Affect Customer-Brand Relationship,” *AM2007 Conference Proceedings*, Egham, Surrey, UK, 6th July 2007.
9. **Xie, Yi** and Hongxia Zhang (2007), “The Determinants of Adolescents’ Playing Intention of Online Games---Perceived Value, Satisfaction and Subjective Norm,” *AM2007 Conference Proceedings*, Egham, Surrey, UK, 6th July 2007.
10. Keh, Hean Tat, Rong Chen and **Yi Xie** (2007), “The Effects of Perceived Justice on Service Recovery: Evidence from China,” *AM2007 Conference Proceedings*, Egham,

Surrey, UK, 6th July 2007.

HONORS AND AWARDS

1. 2010/06, The Runner up of The Best Published Paper 2009 Given by Corporate Reputation Center of Oxford University
2. 2008/03, Best Conference Paper Award, 2008 Global Marketing Conference
3. 2004/09 to 2010/01, IPHD Program Fellowship Guanghua School of Management, Peking University, China