

Academic Vitae

NAME: Yonggui Wang

TEL: Professor and Associate Dean

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PRESENT UNIVERSITY POSITION AND DEPARTMENT:

Associate Dean, Business School, University of International Business and Economics (UIBE)

Professor and Academic Leader, Dept of Marketing, Business School, UIBE

Director, International Research Center for Service Marketing and Management (IRCSMM), UIBE

Director, Research Center of Corporate Reputation (RCCR), UIBE

EDUCATION

- 2004, Ph.D. of Service management, Dept. of Management Sciences, City University of Hong Kong, Hong Kong (accredited by AACSB-International).
- 2001, Ph.D. of Strategic Management, International Business School, Nankai University, China
- 1998, Master of Economics (International Trade & Marketing), International Business School, Nankai University, China
- 1995, Bachelor of Economics (MIS), Dept. of Management, Nankai University, China

GENERAL WORK EXPERIENCE

University of International Business and Economics (China); Nanjing University (China); City University of Hong Kong; Nankai University(China); Northwestern University (U.S.); York University (Canada)

RESEARCH INTERESTS

- Service Marketing and Customer Relationship Management
- Customer Innovation and Service innovation
- Consumer Behaviour in Service Industries
- Marketing Strategy and Dynamic Competitive Advantages

TEACHING INTERESTS

Marketing Management

Service Innovation

Service Marketing

Customer Relationship Management

Consumer Behaviours
Marketing Research
Business Research Method
Product Development and Management
Strategic Management

RESEARCH PROJECTS

1. 2012-2016, Technology Catch-up Strategy and how to achieve it based on innate innovation: a cross-discipline study, Chief Investigator and Chief Expert, Key (Major) research project from National Social Sciences Foundation of China (12&ZD205)
2. 2010-2013, Customer value co-creation based on the service dominant logic of marketing, National Natural Science Foundation of China (NSFC) (71072019), Chief Investigator
3. 2008-2011, The study of the development strategy of advanced manufacturing industries in China in the context of global financial crisis, Key Project from National Social Science Foundation of China (08&ZD039), Co- Chief Investigator
4. 2010-2012, Innovative research team for Service management and internationalization, University of International Business and Economics, Chief Team Leader
5. 2006-2009, Customer Innovation Process and Management based on Customer Relationship, National Natural Science Foundation of China (NSFC) (70672018), Chief Investigator
6. 2006-2009, Cultural System Reform and the Development of Cultural Industries in China, Key Project from National Social Science Foundation of China (06&ZD027), one of the Chief Investigator
7. 2008-2011, Appraisal and Enhancing Strategy of China Service Industries and the Key Drivers of Their Internationalization, the Leading Academic Discipline Program of 211 Project for University of International Business and Economics(the 3rd phase) (73200029), Chief Investigator
8. 2013-2014, Collaborative Innovation and it supporting system of Firms in Beijing, Beijing Municipal Government, Chief Investigator
9. 2013-2015, The Leading Base for Innovative Practices by College Students for International Business Talents, Beijing Municipal Education Committee, Chief Investigator and Director
10. The Training Mode and Training Scheme of Entrepreneurs Development and Innovation for College Students, Beijing Municipal Education Committee, Chief Investigator

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

1. 2009-2012, Typology and process of customer innovations, and their impacts on innovation performance of a firm in service industries, **Fok Ying-Tong Education Foundation in China** (121080), Chief Investigator
2. 2010-2011, A comparative study of customer innovations in service industries between China and USA (68433645), Fulbright Program (Research), Chief Investigator
3. 2009-2012, The mechanisms of customer innovation and the evaluation of innovative

customers: a comparison between service industries and manufacturing industries, (NCET-09-0302), Chief Investigator

HONORS AND AWARDS

1. Award for The Key and Leading Talents Program of China Jointly by Ministry of Education, Ministry of the Personnel and Social Security, Ministry of Science and Technology, China, 2013
2. Award for Distinguished National Experts young and middle-aged with Outstanding contributions, China, 2013
3. Award of The Excellent National Social Science Research by Ministry of Education, China, 2013 (the best research award in the field of social science all over the country, China)
4. The Super-Excellent Research Award from National Natural Science Foundation, 2011
5. Award (First Prize) of The Excellent National Social Science Research by Beijing Municipal Government, China, 2010
6. Excellent Textbook Award by The Press Consortium of big China, 2010
7. Award of The Excellent National Social Science Research by Ministry of Education, China, 2009 (the best research award in the field of social science all over the country, China)
8. The Excellent Research Award from National Natural Science Foundation, 2009

FACULTY EXPERINCES

ACADEMIC VISITING EXPERIENCE

Research Associate, City University of Hong Kong;

Fulbright Scholar, Northwestern University (U.S.);

Visiting Scholar, York University (Canada)

Visiting Scholar for Case Teaching Learning, Harvard Business School

UNIVERSITY ADMINISTRATIVE EXPERIENCE

2010-Present , Associate Dean and Academic Leader, Business School, UIBE

2009-2010, Director and Academic Leader of Marketing Dept. , Business School, UIBE

2008-2009, Vice Director and Academic Leader of Marketing Dept., Business School, UIBE

2005-2008, Vice Director and Academic Leader of Marketing Dept., Business School, Nanjing University

TEACHING EXPERIENCE

2008-Present, Marketing Dept., Business School, UIBE

2004-2008, Marketing Dept., Business School, Nanjing University

2004, Business School, City University of Hongkong

2000-2003, Business School, City University of Hongkong

PUBLICATIONS

1. PEER REVIEW JOURNAL ARTICLE

- 1) Yonggui Wang, Jianfeng Wu, Zhilin Yang, Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry, *Journal of Business-to-Business Marketing*,20(4):227-244, 2013
- 2) Yonggui Wang, S. Fiona Chan , Zhilin Yang, Customers' Perceived Benefits of Interacting in a Virtual Brand Community in China, *Journal of Electronic Commerce Research*, VOL 14, NO 1,2013,PP49-66
- 3) Yonggui Wang , Dahui Li, Testing the Moderating Effects of Toolkits and User Communities in Personalization: The Case of Social Networking Service, **Decision Support Systems**, 2013,55(1),31-42.(SSCI)
- 4) Yonggui Wang, Jay Kandampully & He, J. (2013) "Tailoring" customization services: Effects of customization mode and consumer regulatory focus", *Journal of Service Management*, 24 (1), pp.82-104 (SSCI)
- 5) Yonggui Wang, Jianjun Shi, Shuang Ma, Guicheng Shi, Lili Yan, Customer Interactions in Virtual Brand Communities: Evidence from China, **Journal of Global Information Technology Management**, 15(2) , 2012., 46-69(SSCI)
- 6) Hejia and Yonggui Wang*(通信作者), et al., Asymmetric Effects of Regulatory Focus on Expected Desirability and Feasibility of Embracing Self-Service Technologies, **Psychology and Marketing**, Vol. 29(4): 209–225(SSCI)
- 7) Yonggui Wang,Hui Feng, Customer Relationship Management Capabilities: Measurement, Antecedents and Consequences, **Management Decision**, Vol. 50, No.1, 2012. (SSCI)
- 8) Yonggui Wang, New Product Blueprinting, **Industrial Marketing Management**, 40 (7): 1214-1216, 2011 (SSCI)
- 9) Yonggui Wang 等, Relationship strength in service industries: A measurement model, (与 Guicheng Shi 等合作), *International Journal of Market Research*, 51(5),2009, 659-685 (SSCI)

2. RESEARCH MONOGRAPH

- 1) Yonggui Wang, Richard Lihua, Marketing Competences and Strategic Flexibility in China, Palgrave Macmillan Ltd,2007
- 2) Brand-equity-based Marketing Strategy in China: Past and the New Progress, Chris Rowley and Fang Lee Cooke, The Changing Face of Chinese Management , Routledge of 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN, 2009
- 3) Shanjin Yao and Yonggui Wang, Customer Participation, Relationship Embeddedness, and New Product development Performance, Nankai University Press, 2013
- 4) Yonggui Wang, Customer Innovations: Co-creating Value in Global Era, China Economy Press, 2010
- 5) Yonggui Wang, Customer Relationship Management, Tsinghua University Press,2007
- 6) Yonggui Wang, Service Marketing, Beijing Normal University Press, 2007
- 7) Yonggui Wang, Customer Resource Management, Peking University , 2005

3. BOOK

- 1) Yonggui Wang, Hongyan Yu, JiaXun He, and Rong Chen (Translator), **Marketing Management (Fourth Edition) by Philip Kotler and Kevin Lane Keller**, Shanghai People Press, 2012
- 2) Yonggui Wang, Marketing Management, Northeast University of Finance and Economics, 2011
- 3) Shanji Yao, Li Zhang, Yonggui Wang, Consumer Behaviors, Nankai University Press, 2009
- 4) Yonggui Wang, Dictionary for Marketing Management, Chemical Industry Press, 2009
- 5) Etzel, Walker, Stanton, and Yonggui Wang, **Marketing (Fifteenth Edition)**, Nanjing University Press, 2009
- 6) Yonggui Wang (Translator), **Service Marketing: Managing the Service Value Chain by Manfred Bruhn and Dominik Georgi**, Chemical Industry Press, 2009。
- 7) Yonggui Wang, Hongyan Yu, JiaXun He, and Rong Chen (Translator), **Marketing Management (Thirteenth Edition) by Philip Kotler and Kevin Lane Keller**, Shanghai People Press, 2009
- 8) Yonggui Wang (Translator), **Marketing in the Public Sector: A roadmap for Improved Performance by Philip Kotler, and Nancy Lee**, Press of Renmin University of China, 2009
- 9) Yonggui Wang and Hui Feng (Translator), **Don's Just Related: Advocate by Glen Urban**, Press of Renmin University of China, 2009
- 10) Yonggui Wang (Translator), **Analysis for Marketing Planning(Sixth Edition) by Donald R. Lehmann and Russell S. Winter**, Beijing University Press, 2008
- 11) Yonggui Wang (Translator), **The Functions of the Executive by Chester I. Barnard**, China Machine Press, 2007
- 12) Yonggui Wang (Translator), **Business Management: Understanding, Creating and Delivering Value (Second Edition) by James C. Anderson and James A. Narus**, Peking University Press, 2007
- 13) Yonggui Wang (Translator), **Management: Tasks, Responsibilities and Practices by Peter Drucker**, China Machine Press, 2006
- 14) Yonggui Wang and Yiren Dong (Translator), Hean Tat Keh and Jeongwen Chiang, **Strategic Asian Marketing**, Peking University Press, 2006
- 15) Yonggui Wang(Translator), David J. Collis and Cynthia A. Montgomery, **Corporate Strategy (Second Edition) by David J. Collis and Cynthia A. Montgomery**, China Machine Press, 2006

4. CONFERENCE & MEETING PROCEEDING

- 1) Technical Program Committee, The 5th IEEE International Conference on Management of Innovation & Technology (ICMIT2010/2012/2014)
- 2) Technical Program Committee, he International Conference on Industrial Engineering and Engineering Management (IEEM) (2008/2009/2010/2011/2012/2013/2014)
- 3) Technical Program Committee, The Fifth IEEE international Conference on Service Systems and Service Management (ICSSSM), Australia, 2008/2010/2012

5. CASES or a SET of CASES

Cases for technology management, marketing etc.

PROFESSIONAL EXPERIENCE

ENTREPRENEURIAL EXPERIENCES

- Lecturer for Some Universities (Renmin University, Nanjing University etc.) for their MBA, EMBA or Research Students
- 2008-Present, Guest Professor, Anhui University of Economics and Finance, Anhui, China
- 2006-Present, Guest Professor, Business School, Hebei Normal University, Shijiazhuang, China
- 2007-Present, Guest Professor, Business School, Tianjin Normal University, Tianjin, China

CONSULTING EXPERIENCES

- Consulting Projects for National Development and Reform Commission (NDRC), China
- Consulting Projects for firms

PARTICIPATION IN BUSINESS PROFESSIONAL ASSOCIATIONS

- Founding Editor of Journal of Chinese Entrepreneurship, Emerald Group Publishing, Europe
- Associate Editor of Journal of Technology Management in China, Emerald Group Publishing, Europe
- Editorial Reviewer Board of Leadership & Organization Development Journal, Emerald Group Publishing, Europe
- Editorial Board of International Journal of Chinese Culture and Management
- Editorial Board of International Journal of e-Business Management
- Editorial Board of Journal of Chinese Marketing
- Editorial Board of Journal of Marketing Sciences (China)
- Expert of the Committee of 'Going international' for Firms in Nanjing
- Executive Board Member and Academic Committee Member of China Association of Marketing, 2006-present
- Executive Board Member and Academic Committee Member of China Academy of Marketing for Higher Education, , 2006-present
- Lifetime Qualification for CPA of China;
- Member of Association for Information Systems (AIS)

CUMMUNITY SERVICES

- Director and coordinator of Curriculum development for Undergraduate and research program, Business School, UIBE
- Dissertation defense / external examiner for Some Universities such as Tsinghua University, Beihang University, Nankai University, Fudan University, Zhejiang University etc.
- Faculty interview for , Business School, UIBE

- Academic committee, Business School, UIBE
- FACULTY Promotion Committee, UIBE
- External examiner for FACULTY Promotion for some domestic universities and abroad

PROFESSIONAL DEVELOPMENT

SYMPOSIUMS

2004-present, The Annual SYMPOSIUMS for Marketing Sciences

SEMINARS

2000-present, SEMINARS for research students in UIBE, Renmin University, Beijing University of Technology, etc.

WORKSHOPS

2000-present, WORKSHOPS for research students in UIBE, Renmin University, Beijing University of Technology, etc.

MEETINGS

Meetings for special topics from time to time

CONFERENCES

2012 International Joint Conference on Service Sciences, 24-26 May 2012
 the 8th IEEE International Conference on Service Systems and Service Management (ICSSSM11)
 Consortium for International Marketing Research (CIMaR) 2011, April 6-10
 the 20th Annual Frontiers in Service Conference, June 30 – July 3, 2011
 QUIS12 (the 12th International Research Symposium on Service Excellence in Management)
 during June 2-5, 2011

OTHER EXPERIENCE

Selected Refereeing Activities for:

- Academy of Management Journal
- Marketing Science
- Journal of Business Research
- Electronic Commerce Research and Applications
- International Journal of Production Management
- Management Decisions
- Journal of Engineering and Technology Management
- Information System Frontiers
- Technovation
- Managing Service Quality

- The Journal of Management Development
- Journal of Management Sciences (China)
- Journal of Marketing Sciences (China)
- Nankai Business Review(China)