

Fuan Li 教授

Fuan Li (Ph.D., Florida International University) is a full professor of marketing in the Christos M. Cotsakos College of Business at William Paterson University (Wayne, New Jersey). As a marketing professor, he has taught at both undergraduate and graduate level (MBA students). The courses he has taught include Principles of Marketing, Marketing Research, Consumer Behavior, Marketing Management, International Marketing, Retail Management and others.

His research interests include business ethics, cross-cultural research on consumer choice, CRM, brand trust and consumer-brand relationship. His work has been published in Journal of Academy of Marketing Science, Journal of Advertising, Journal of Business Psychology, Journal of Marketing Management, European Journal of Marketing, International Journal of Market Research, Asia Pacific Journal of Marketing and Logistics, and other highly respected journals.

His publications have been well received. A total of 23 articles were selected and registered in the premier business periodicals database: ABI/Inform. His cross cultural study published in Journal of Business Psychology was selected as the leading article of that issue. His research findings on consumers' knowledge and their use of label information was cited and discussed in a popular textbook authored by Lindquist and Sirgy (2006). In addition, he has won several best paper rewards at national and international conferences held in the United States. He has visited China several times and given research speech and seminars at such school as Qinghua University and Shandong University. He taught a research course in the summer school of UIBE in 2011.