

# Yufei Zhang

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• Michigan State University •  
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## EDUCATION

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**Doctor of Philosophy**, Marketing, Michigan State University, 2014 – Present

Dissertation Title: Enhancing E-commerce Performance: Channel Coordination and Online Customer Review Perspectives

Committee Members:

Dr. Roger J. Calantone (Co-chair)  
Dr. G. Tomas M. Hult (Co-chair)  
Dr. Clay M. Voorhees  
Dr. David J. Closs

Proposal defended: May 5, 2017

**Master of Science**, Marketing Research, Michigan State University, January 2011 - December 2011

**Bachelor of Arts**, Public Administration, University of International Business and Economics (China), August 2005 - June 2009

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## RESEARCH INTERESTS

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My substantive research interests primarily fall under the large umbrella of Marketing Strategy with specific emphasis on the following domains:

- E-commerce
- Digital Marketing
- Innovation
- Brand Management
- International Marketing/Business
- Supply Chain Management

Methods: Econometric Models, Survey Research, (Field) Experiment

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## TEACHING INTERESTS

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- Marketing Research
- Business Analytics
- Marketing Strategy
- Principles of Marketing
- Digital Marketing
- International Marketing/Business
- Brand Management
- Supply Chain Management

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## PAPERS UNDER REVIEW

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- “Brand Portfolio Coherence: Scale Development and Empirical Demonstration”  
**Authors:** Hang Nguyen, **Yufei Zhang**, and Roger J. Calantone  
**Status:** Received **Revise/Resubmit** to *International Journal of Research in Marketing* and in process of preparing for resubmission
- Essay 1: “Product Return Reductions in E-Commerce: A Channel Coordination Perspective”  
**Authors:** **Yufei Zhang**, Roger J. Calantone, Chen Lin, Jeongwen Chiang, and G. Tomas M. Hult  
**Status:** Under Review at *Journal of Marketing*
- Essay 2: “Dynamic Interplays between Online Customer Reviews and Firms’ Marketing Efforts in E-commerce”  
**Authors:** **Yufei Zhang**, Roger J. Calantone, G. Tomas M. Hult, and Clay M. Voorhees  
**Status:** Under Review at *Journal of Marketing*
- “Boundary Condition of Open Innovation Performance: Leverage the Tradeoff between Technical Success and Process Efficiency”  
**Authors:** **Yufei Zhang**, Joyce (Feng) Wang, and Roger J. Calantone  
**Status:** Under Review at *Journal of Product Innovation Management*

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## WORKING PAPERS

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- “Brand Evangelist: A Powerful Brand Choice Influencer”  
**Authors:** Hang Nguyen, Douglas E. Hughes, and **Yufei Zhang**  
**Status:** Manuscript is being finalized. Targeting submission to *Journal of Marketing*
- “Do Parents Spend More on Boys: An Empirical Examination on Gender Discrimination in China”  
**Authors:** Chen Lin, Yuxin Chen, Jeongwen Chiang, and **Yufei Zhang**  
**Status:** Manuscript is being finalized. Targeting submission to *Journal of Marketing Research*
- “The Customer Shopping Journey Influences New Product Purchases in E-commerce”  
**Authors:** **Yufei Zhang**, G. Tomas M. Hult, Chen Lin, and Jeongwen Chiang  
**Status:** Data is being analyzed. Targeting submission to *Journal of Marketing Research*

- “Hidden Characteristics of Reviews Decide What Customers Buy”  
**Authors:** **Yufei Zhang** and Clay M. Voorhees  
**Status:** Data is being analyzed. Targeting submission to *Journal of Marketing*
- “Showing off through Children – A Study on Extended Self Conspicuous Consumption”  
**Authors:** Jeongwen Chiang, Chen Lin, Yuxin Chen, and **Yufei Zhang**  
**Status:** Manuscript is being finalized. Targeting submission to *Journal of Consumer Research*
- “Innovation at the Country, Industry, and Firm Levels: Not All Firm Performance Drivers Are Firm Level Forces”  
**Authors:** **Yufei Zhang**, G. Tomas M. Hult, and Roger J. Calantone  
**Status:** Manuscript is being finalized. Targeting submission to *Journal of International Marketing*
- “Boosting Interactions between You and Potential Customers: SOLOMO (Social-Local-Mobile) Perspective”  
**Authors:** Chen Lin, **Yufei Zhang**, and Jeongwen Chiang  
**Status:** Manuscript is in progress. Targeting submission to *Journal of Interactive Marketing*

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## CONFERENCE PROCEEDINGS

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- **Yufei Zhang**, Chen Lin, and Jeongwen Chiang, “E-brands: How to Survive and Thrive,” Presented at 2015 Marketing Science Conference, Baltimore, MD, June 2015
- Chen Lin, **Yufei Zhang**, and Jeongwen Chiang, “Boosting Interactions between You and Potential Customers: SOLOMO (Social-Local-Mobile) Perspective,” Presented at 2015 Annual Meeting of the Decision Science Institute, Seattle, WA, November 2015
- **Yufei Zhang**, Roger J. Calantone, Chen Lin, and Jeongwen Chiang, “Linking Mobile Shopping to Product Returns: Know Your Unfavorable Customers,” Presented at 2016 Marketing Science Conference, Shanghai, China, June 2016
- Hang Nguyen, **Yufei Zhang**, and Roger J. Calantone, “Brand Portfolio Coherence, A Brand Platform Perspective to Create Loyalty,” Presented at 2016 American Marketing Association (AMA) Summer Educators’ Conference, Atlanta, GA, August 2016
- Hang Nguyen, Douglas E. Hughes, and **Yufei Zhang**, “Brand Evangelist: A Powerful Brand Choice Influencer,” Presented at 2017 AMA Winter Educators’ Conference, Orlando, FL, February 2017.

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## HONORS AND AWARDS

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- Fellow at the Haring Symposium at Indiana University as a student presenter and representative of Michigan State University (2017)
- Fellow at PDMA Doctoral Consortium (2017)
- Don and Shirley Taylor Research Excellence Award, Michigan State University (2017)
- Stanley Hollander Teaching Excellence Award, Michigan State University (2016)
- Graduate Office Fellowship Award, Michigan State University (2015, 2016, 2017)

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## PROFESSIONAL SERVICE

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- Reviewer for 2017 AMA Summer Educators' Conference (Brand Management Track)
- Session chair (Managing Customer Experience) at 2017 AMA Winter Educators' Conference
- Reviewer for 2015 Annual Meeting of the Decision Science Institute (Social Media Track)
- Session chair (Digital Marketing) at 2015 Marketing Science Conference.

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## TEACHING EXPERIENCE

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### **Quantitative Business Research Methods**

Summer 2015, 2016

*Eli Broad College of Business, Undergraduate Level*

- Course Description:  
Applications of statistical techniques in marketing contexts, including linear regression, correlation, analysis of variance, non- parametric tests, time series, and index numbers.
- Instructor Evaluation:  
4.53 out of 5 – Course Quality  
4.57 out of 5 – Instructor Quality

### **Principles to Marketing**

Summer 2017

*Eli Broad College of Business, Undergraduate Level*

- Course Description:  
This course covers a variety of marketing related topics: buyer behavior, segmentation, positioning, demand analysis, information, pricing, promotion, channels, product policies, and ethics in consumer, reseller, industrial, and service markets.
- Instructor Evaluation:  
Course will be taught in the second section of summer semester (July to August). Evaluation results will be available in late August.

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## INDUSTRY EXPERIENCE

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**International Data Corporation (IDC), Beijing, China**

2013-2014

*Market Analyst*

- Developed models to simulate “sale out” units and forecast “sale in” shipments for each city’s IT market in China.
- Led consumer tracker project including writing proposal, tracker scope design, sampling, survey design and test, model development, segmentation, and interviewing vendors and channels.
- Communicated with multiple multinational IT vendors to design projects for their specific needs.
- Cooperated with colleagues work on PC provincial tracker, and vertical tracker (Finance market).
- Involved in sampling design for custom projects.

**Market Probe, Milwaukee, WI**

2011-2013

*Senior Research Analyst*

- Took charge of projects (customer satisfaction, loyalty, competitive analysis, and branding), communicated with clients directly, and resolved project issues on day to day basis. Assisted project director in all kinds of project related tasks to exceed clients’ requirements.
- Employed SPSS and Win Cross to check, clean and analyze data, and populated and drafted management reports including setting report template and providing actionable recommendations to the executives.
- Tested CATI and CAWI survey programming and online bulletin, served as liaison for call center and programmers, and tracked quotas and sample information during fielding.
- Responsible for in-depth coding and quality control on recordings to uncover issues regarding interviewers and surveys.

**China Banknote SICPA Security Ink Co. Ltd, Beijing, China**

2008-2010

*General Manager Assistant*

- Assisted in sales projects that involve testing baseline of products, competitor analysis and market potential, and delivered the final report on the feasibility of the project to management. This resulted in a new business project and increased revenue by more than \$800,000.
- Took charge in company event organization/promotion and advertisement creation and implementation. This helped to cultivate customer relationships.
- Assisted managerial team with financial operations such as monitoring activity budgets.

**Swiss Chinese Chamber of Commerce, Beijing, China**

2008-2008

*Olympic Project Officer*

- Communicated with potential partners, contributors, sponsors, and advertisers for the Olympic publication project and secured more than ten contributors for the project.
- Negotiated with companies to maintain a balance between their goal on promoting products and our project’s non-profit theme.
- Took charge of all editing work for this publication including composition, art design, and printing quality control.

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## PROFESSIONAL AFFILIATIONS

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American Marketing Association (AMA)

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## GRADUATE COURSEWORK

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### Substantive

Marketing Strategy (Dr. G. Tomas M. Hult)

Marketing Relations (Dr. Douglas E. Hughes)

Consumer Behavior (Dr. Clay M. Voorhees)

New Product Diffusion and Innovation (Dr. Roger J. Calantone)

Innovation and Launch Product and Service (Dr. Roger J. Calantone)

Customer-Driven Strategies (Dr. Clay M. Voorhees)

Pricing Profitability & Market (Dr. Hari Sridhar)

### Methodology

Marketing Models (Dr. Roger J. Calantone)

Statistical Models in Marketing (Dr. Roger J. Calantone)

Simulation Methods (Dr. Stanley Griffis)

Research Design in Marketing (Dr. G. Tomas M. Hult & Dr. Clay M. Voorhees)

Organizational Research Methods (Dr. John Hollenbeck)

Advanced Organizational Research Methods (Dr. Brent Scott)

Intro to Econometric Methods (Dr. Asenka Asenova)

Advanced Econometric Methods (Dr. Gary Solon)

Estimate - Modern Applied Tools of Econometrics (Dr. Jeffrey M. Wooldridge & Dr. Tim Vogelsang)

Econometric Club (Dr. Jeffrey M. Wooldridge)

Marketing Analysis (Dr. R. Dale Wilson)

Marketing Technology and Analytics (Dr. Roger J. Calantone)

Advanced Marketing Research (Dr. R. Dale Wilson)

## REFERENCES

### **Dr. Roger J. Calantone**

Eli Broad Chaired University Professor of Business – Marketing  
Senior Advisor to the Dean for Integrative Research & Outreach  
Research Director/Center for Business & Social Analytics (CBSA)

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### **Dr. G. Tomas M. Hult**

Byington Endowed Chair and Professor – Marketing  
Director – MSU – CIBER (International Business Center)  
Executive Director and Foundation President – Academy of International Business

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### **Dr. Clay M. Voorhees**

Associate Professor – Marketing

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