

# Xiaoxu Wu

Department of Marketing  
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## EDUCATION

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<b>Michigan State University</b> Ph.D. Marketing	Expected May 2024
<b>Michigan State University</b> M.S. Marketing Research	2015
<b>North China Electric Power University (Beijing), China</b> B.S. Business Administration - Marketing	2014

## RESEARCH

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### Areas of Interest

Marketing Strategy, Sustainability Marketing, Corporate Social Responsibility (CSR), Brand Activism, Customer Political Ideology, Customer-Company Relationships

### Methods

Applied Econometrics, Applied Machine Learning, Experimental Research

### Papers Under Review

Weathering the Crash: Do Customer-Company Relationships Insulate Firms from the Negative Effects of Economic Crises?

- Co-Authors: Forrest Morgeson, Udit Sharma, Anita Pansari, Ayalla Ruvio, G. Tomas M. Hult
- Status: Under review at *Journal of the Academy of Marketing Science*

Political Ideology and Customer Knowledge Value: Do Conservatives Provide More Valuable Feedback to Firms?

- Co-Authors: Udit Sharma, Anita Pansari, Forrest Morgeson
- Status: Under review at *Journal of the Academy of Marketing Science*

### Working Papers

Do customers really want brands to be activists? The Role of Political Ideology in Customer Response to Brand Activism

- Co-Authors: Hanyong Park
- Status: Preparing manuscript

Generic Title: Brand Activism Communication Strategy

- Co-Authors: Xiaoyun Zheng, Yufei Zhang, Wyatt Schrock
- Status: Preparing manuscript

Driving Customer Loyalty Returns on Corporate Social Responsibility Through Communication

- Co-Authors: Anita Pansari, JeeWon Brianna Paulich, G. Tomas M. Hult, Forrest Morgeson
- Status: Analyzing data

## PRESENTATIONS AND INVITED TALKS

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Wu, Xiaoxu, Udit Sharma, Sean Mcgrath, and G. Tomas M. Hult (2021), “Sustainability in Marketing: Review of Literature, a New Marketing-centered Definition, and Opportunities for Future Research” – *2021 AMA Winter Academic Conference*, St. Petersburg, FL

Wu, Michael, Xiaoxu Wu, Udit Sharma, Ahmet H. Kirca (2021), “Product Portfolio Characteristics and Firm Performance: The Moderating Role of Internationalization” – *2021 AMA Winter Academic Conference*, St. Petersburg, FL

## MEDIA

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Udit Sharma, Wu, Xiaoxu, “Why Should Monopolies Satisfy Their Customers?” – *Journal of Marketing Research Scholarly Insights*, August 10, 2021. [\[Article\]](#)

Udit Sharma, Wu, Xiaoxu, “How Does Main Street Drive Wall Street?” – *Journal of Marketing Research Scholarly Insights*, July 1, 2021. [\[Article\]](#)

## HORNERS AND AWARDS

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### Awards and Consortia Fellow

AMS Doctoral Consortium Fellow, 2022

## PROFESSIONAL SERVICE

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### Journal Reviewer

Journal of the Academy of Marketing Science, 2022, 2023

### Conference Reviewer

AMA Global Marketing SIG conference 2022

Academy of International Business Conference 2021

Academy of International Business (AIB) 2021

51st Annual Conference of the Decision Sciences Institute 2020

AMA Global Marketing SIG conference 2020

### Other Service

Contributor for “JMR Scholarly Insights by AMA DocSIG” project

### Professional Associations

American Marketing Association Member

Academy of Marketing Science Member

Academy of International Business Member

B Academics Member

## DOCTORAL COURSEWORK

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### Substantive

Marketing Strategy

Marketing Theory and Critical Analysis

Marketing Relations

Pro-Seminar in Marketing

International Business Theory

Seminar in Buyer Behavior

G. Tomas M. Hult

Ahmet H. Kirca

G. Tomas M. Hult and Roger J. Calantone

G. Tomas M. Hult

Ahmet H. Kirca

Hanyong Park

## Methodology

Statistical Models in Marketing  
Organizational Research Methods  
Advanced Econometric Methods I  
Advanced Econometric Methods II  
Quantitative Methods in Public Policy III  
Advanced Organizational Research Methods  
Research Design in Marketing  
Applied Econometrics  
ESTIMATE – Applied Tools of Econometrics  
Machine Learning and Optimization

Roger J. Calantone  
John R. Hollenbeck  
A. Justin Kirkpatrick  
Timothy J. Vogelsang  
Leslie E. Papke  
Brent Scott  
G. Tomas M. Hult and Roger J. Calantone  
Jeffrey M. Wooldridge  
Jeffrey M. Wooldridge and Timothy J. Vogelsang  
Quan Zhang

## TEACHING EXPERIENCE

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### Michigan State University

Market Analytics (MKT317): Instructor - Summer 2022, Instructor - Summer 2021  
Managerial Marketing (MKT300): Teaching Assistant - Summer 2020

## INDUSTRY EXPERIENCE

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### Ipsos, *Senior Research Executive*, Shanghai, China

2018 - 2019

- Conducted social intelligence analysis to deliver insights that drive strategic decisions using data from social media and other online platforms.
- Worked closely with Alibaba's Tmall Innovation Center to identify new product opportunities and helped clients to develop actionable new product launch plan in the shortest possible time.
- Added new NLP techniques to practice Chinese word segmentation when analyzed large unstructured text-based data, effectively solved the problem of semantic loss with the old method.

### BNP Media/Clear Seas Research, *Research Analyst*, Troy, MI

2015 - 2018

- Concurrently led multiple research projects for 55 BNP Media brands under tight timelines; experienced with several types of research while specialized in research of customer satisfaction, new product concept and brand equity analysis.
- Utilized a variety of research methodologies to design and develop questionnaires to provide holistic and precise measurements to meet internal and external client's analytic needs.
- Enhanced and implemented story-telling skill to provide insights and actionable recommendations to BNP marketing and sales team.