Xiaoxu Wu

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EDUCATION

Michigan State University   Expected May 2024
Ph.D. Marketing

Michigan State University   2015
M.S. Marketing Research

North China Electric Power University (Beijing), China   2014
B.S. Business Administration - Marketing

RESEARCH

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

Methods
Econometrics, 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 V. Morgeson III, Udit Sharma, Anita Pansari, Ayalla Ruvio, G. Tomas M. Hult
- Status: Under 3rd review at *Journal of the Academy of Marketing Science*

Political Ideology and Customer Knowledge Value: Do Conservatives Provide More Valuable Feedback to Firms? (Dissertation Essay I)
- Co-Authors: Udit Sharma, Anita Pansari, Forrest V. Morgeson III
- Status: Under 2nd 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: Finalizing manuscript for submission to *Journal of the Academy of Marketing Science* by Summer 2023

Driving Customer Loyalty Returns on Corporate Social Responsibility Through Communication
- Co-Authors: Anita Pansari, JeeWon Brianna Paulich, G. Tomas M. Hult, Forrest V. Morgeson III
- Status: Preparing manuscript for submission to *Journal of Marketing Research* by Fall 2023

Brand Activism Communication Strategy: How to Build Connections with Customers
- Co-Authors: Xiaoyun Zheng, Yufei Zhang, Wyatt Schrock
- Status: Finalizing manuscript for submission to *Journal of Business Ethics* by Fall 2023

How Mobile Device Usage Shapes Price-quality Judgements?
- Co-Authors: Hanyong Park, Wyatt Schrock
- Status: Preparing manuscript for submission to *Journal of Marketing Research* by Spring 2024

The Impact of Customer Political Ideology on Purchase Deferral
- Co-Authors: Hanyong Park
- Status: Collecting data

Employee-Customer DEI Profile Matching and Customer Engagement – A Quasi-Experimental Study
- Co-Authors: Suman Basuroy, Forrest V. Morgeson III, Udit Sharma
- Status: Collecting data

PRESENTATIONS AND INVITED TALKS

Wu, Xiaoxu, Hanyong Park (2023), "Do Customers Really Want Brands to Be Activists? The Role of Political Ideology in Customer Response to Brand Activism" – *2023 AMS Annual (48th) Conference*, New Orleans, LA

Forrest V. Morgeson III, Udit Sharma, Yuyuan Pan, and Xiaoxu Wu (2023), "Examining Diverse Customer Mindset Metrics as Predictors of Firm Performance Over Time and Across Industries" – *2023 AMA Winter Academic Conference*, Nashville, TN

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

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]

HONORS AND AWARDS

Awards and Consortia Fellow

Mittelstaedt & Gentry Doctoral Symposium Fellow	2023
Haring Symposium Fellow	2023
Society for Marketing Advances Doctoral Consortium Fellow	2022
AMS Doctoral Consortium Fellow	2022

Fellowships and Scholarships

Colleges Online Learning Academy (COLA) Fellowship, Michigan State University	2021
Robert P. Poland Endowed Doctoral Fellowship, Michigan State University	2019-2023

PROFESSIONAL SERVICE

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   2021

Professional Associations Membership
American Marketing Association
Academy of Marketing Science
Academy of International Business
Society for Marketing Advances
B Academics

DOCTORAL COURSEWORK

Substantive
Marketing Strategy
Marketing Theory and Critical Analysis
Marketing Relations
Pro-Seminar in Marketing
International Business Theory
Seminar in Buyer Behavior

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

TEACHING EXPERIENCE

Michigan State University   2019-Present
Instructor
- Market Analytics: Quantitative Business Research Methods (MKT317)
  - Summer 2022
  - Summer 2021

Teaching Assistant
- Managerial Marketing (MKT300)
  - Summer 2020

Note: 4.11/5.00 average rating in last three years

INDUSTRY EXPERIENCE

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.

ACADEMIC REFERENCES

Anita Pansari   632 Bogue St. Rm N302
Assistant Professor of Marketing   East Lansing, MI 48824
Eli Broad College of Business   (517) 432-6417
Michigan State University   pansaria@broad.msu.edu

Forrest V. Morgeson III   632 Bogue St. Rm N370
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Hanyong Park   632 Bogue St. Rm N342
Assistant Professor of Marketing   East Lansing, MI 48824
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Michigan State University   parkhan4@msu.edu

Suman Basuroy   632 Bogue St. Rm N370
Professor of Marketing   East Lansing, MI 48824
Department Chairperson   (517) 432-6324
Marketing PhD Program Director   basuroys@msu.edu
Fishbeck and Lee Faculty Fellow
Eli Broad College of Business
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