Last Updated: April 2023

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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

Forrest V. Morgeson III, Udit Sharma, Xiaoxu Wu, Anita Pansari, Ayalla Ruvio, and G. Tomas M. Hult, "Weathering the Crash: Do Customer-Company Relationships Insulate Firms from the Negative Effects of Economic Crises?"

- Status: Under 3rd round review at the *Journal of the Academy of Marketing Science*

Xiaoxu Wu, Udit Sharma, Anita Pansari, and Forrest V. Morgeson III, "Political Ideology and Customer Knowledge Value: Do Conservatives Provide More Valuable Feedback to Firms?"

- Status: Under 2nd round review at the *Journal of the Academy of Marketing Science*

Working Papers

Hanyong Park and Xiaoxu Wu (equal first authors), "Do Customers Really Want Brands to Be Activists? The Role of Political Ideology in Customer Response to Brand Activism"

- Status: Finalizing manuscript for submission to the *Journal of the Academy of Marketing Science* by Fall 2023

Udit Sharma, Xiaoxu Wu (equal first authors), Myongjin Kim, Suman Basuroy, and Forrest V. Morgeson III, "Credit Officer Gender, Credit Terms Negotiation, and Customer Credit Default: Evidence from a Quasi-Experiment"

- Status: Preparing manuscript for submission to *Marketing Science* by Fall 2023

Xiaoxu Wu, Xiaoyun Zheng, Yufei Zhang, and Wyatt Schrock, "Brand Activism Communication Strategy: How to Build Connections with Customers?"

- Status: Finalizing manuscript for submission to *Journal of Business Ethics* by Fall 2023

Xiaoxu Wu, Anita Pansari, Brianna JeeWon Paulich, G. Tomas M. Hult, and Forrest V. Morgeson III, "Driving Customer Loyalty Returns on Corporate Social Responsibility Through Communication."

- Status: Preparing manuscript for submission to *Journal of Marketing Research* by Spring 2024

Hanyong Park, Xiaoxu Wu, and Wyatt Schrock, "How Mobile Device Usage Shapes Price-quality Judgements?"

- Status: Preparing manuscript for submission to *Journal of Marketing Research* by Spring 2024

Hanyong Park, Xiaoxu Wu, and Udit Sharma, "The Impact of Customer Political Ideology on Purchase Deferral."

- Status: Collecting data

PRESENTATIONS AND INVITED TALKS

Forrest V. Morgeson III, Udit Sharma, Xiaoxu Wu, and Anita Pansari (2023), "Universal Basic Income: Propositions and Implications for Marketing" – *2023 AMA Marketing and Public Policy Conference,* Arlington, VA

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

Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University	2023
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

Suman Basuroy
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Department Chairperson
Marketing PhD Program Director
Fishbeck and Lee Faculty Fellow
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