

Yongchuan (Kevin) Bao

Department of Management, Marketing, and Information Systems
College of Business
University of Alabama in Huntsville
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Education

University of Southern California
Ph.D. in Business Administration (Majoring in Marketing), December 2004

University of Southern California
Master of Arts in Economics, May 2004

University of Southern California
Master of Planning in Urban Planning, May 1998

Fudan University
Bachelor of Arts in Economics, July 1994

Academic Experience

University of Alabama in Huntsville

Associate Professor, Department of Management, Marketing, and Information Systems, 2014 - present

Suffolk University

Associate Professor (tenured), Department of Marketing, 2013 – 2014

Suffolk University

Assistant Professor, Department of Marketing, 2008 – 2013

California State University, Fullerton

Assistant Professor, Department of Marketing, 2005 – 2008

Research Interests

Product Innovations, Entrepreneurship, Business-to-Business Marketing

Journal Publications

- Fengxia Zhu, Zelong Wei, Yongchuan Bao, and Shaoming Zou (2019). Base-of-the-Pyramid (BOP) orientation and firm performance: A strategy tripod view and evidence from China. *International Business Review*, in press. [The first three authors made equal contributions to the article]
- Zhongfeng Su and Yongchuan Bao (2019). Invest heavily and symmetrically: The impact of specific investment and the performance of R&D collaboration. *IEEE Transactions on Engineering Management*, in press.
- Xiaotong Li, Yongchuan Bao, Yue Guo (2018). Alliance formation under high order uncertainty: Embeddedness, fear, and gradualism. *Managerial and Decision Economics*, 39 (7), 821–831.
- Jifeng Mu, Yongchuan Bao, Tejvir Sekhon, Jiayin Qi, and Edwin Love (2018). Outside-in marketing capability and firm performance. *Industrial Marketing Management*, 75, 37–54.
- Yue Guo, Ying Zhu, Barnes J. Stuart, Yongchuan Bao, Xiaotong Li, and Khuong Le-Nguyen (2018). Understanding cross-product purchasing intentions in an IT brand extension context. *Psychology & Marketing*, 35 (6), 392–411. [lead article]
- Zelong Wei, Zhanhe Du, and Yongchuan Bao (2018). Outsourcer knowledge protection, psychological contract schema, and project performance: A vendor's perspective. *IEEE Transactions on Engineering Management*, 65 (1), 128–140.
- Yue Guo, Yongchuan Bao, Barnes J. Stuart, and Khuong Le-Nguyen (2018). To sell or not to sell: Exploring sellers' trust and risk of chargeback fraud in cross-border electronic commerce. *Information Systems Journal*, 28, 359–383.
- Yeolan Lee, Caron St. John, Eric A. Fong, and Yongchuan Bao (2018). Flexible new product development processes and appropriability: Intellectual property and first-mover. *International Journal of Innovation Management*, 22 (1), 1–24.
- Yongchuan Bao, Yuan Li, Changwei Pang, Yeqing Bao, and Xiang Yi (2017). Do Resource Differences between Manufacturers and Suppliers Help or Hinder Product Innovation? The Moderating Role of Trust and Contracts. *Industrial Marketing Management*, 64, 79–90.
- Yong J Wong, Peter LaPlaca, Ying Zhu, Andy Hao, Chiquan Guo, and Yongchuan Bao (2017). Streamlining interfunctional coordination in industrial SMEs. *Journal of General Management*, 42(3), 31 – 40.
- Xu Jiang, Yongchuan Bao, Yan Xie, and Shanxing Gao (2016). Partner Trustworthiness,

Knowledge Flow in Strategic Alliances, and Firm Competitiveness: A Contingency Perspective. *Journal of Business Research*, 69 (2), 802 – 812.

Shenggang Ren, Rui Shu, Yongchuan Bao, and Xiaohong Chen (2014). Linking Network Ties to Entrepreneurial Opportunity Discovery and Exploitation: The role of Affective and Cognitive Trust. *International Entrepreneurship and Management Journal*, 12, 465–485.

Xu Jiang, Mei Li, Shanxing Gao, Yongchuan Bao, and Feifei Jiang (2013). Managing Knowledge Leakage in Strategic Alliances: The Effects of Trust and Formal Contracts. *Industrial Marketing Management*, 42 (6), 983 - 991.

Yongchuan Bao, Shibin Sheng, Kevin Zheng Zhou (2012). Network-based Market Knowledge and Product Innovativeness. *Marketing Letters*, 23 (1), 309 – 324.

Yongchuan Bao, Xiaoyun Chen, Kevin Zheng Zhou (2012). External Learning, Market Dynamics, and Radical Innovation: Evidence from China's High-Tech Firms. *Journal of Business Research*, 65, 1226 – 1233.

Yongchuan Bao, Shibin Sheng, Yeqing Bao, and David Stewart (2011). Quality Perception of Private Labels: Effects of Intransient Cues and Consumer Characteristics. *Journal of Consumer Marketing*, 28 (6), 448 – 458.

Yongchuan Bao, Yeqing Bao, and Shibin Sheng (2011). Motivating Purchase of Private Brands: Effects of Store Image, Product Signatureness, and Quality Variation. *Journal of Business Research*, 64 (2), 220 – 226.

Yongchuan Bao (2009). Organizational Resistance to Performance-Enhancing Technological Innovations: A Motivation-Threat-Ability Framework. *Journal of Business & Industrial Marketing*, 24 (2), 119 – 130.

Yongchuan Bao (2008). Vaporware: A Tug of War Between Market Freezing and Cannibalization. *International Journal of Technology Marketing*, 3 (2), 116 – 136.

Conference Presentations and Proceedings

Fengxia Zhu, Zelong Wei, and Yongchuan Bao (2018). BOP (base-of-the-pyramid) orientation and firm performance: A strategy tripod view and evidence from China. *AMA Summer Marketing Educators Conference*, Boston.

Fengxia Zhu, Zelong Wei, and Yongchuan Bao (2017). A study on the relationship between BOP (base-of-the-pyramid) orientation and firm performance. *Academy of Marketing Science Conference*, San Diego, CA.

Yongchuan Bao, Yuan Li, Changwei Pang, Yeqing Bao, and Xiang Yi (2016). Resource Differences between Manufacturers and Suppliers: Help or Hurt Product Innovation? The Moderating Role of Trust and Contracts. *AMA Summer Marketing Educators Conference*, Atlanta.

Yongchuan Bao, Yuan Li, Changwei Pang, Yeqing Bao, and Xiang Yi (2015). Resource Differences between Manufacturers and Suppliers: Help or Hurt Product Innovation? The Moderating Role of Trust and Contracts. *Academy of Management Annual Conference*, Vancouver, Canada.

Jifeng Mu, and Yongchuan Bao (2015). Outside-in Marketing Capabilities and Firm Performance. *AMA Summer Marketing Educators Conference*, Chicago.

Yongchuan Bao, Jizhen Li, and Shibin Sheng (2013). R&D-Marketing Relational Forms, Knowledge Integration, and New Product Performance: A Social-Political Perspective and Empirical Evidence. *AMA Summer Marketing Educators Conference*, Boston.

Yongchuan Bao, Jizhen Li, and Shibin Sheng (2012). R&D-Marketing Cooperation, Knowledge Integration, and New Product Performance: Theoretical Triangulation and Empirical Evidence. *Annual PDMA Research Forum*, Orlando.

Yongchuan Bao, Shibin Sheng, Kevin Zhou (2011). Network-based Market Knowledge and Product Innovativeness. *AMA Summer Marketing Educators Conference*, San Francisco.

Xiaoyun Chen, Yongchuan Bao, Kevin Zhou (2010). A Contingency View of External Learning and Radical Innovations: Evidence from China's High-Tech Firms, (**Best Paper Proceedings Award**), *Academy of Management Annual Conference*, Montreal, Canada.

Yongchuan Bao, Yeqing Bao, and Shibin Sheng (2009). Improving Quality Perception of Private Brands: Effects of Intangible Cues and Risk Aversion, (**Best Paper** in the track of Retailing and Entrepreneurship), *Society for Marketing Advances Conference*, New Orleans.

Yongchuan Bao, Yeqing Bao, and Shibin Sheng (2009). Private Brand Strategies: Creating a Favorable Consumer Quality Perception. *Global Marketing Summit*, Nankai University, Tianjin.

Yongchuan Bao and David Stewart (2009). Private Brand Strategies: Creating a Favorable Consumer Quality Perception. *Association of Collegiate Marketing Educators Conference*, Oklahoma City.

Yongchuan Bao (2008). Organizational Resistance to Technological Innovations: An Information Processing Perspective, (**Best Paper** in the track of Business-to-Business and New Product Development), *Association of Collegiate Marketing*

Educators Conference, Houston.

Yongchuan Bao (2007). Creating Favorable Consumer Perception of Private Brand Quality. *Marketing Management Association Annual Conference, Chicago.*

Yongchuan Bao and Gerard J. Tellis (2003). Vaporware: Wisdom or Wasteland? *Marketing Science conference, University of Maryland.*

Yongchuan Bao, Gerard J. Tellis (2002). Vaporware: Wisdom or Wasteland? *XXI Doctoral Symposium in Marketing, University of Houston.*

Yongchuan Bao, Herbert Dawid, Gerard Tellis (2002). Competitive Preannouncement: A Strategic Analysis,” *Marketing Science Conference, University of Alberta, Canada.*

Yongchuan Bao, Herbert Dawid, Gerard J. Tellis (2002). Optimal Preannouncement of Radical Innovation. *INFORMS Annual Meeting, San Jose, California.*

Invited Presentations

Xu Jiang, Yongchuan Bao, Yan Xie, and Shanxing Gao (2016). Partner Trustworthiness, Knowledge Flow in Strategic Alliances, and Firm Competitiveness: A Contingency Perspective. School of Management, Xi’An Jiao Tong University.

Yongchuan Bao, Jizhen Li, and Shibin Sheng (2012). R&D-Marketing Cooperation, Knowledge Integration, and New Product Performance: Theoretical Triangulation and Empirical Evidence. Department of Innovation and Entrepreneurship, School of Economics and Management, Tsinghua University; School of Business, Xi’An Jiaotong University.

Yongchuan Bao, Shibin Sheng, Kevin Zheng Zhou (2011). Network-based Market Knowledge and Product Innovativeness. School of Management, Xi’an Jiaotong University.

Editorial Review Board

- *Industrial Marketing Management*, 2012 – present
- *Journal of Business Research*, 2016 – present

Research Grants

- Research Grant, College of Business, University of Alabama in Huntsville, 2017
- New Faculty Research Grant, University of Alabama in Huntsville, 2016
- Research Grant of Sawyer Business School, 2013

- Research Grant of Sawyer Business School, 2010
- Research Grant of Sawyer Business School, 2009
- Faculty Development Grant, California State University Fullerton, 2007
- Faculty Development Grant, California State University Fullerton, 2006
- Faculty Development Grant, California State University Fullerton, 2005

Teaching Experience

University of Alabama in Huntsville

- New Product Development
- Marketing Management
- Marketing of Emerging Technologies

Suffolk University

- Marketing Research
- Marketing Research for Honors
- Marketing of High-Technology Products

California State University, Fullerton

- Marketing Strategies
- Marketing Information Technology (Marketing Analytics)

Services

University, College and Department Services

- Member, committee on entrepreneurship program, Fall 2019
- One of the hosts of an event to promote marketing programs among undergraduate students, Spring 2019
- Judge, College of Business scholarship committee, Fall 2016 – present
- Writer, revision of master syllabus of MKT 465
- Judge, evaluation of undergraduate classes towards AACSB requirements
- Member, revision of Marketing Curriculum, Fall 2017
- Member, MBA Steering Committee, College of Business, Fall 2017 – Spring 2018
- Judge, College of Business scholarship committee, Fall 2017
- Judge, Boeing New Business Challenge, University of Alabama in Huntsville, Fall 2017
- Judge, Research Horizon Competition, College of Business, Spring 2017
- Adviser for honor student, College of Business, Spring 2017, Spring 2018
- Member of Faculty Senate, University of Alabama in Huntsville, 2016 – present

- Judge, evaluation of MBA students' performance towards AACSB requirements, November 2017
- Judge, evaluation of MBA students' performance in three MBA courses towards AACSB requirements, December 2015
- Participating in meeting with donors and UAH alumni, Nov 2010
- Judge, evaluation of MBA students' performance in four MBA courses towards AACSB requirements, May 2015
- Participating in the promotion of undergraduate program and admission of students, University of Alabama Huntsville, 2014
- Advising a visiting PhD student from Hohai University, China, 2015
- Member of Undergraduate Program Curriculum Committee, Suffolk University, 2011 – 2014
- Faculty Fellow at the Center for Innovation and Change Leadership, Sawyer Business School, Suffolk University, 2009 – 2014
- Keeper of Journal List, Department of Marketing, Suffolk University, 2008 – 2014
- Faculty Representative at the University Open House, Suffolk University, 2009 – 2010
- Undergraduate student advisor, 2009 – 2014
- Member of the ad hoc Technology Committee, Suffolk University, 2009
- Member of the Curriculum Committee, Marketing Department, California State University, Fullerton, 2007-2008
- Member of the Library Committee, California State University, Fullerton, 2007-2008

Professional Services

- Member of Editorial Review Board, *Journal of Business Research*, 2016
- Member of Editorial Review Board, *Industrial Marketing Management*, 2012 – present
- Reviewer for *Industrial Marketing Management*, 2008 – present
- Ad hoc review for the *Journal of Product Innovation Management*, 2013 – 2015
- Ad hoc reviewer for the *Asia Pacific Journal of Management*, 2012, 2015
- Ad hoc reviewer for the *European Journal of Marketing*, 2012
- Invited reviewer for *Research Grants Council*, Hong Kong, 2012
- Ad hoc reviewer for the *Product Development and Management Association Research Forum (PDMA)*, 2007, 2012
- Ad hoc reviewer for *AMA Marketing Educators' Conference*, 2007 – 2011
- Ad hoc reviewer for *Journal of Academy of Marketing Science*, 2008
- Session Chair of Retailing and Entrepreneurship Track, Society for Marketing Advances Conference 2009, New Orleans
- Ad hoc reviewer for the *Marketing Science*, 2002 – 2004

Academic Affiliations

- American Marketing Association (AMA)
- Academy of Management Association (AOM)
- Academy of Marketing Science (AMS)
- Strategic Management Society (SMS)

Honors and Awards

- Billings Faculty Fellowship, 2017, College of Business, University of Alabama in Huntsville
- Witmond Faculty Fellowship, 2015, College of Business, University of Alabama in Huntsville
- Faculty Fellow at the Center for Innovation and Change Leadership, Sawyer Business School, Suffolk University, 2009 – 2013
- Beta Gamma Sigma, the honor society for collegiate schools of business, 1999
- Membership of “Phi Kappa Phi Society”, 1998
- Haynes Foundation Fellowship, University of Southern California, 1997