

**VITA
YEQING BAO**

OFFICE ADDRESS

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University of Alabama in Huntsville
Huntsville, AL 35899
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EDUCATION

Ph.D.	Virginia Polytechnic Institute and State University, USA, 2001 Major Area: Marketing Minor Area: International Business Dissertation: Effects of Parental Style and Power on Adolescent's Influence in Family Consumption Decisions
Post Graduate Certificate	Tsinghua University, China, 1996 Major: International Finance and Trade
B.E.	Tsinghua University, China, 1994 Major: Mechanical Engineering
B.S.	Tsinghua University, China, 1994 Second Major: Management

ACADEMIC POSITIONS

Professor of Marketing	University of Alabama in Huntsville, 2015 – present
Visiting Associate Professor of Marketing	City University of Hong Kong, Jan. 2012– Dec. 2012
Associate Professor of Marketing	University of Alabama in Huntsville, 2007– 2015
Assistant Professor of Marketing	University of Alabama in Huntsville, 2001 – 2007

ADMINISTRATIVE POSITIONS AND ACCOMPLISHMENTS

Chair, Dept. of MGT and MKTG	University of Alabama in Huntsville, Dec. 2021– present
Associate Dean of Graduate School & Associate Director of Int'l Services	University of Alabama in Huntsville, Dec. 2015 – Aug. 2021
Associate Dean of Undergraduate & International Programs	UAH College of Business Administration, Aug. 2013 – Nov. 2015
Director of International Programs	UAH College of Business Administration, 2008–2013

PUBLICATIONS

Referred Journals

1. Dong, Xiaosong, Wenli Cao, and **Yeqing Bao** (2022), “Product Intellectualization Ecosystem: A Framework through Grounded Theory and Case Analysis,” International Journal of Emerging Markets, 17 (4), 1030-1048.
2. Carter A. Mandrik, **Yeqing Bao**, and Sijun Wang (2018), “A Cross-cultural Study of Intergenerational Influence: US and PRC,” Journal of Consumer Marketing, 35 (1), 91-104.
3. Bao, Yongchuan, Yuan Li, Changwei Pang, **Yeqing Bao**, and Xiang Yi (2017), “Do Resource Differences between Manufacturers and Suppliers Help or Hinder Product Innovation of Manufacturers? The Moderating Role of Trust and Contracts” Industrial Marketing Management, 64, 79-90.
4. **Bao, Yeqing**, Eric Fong, Timothy Landry, and Kevin Z. Zhou (2015), “Strategic Consensus of Market Orientation: A Transition Economy’s Perspective,” Journal of Strategic Marketing, 23 (4), 364-378.
5. Kevin Z. Zhou, Qiyuan Zhang, Shibin Sheng, En Xie, and **Yeqing Bao** (2014), “Are Relational Ties Always Good for Knowledge Acquisition? Buyer–Supplier Exchanges in China” Journal of Operations Management, 32 (3), 88–98.
6. Bao, Yongchuan, Shibin Sheng, **Yeqing Bao**, and David Steward (2011), “Improving Quality Perception of Private Brands: Effects of Intransient Cues, Product Familiarity, and Risk Aversion,” Journal of Consumer Marketing, 28 (6), 448-458.
7. Wang, Naijiang and **Yeqing Bao** (2011), “Modeling Forest Quality at Stand Level: A Case Study of Loess Plateau in China,” Forest Policy and Economics, 13, 488-495.
8. Bao, Yongchuan, **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.
9. **Bao, Yeqing**, Shibin Sheng, and Innocent Nkwocha (2010), “Product Difficulty Incongruity and Consumer Evaluations of Brand Extensions,” Journal of Retailing and Consumer Services, 17, 340-348.
10. Waller, David S., Alan T. Shao, and **Yeqing Bao** (2010), “Client Influence and Advertising Standardization: A Survey of Ad Agencies,” The Service Industries Journal, 30 (13), 2151-2161.
11. Lai, Kee-hung, **Yeqing Bao**, and Xiaotong Li (2008), “Channel Relationship and Business Uncertainty: Evidence from the Hong Kong Market,” Industrial Marketing Management, 37, 713-724.
12. **Bao, Yeqing**, Alan T. Shao, and Drew Rivers (2008), “Creating New Brand Names: Effects of Relevance, Connotation, and Pronunciation,” Journal of Advertising Research, 48 (1), 148-162.
13. Shibin Sheng, **Yeqing Bao**, and Yue Pan (2007), “Partitioning or Bundling: Perceived Fairness of the Surcharge Makes Difference,” Psychology & Marketing, 24 (12), 1025-1041.
14. A. Herrmann, F. Huber, A. T. Shao, , and **Y. Bao** (2007), “Building Brand Equity via Product Quality,” Total Quality Management & Business Excellence, 18 (5), 531-544.
15. **Bao, Yeqing**, Edward F. Fern, and Shibin Sheng (2007), “Parental Style and Adolescent’s Influence in Family Consumption Decisions: An Integrative Approach,” Journal of Business Research, 60 (7), 672-680.
16. **Bao, Yeqing**, Kevin Z. Zhou, and Joe N. Zhou (2006), “Social Alienation in a Transitional Economy: Antecedents and Impact on Attitude toward Social Reform,” Journal of Business Research, 59 (9), 990-998.
17. Nkwocha, Innocent, **Yeqing Bao**, William C. Johnson, and Herbert V. Brotspies (2005), “Moderating Role of Product Involvement in Brand Extensions,” Journal of Marketing Theory and Practice, 13 (3), 49-61.

18. Berkowitz, David, **Yeqing Bao**, and Arthur W. Allaway (2005), "Hispanic Consumers, Store Loyalty and Brand Preference," Journal of Targeting, Measurement and Analysis for Marketing, 14 (1), 9-24.
19. Mandrik, Carter A., Edward F. Fern, and **Yeqing Bao** (2005), "Intergenerational Influence: Roles of Conformity to Peers and Communication Effectiveness," Psychology & Marketing, 22 (10), 813-832.
20. Shao, Alan T., **Yeqing Bao**, Elizabeth Gray (2004), "Comparative Advertising Effectiveness: A Cross-Cultural Study," Journal of Current Issues and Research in Advertising, 26 (2), 67-80.
21. **Bao, Yeqing**, Zheng Zhou, and Chenting Su (2003), "Face Consciousness and Risk Aversion: Do They Affect Consumer Decision-Making?" Psychology & Marketing, 20 (8), 733-755.
22. Zhou, Zheng, Chenting Su, and **Yeqing Bao** (2002), "A Paradox of Price-Quality and Market Efficiency: A Comparative Study of the U.S. and China Markets," International Journal of Research in Marketing, 19 (4), 349-365.
23. **Bao, Yeqing** and Alan T. Shao (2002), "Non-Conformity Advertising to Teens," Journal of Advertising Research, 42 (3), 56-65.
24. Su, Chenting and **Yeqing Bao** (2001), "Student Complaint Behavior Based on Power Perception: A Taxonomy," Services Marketing Quarterly, 22 (3), 43-62.
25. Littlefield, James E., **Yeqing Bao**, and Don L. Cook (2000), "Internet Real Estate Information: Are Home Purchasers Paying Attention to It?" Journal of Consumer Marketing, 17 (7), 575-590.

Book Chapters

- Xu, Juanjuan, **Yeqing Bao**, and Timothy D. Landry (2014), "Brand Positioning through Print Advertising," in Cheng L. Wang and Jiaxun He (editor), *Emerging Markets: Theories and Practices*, IGI Global: 155-164.
- **Bao, Yeqing**, Shi Zhang, and James T. Simpson (2012), "Visual and Verbal Information Interaction in Print Advertisements," in Steven S. Posavac (editor), *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability*, ME Sharpe, Armonk, NY: 112-131.
- **Bao, Yeqing**, Shi Zhang, and James T. Simpson (2011), "Promoting Products from Developing Country: Roles of Brand Name and Spokesperson," in Subhash C. Jain and David A. Griffith (editors), *Handbook of Research in International Marketing* (2nd edition), Edward Elgar, Northampton, MA: 48-67.
- Su, Chenting, **Yeqing Bao**, and Kevin Z. Zhou (2011), "Cultural Change and Buyer Behavior in China," in Chen L. Wang (editor), *Handbook of Contemporary Marketing in Greater China: Theories and Practices*, Nova, NY: 173-184.
- **Bao, Yeqing**, David Berkowitz, Brent Wren (2009), "Consumer Marketing of High Technology Products," in Bidgoli, Hossein (editor), *The Handbook of Technology Management*, Vol. 2, Ch. 21, 290-304.
- White, George O., III, **Yeqing Bao**, and Lance E. Brouthers (2007), "Manufacturing and Selling in China," in Keillor, Bruce D. (General Editor), *Marketing in the 21st Century*, Vol. 1, 65-80.

Peer-reviewed Conference Proceedings and Presentations

1. Yang, Zhilin, and **Yeqing Bao**, (2021), Proceedings of 2021 China Marketing International Conference: Marketing and Management in the Digital Age (Editors), Asian Business Association.
2. **Bao, Yeqing**, David Berkowitz, and Shi Zhang (2020), "Assessing Public Policy Effectiveness on Curbing COVID-19: A Bass Model Approach," China Marketing International Conference 2020, Web Conference.
3. Yang, Zhilin, and **Yeqing Bao**, (2019), Proceedings of 2019 China Marketing International Conference: Globalization 2.0-China and the World Market (Editors), Asian Business Association.

4. Wright, Jennifer, **Yeqing Bao**, and Valeriana Daily (2019), “To Charge or Not to Charge? Exploring How Culture, Economy, Society and Politics Can Influence Fee Models for Agent Services,” American International Recruitment Council (AIRC) 11th Annual Conference, Miami, FL.
5. **Bao, Yeqing**, and Marianne Menius (2019), “A Holistic Approach to Supporting English Proficiency Needs in the Health Sciences,” Council of Graduate Schools (CGS) 59th Annual Meeting, Nashville, TN.
6. Mandrik, Carter A., **Yeqing Bao**, and Shi Zhang (2018), “Exploring the Relationship between Religiosity, Spirituality and Music Consumption,” presentation at the 2018 TISSS (The International Symposium on Business and Social Sciences) Conference, Seoul, Korea.
7. Wang, Xiaobing, **Yeqing Bao**, and Yiru Li (2017), “Supply-side Reform and the Electric Power-GDP Relationship,” presentation at the 2017 China Marketing International Conference, Beijing, China.
8. Tian, Ming, **Yeqing Bao**, and Yongchuan Bao (2015), “Board External Directorship and R&D Strategy: Evidence from an Emerging Economy,” presentation at the 2015 International Conference of Asian Marketing Associations (ICAMA), Tokyo, Japan.
9. Yang, Zhilin, Liwen Chen, **Yeqing Bao**, and Haibin Yang (2014), Proceedings of 2014 China Marketing International Conference (Editors), Asia Business Research Corporation.
10. Yang, Zhilin, Liwen Chen, **Yeqing Bao**, Haibin Yang, and Rui Nie (2013), Proceedings of 2013 China Marketing International Conference (Editors), Asia Business Research Corporation.
11. Mandrik, Carter A. and **Yeqing Bao** (2013), “Exploring the Relationship between Religiosity, Spirituality and Music Consumption,” presentation at the 2013 Religious Faith, Social and Applied Sciences Conference, Utah Valley State University, Utah.
12. **Bao, Yeqing**, Carter A. Mandrik, and Sijun Wang (2013), “Intergenerational Influence: A Cross-Cultural Study of China and the US,” presentation by coauthor at the 2013 Cross-Cultural Research Conference, Antigua, Guatemala.
13. Harris, Gregory A., **Yeqing Bao**, Timothy Landry, Anthony Holden, Nicholas Loyd, and Lisa Blanchard, “Management and kaizen team attitudes and lean/clean project improvement sustainability,” 2010 ASEM meeting, Fayetteville, AR.
14. **Bao, Yeqing**, Shi Zhang, and James T. Simpson (2010), “Visual vs. Verbal Information in Print Advertisements,” (abstract), 2010 Advertising and Consumer Psychology Conference, Nashville, TN.
15. Wang, Sijun, **Yeqing Bao**, and Pingsheng Zong (2010), “Cultural Adaptation in Education: Chinese Students in the U.S.,” (abstract), Annual Conference of the International Educators Group (IEG), Las Vegas, NV.
16. Moss, Laura J., **Yeqing Bao**, and Yongchuan Bao (2010), “Consumer Attitudes toward Globalization in the Banking Industry: A Qualitative Study of the U.S. and Germany,” (abstract), Second Annual General Business Conference, Huntsville, TX.
17. Zhuang, Yue, David, Berkowitz, and **Yeqing Bao** (2009), “Integrated Effects on R&D Composite Input: China Manufacturing Firms Practices,” 2009 International Conference on Management Science & Engineering (16th), Moscow, Russia.
18. **Bao, Yeqing**, Yongchuan Bao, and Shibin Sheng (2009), “Improving Quality Perception of Private Brands: Effects of Intangible Cues and Risk Aversion,” for presentation at the 2009 Society for Marketing Advances (SMA) Conference, New Orleans, LA.
19. **Bao, Yeqing**, James T. Simpson, and Shi Zhang (2008), “Reducing Unfavorable Country of Origin Impact: Roles of Brand Name and Spokesperson,” (abstract), Reputation Institute’s 12th International Conference on Reputation, Brand, Identity & Competitiveness, Beijing, China.
20. **Bao, Yeqing**, Shibin Sheng, and Innocent Nkwocha (2008), “Product Difficulty Incongruity and Consumer Evaluations of Brand Extensions,” (abstract), Reputation Institute’s 12th International Conference on Reputation, Brand, Identity & Competitiveness, Beijing, China.

21. Shao, Alan T. and **Yeqing Bao**, "Establishing Brand Names by Examining Their Relevance, Connotation and Pronunciation: Preliminary Findings," (abstract), the International Academy of Business and Economics (IABE) 2006 Annual Conference, Las Vegas, Nevada.
22. Sheng, Shibin **Yeqing Bao**, and Yue Pan, "Partitioning or Bundling: An Investigation of the Boundary Condition," (abstract), the 2006 Society for Consumer Psychology (SCP) conference.
23. **Bao, Yeqing**, Kevin Z. Zhou, and Joe N. Zhou, "Social Alienation in a Transitional Economy: Antecedents and Consequences," (abstract), the 2005 AMA Summer Marketing Educators' Conference, San Francisco, CA.
24. Berkowitz, David, **Yeqing Bao**, and Arthur W. Allaway (2005), "Hispanic Loyalty: A Post-Hoc Approach to Developing Quasi-Experimental Designs with a Customer Loyalty Database," (abstract), the 2005 European Institute of Retailing and Services Studies (EIRASS) Conference, Orlando, FL.
25. Mandrik, Carter and **Yeqing Bao** (2005), "Exploring the Concept and Measurement of General Risk Aversion," in Geeta Menon and Akshay R. Rao (eds.), Advances in Consumer Research, Vol. 32, 531-539.
26. Evens, Dorla A. and **Yeqing Bao**, "Overconfident Traders in Experimental Financial Markets," (abstract), the 2004 North American Meetings of the Economic Science Association, Tucson, AZ.
27. Mandrik, Carter A., Edward F. Fern, and **Yeqing Bao**, "Intergenerational Influence in Mother/Daughter Dyads," (abstract), the 2003 Association for Consumer Research (ACR) Conference, Toronto, Canada.
28. Shao, Alan T., Monica L. Perry, and **Yeqing Bao**, "Ad Agency Personnel Availability: Globally and by Cultural Context," the 2003 International Business & Management Research Conference, Hawaii.
29. Shao, Alan T., Monica L. Perry, **Yeqing Bao**, and John S. Hill, "Beware of Select Advertising Talent Shortfalls Worldwide," the 2003 Hawaii International Conference on Business, Honolulu, HI.
30. Waller, David S., Alan T. Shao, **Yeqing Bao**, and Monica Perry, "Advertisers' Influence on Agency Functions: A Cross Cultural Study," (abstract), the 2003 Australian and New Zealand Communication Association (ANZCA) Conference, Brisbane, Australia.
31. **Bao, Yeqing** and Innocent Nkwocka, "Brand Extensions: An Overview from the Strategic Management Perspective," (abstract), the 2003 Association of Marketing Theory and Practice Annual Meeting, Hilton Head, SC.
32. Mandrik, Carter A. and **Yeqing Bao**, "Impression Management and Team Loyalty," (abstract), the 2003 Association of Marketing Theory and Practice Annual Meeting, Hilton Head, SC.
33. Shao, Alan T., **Yeqing Bao**, and Elizabeth Gray, "An Empirical Investigation of Comparative Advertising Across Cultures," (abstract), the 2002 Annual Meeting of the Association for Global Business, Las Vegas, Nevada.
34. **Bao, Yeqing** and Carter A. Mandrik, "Discerning Store Brand Users from Value Consciousness Consumers: The Role of Prestige Sensitivity and Need for Cognition," the 2002 Association for Consumer Research (ACR) Conference, Atlanta, GA.
35. Gao, Tao, **Yeqing Bao**, and Yunfeng Wang, "Plural Governance Forms for International Strategic Alliances: An Integrative Framework," (abstract), the 2002 AMA Summer Marketing Educators' Conference, San Diego, CA.
36. Zhou, Zheng and **Yeqing Bao** (2002), "User's Attitude toward Web Advertising: Effects of Internet Motivation and Internet Ability," in Susan M. Broniarczyk and Kent Kent Nakamoto (eds.), Advances in Consumer Research, Vol. 29, Valdosta, GA: Association for Consumer Research, 71-78.
37. Shao, Alan T. and **Yeqing Bao** (2001), "Unique Positioning to an Elusive Market: Targeting Teenagers," the 2001 Academy of Marketing Science Annual Conference, San Diego, CA.
38. **Bao, Yeqing** and Zheng Zhou (1999), "Effect of Involvement on Consumer's Country of Origin Information Processing," in Joyce A. Young, Robert D. Green, and Faye W. Gilbert

- (eds.), Advances in Marketing: Theory, Practice, and Education, Atlanta, GA: Society for Marketing Advances, 107-110.
39. Zhou, Zheng, Liang Li, and **Yeqing Bao** (1999), "Demographic Profiles of China Internet Users: Implication for International Marketing in China," in Ruby R. Dholakia and Solveig Wikstrom (eds.), Electronic Commerce: Behaviors of Suppliers, Producers, Intermediaries & Consumers, Vol. 3, Kingston, RI: RITIM, University of Rhode Island.
 40. Yang, Xin and **Yeqing Bao** (1997), "Developing Countries' Need for Foreign Investment: Modeling from a Consumer Behavior Perspective," in Scott M. Smith (ed.), Sixth Symposium on Cross-Cultural Consumer and Business Studies, Honolulu, HI: 25-29.

Research in Progress

- Alhouti, Sarah and **Yeqing Bao**, "Religious Message and Brand Image," manuscript in development.
- Mandrik, Carter A. and **Yeqing Bao**, "Exploring the Relationship between Religiosity, Spirituality and Music Consumption," under revision.

GRANT EXPERIENCE

- U.S. Embassy, Moscow, Public Affairs Section, "FY 2019 Young Astronauts Program," \$150,000, Sept. 1, 2019-Sept. 30, 2020.
- World Learning (PI), "EducationUSA Academy in the University of Alabama in Huntsville," Fall 2016.
 - Three cohorts of UAE Youth students, 120 students plus 12 chaperons, \$420,000 as of today.
- Inter-University Research Project (PI), "Research collaboration with Hohai University," \$19,286, 2011- 2013.
- Curry-Staschke and Curry Contract (PI), "DPI Global Market Analysis," \$15,000, Fall 2011.
- UAH Research Mini-Grant (PI), "Creating Effective Brand Names: Impact of Relevance, Connotation, and Pronunciation," \$5,700, January 2004 – December 2004.
- UAH CMER Research Grant (PI), "Social Alienation in a Transitional Economy: The Antecedents and Consequences," \$5,000, Summer 2003.
- UAH Research Mini-Grant (PI), "Effective Advertising Strategy in the Chinese Market," \$9,860, January 2003 – December 2003.
- UAH CMER Research Grant (PI), "Consumer Alienation and Shopping Strategy: A Cross National Study," \$5,000, Summer 2002.
- UAH Research Mini-Grant (PI), "Effect of Decision Making Styles on Consumer Purchasing Behaviors," \$3,442, January 2002 – December 2002.

OTHER EXPERIENCE

- **Treasurer and Board of Directors** (2018-2019), Council of Chinese American Deans and Presidents (CCADP).
- **External Program Examiner** (2016 - 2021), University of Hong Kong Postgraduate Diploma in Social Media and Communication.
- **Marketing Consultant** (2016 –present), BioDynamy Corp.
- **Visiting Scholar** (Summer 2011), Hohai University School of Business, China.
- **Marketing Consultant** (2006-2011), iXpressGenes (iXG), Huntsville, Alabama.
- **Business Co-owner** (2004-present), Acardia International Business (AIB) Corporation.
- **Graduate Assistant** (1996-2001), Department of Marketing, Pamplin College of Business, Virginia Polytechnic Institute and State University.

- **Graduate Assistant** (1994-1996), Department of International Finance and Trade, School of Economics and Management, Tsinghua University, China.

COURSES TAUGHT

- International Business, Promotional Strategy, Buyer Behavior, Marketing Management, Marketing Research, Digital Marketing

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research
- American Marketing Association
- Society for Marketing Advances

SERVICES

Scholarly Service

- Editorial Review Board, Asian Journal of Business Research, 2016-present
- Editorial Review Board, Journal of Marketing Theory and Practice, 2007-present.
- Editorial Review Board, European Journal of Marketing, 2019-present.
- Ad hoc reviewer, Journal of Business Ethics, 2019-present.
- Ad hoc reviewer, Asia Pacific Journal of Management, 2011-present.
- Ad hoc reviewer, Asian Journal of Social Psychology, 2009-present
- Ad hoc reviewer, Journal of Marketing Theory and Practice, 2006-present.
- Ad hoc reviewer, Journal of International Marketing, 2007-present.
- Ad hoc reviewer, Journal of Business and Psychology, 2008-present.
- NSF Graduate Research Fellowship Program (GRFP) reviewer, 2021
- Ad hoc reviewer, Industrial Marketing Management, Special Issue: Industrial Marketing in a Guanxi Context, 2010.
- Ad hoc reviewer, special issue on cross-cultural research in business for the Journal of Business Research.
- Paper reviewer for the 2010 AMA Winter Marketing Educators' Conference.
- External P&T reviewer for The University of New Orleans, Fall 2007
- External P&T reviewer for The University of New Orleans, Fall 2007
- Session discussant for the E-business and Technology track at the 2007 AMA Summer Educator's Conference.
- Paper reviewer for the 2008 Association of Marketing Theory and Practice (AMTP) conference.
- Paper reviewer for the 2007 Association of Marketing Theory and Practice (AMTP) conference.
- Paper reviewer for the 2006 American Marketing Association (AMA) summer conference.
- Paper reviewer for the 2006 Association for Consumer Research (ACR) Asia-Pacific conference.
- Paper reviewer for the 2006 American Marketing Association (AMA) winter conference.
- Paper reviewer for the 2005 American Marketing Association (AMA) winter conference.
- Paper reviewer for the 2005 Society of Consumer Psychology (SCP) winter conference.
- Paper reviewer for the 2004 Association for Consumer Research (ACR) Asia-Pacific conference.
- Paper reviewer for the 2004 Association of Marketing Theory and Practice (AMTP) conference.
- Paper reviewer for the 2004 Association of Collegiate Marketing Educators (ACME) conference.
- Paper reviewer for the 2003 Academy of Marketing Science (AMS) annual conference.
- Paper reviewer for the 2002 Society for Marketing Advances (SMA) conference.

- Paper reviewer for the 2002 special issue of the Asia-Pacific Journal of Marketing and Logistics.
- Paper reviewer for the 2002 European Marketing Academy Conference (EMAC).
- Paper reviewer for the 2002 Association of Collegiate Marketing Educators (ACME) conference.
- Paper reviewer for the 2002 Society of Consumer Psychology (SCP) conference.
- Paper reviewer for the 2002 Association for Consumer Research (ACR) Asia-Pacific conference.

University and Community Service

- Global Studies Eminent Scholar Search Committee, Spring 2017
- Faculty Database Committee, Spring 2017
- University Calendar and Scheduling Task Force, Fall 2016
- International Student Course Articulation Taskforce, Fall 2016
- Assistant Director of University Assessment Search Committee, Fall 2015.
- Task Force on International Student Recruitment and Retention, Fall 2014-Fall 2015.
- SACSCOC Accreditation Committee, Fall 2014-Fall 2016.
- Charger Foundations Curricula Task Force, Fall 2014-Fall 2016.
- Provost Search Committee, Summer 2013-Spring 2014.
- General Education Committee, Fall 2013-Spring 2014.
- Study Abroad Task Force, Spring 2014.
- Board of Directors, International Society of Huntsville, Spring 2011-Fall 2012.
- College of Business Administration Executive Council, Spring 2011-2013.
- College of Business Administration Promotion & Tenure Committee, 2008-2011.
- Board of Directors, North Alabama International Trade Association, Fall 2010-Fall 2012.
- College of Business Undergraduate Curriculum and Assessment Committee, 2005-2015.
- College of Business Junior Faculty Reappointment Committee, 2008-present
- Board of Directors, the Overseas Chinese Management Association, 2000-present.
- Faculty Advisor, UAH Chinese Student and Scholar Association, 2009-2018.
- UAH Panama/CATHALAC Investment Board, Fall 2010.
- College of Business Administration Dean Search Committee, Fall 2009.
- University Vice President for Research (VPR) Search Committee, Fall 2008.
- University faculty senate, faculty handbook committee, Fall 2008-Spring 2010.
- University Judiciary Board, Fall 2007-2009.
- University Faculty Senate, Spring 2005.
- UAH Global-Studies Study-Abroad Committee, 2003-2004.
- Director, UAH International Business Research/CMER, 2001-2003.
- Board Member, Huntsville Chinese Association, 2002-2004.
- Graduate School Observer of Thesis Defense, Fall 2003.
- Graduate School Observer of Thesis Defense, Fall 2001.
- Faculty Committee, UAH International Business Studies Initiative (IBSI), 2001-2003.
- Advisory Committee, UAH International Business Studies Initiative (IBSI), 2001-2003.
- Advisory Committee, Virginia Tech Cranwell International Center, 1999-2001.
- International Student Orientation Leader, Virginia Tech, 1999.
- Public Relations President, Virginia Tech Association of Chinese Students and Scholars, 1998.
- Departmental Representative, Virginia Tech Graduate Student Assembly, 1997-1998.

AWARDS

- **Outstanding Service Award** 2009-2010, College of Business Administration, UAH.

- **Best Paper in the Retail/Entrepreneurship Track**, Society for Marketing Advances 2009, coauthors Yongchuan Bao, Shibin Sheng.
- **Zelnak Professor Award**, 2008, 2009, College of Business Administration, UAH.
- **Mark McDaniel, Henri McDaniel, and Robert “Bud” Cramer Faculty Award** 2007, College of Administrative Science, UAH.
- **Richard A. Witmond Faculty Fellowship** 2004, College of Administrative Science, UAH.
- **Outstanding Research Award** 2003-2004, College of Administrative Science, UAH.
- **Doctoral Consortium Fellow**, Society for Marketing Advances (SMA), 2000.
- **Honor Graduates**, Tsinghua University, 1994.