

Yongchuan (Kevin) Bao

Department of Management and Marketing, College of Business, University of Alabama in
Huntsville, Email: Kevin.Bao@uah.edu

Education

University of Southern California
Ph.D. in Business Administration (Concentration: Marketing)

University of Southern California
Master of Arts in Economics

University of Southern California
Master of Urban Planning

Fudan University
Bachelor of Arts in Economics

Academic Experience

University of Alabama in Huntsville

Professor, Department of Management and Marketing, 2026 – present
Associate Professor, Department of Management and Marketing, 2014 – 2026 (tenured in 2020)

Suffolk University

Associate Professor (tenured), Department of Marketing, 2013 – 2014
Assistant Professor, Department of Marketing, 2008 – 2013

California State University, Fullerton

Assistant Professor, Department of Marketing, 2005 – 2008

Honors and Awards

- Faculty Service Award, Spring 2024, College of Business, UAH
- Nominated by the College of Business for UAH Distinguished Teaching Award, Spring 2023
- Alabama Credit Union Professor of Entrepreneurship, Summer 2026 - present, College of Business, UAH
- Alabama Credit Union Associate Professor of Entrepreneurship, Spring 2021- 2024, College of Business, UAH
- Outstanding Faculty of College of Business, Spring 2021, UAH

- Outstanding Graduate Faculty Teaching Award, Fall 2020, College of Business, UAH
- Outstanding Undergraduate Faculty Teaching Award, Spring 2020, College of Business, UAH
- Outstanding Undergraduate Faculty Teaching Award, Honor Roll, Spring 2021, Spring 2022, Spring 2023, Spring 2024, Spring 2026, UAH
- Outstanding Graduate Faculty Teaching Award, Honor Roll, Spring 2023, UAH
- Billings Faculty Fellowship, 2017, College of Business, UAH
- Witmond Faculty Fellowship, 2015, College of Business, UAH
- Faculty Fellow at the Center for Innovation and Change Leadership, Sawyer Business School, Suffolk University, 2009 – 2013

Research Areas

Product Innovation, Industrial Marketing, Entrepreneurship

Journal Publications

Wengao Huang, Zelong Wei, Yongchuan Bao, Yi Tan, Andy Yeung. Do More Services Lead to Better Buyer-supplier Relationships? The Unintended Consequence of Manufacturing Firms Providing Customer Solutions. *Production and Operations Management*. In press. [UTD 24, Financial Times Top 50, A* on ABDC]

Tanveer Ahmed Mangi, Zelong Wei, Linqian Zhang, Yongchuan Bao, Wali Muhammad Khoso. Profiting from frugal innovation: a strategy-tripod-view and evidence from China. *Creativity and Innovation Management*, 34, 579-593.

Hua Liu, Shaobo Wei, Yongchuan Bao (2024). Collaborative problemistic search capability and digital innovation: The moderating effects of IT capability and legal development. *Industrial Marketing Management*, 123, 345-357. [A* on ABDC journal list; co-first author]

Xi Song, Zelong Wei, Yongchuan Bao (2024). Prototype strategy, market big data, and identification of latent customer needs: An organizational learning perspective. *Industrial Management & Data Systems*, 124, 2939–2964. [A]

Linqian Zhang, Yongchuan Bao, Zelong Wei (2024). The bottom-of-the-pyramid (BOP) market: Why and how does serving the impoverished segment promote radical innovation? *IEEE Transactions on Engineering Management*, 71, 4455–4468. [A; co-first author]

Chongchong Lyv, Yongchuan Bao, Feng Zhang, Hongpeng Wang, Xiaonan Tuo, Jianmeng Ou, Dongdong Lin. (2024). How competitive intensity drives firms to speed up new product development? The mediating effect of knowledge integration and the moderating effect of market orientation. *R&D Management*, 54, 664-681. [A on ABDC; co-first author]

Yongchuan Bao, Wenlong Yuan, Yongjian Bao, Olsen Bradley (2022). Does more CEO ambivalence lead to higher organizational ambidexterity? A paradoxical perspective. *IEEE Transactions on Engineering Management*, 69, 2386–2398. [A on ABDC] [**Best Papers** of the Technology and Innovation Management division, *Academy of Management Annual Meeting*, 2020]

Liang Wu, Heng Liu, and Yongchuan Bao. (2022). Outside-in thinking, value chain collaboration, and business model innovation in manufacturing firms. *Journal of Business & Industrial Marketing*, 37, 1745–1761. [A]

Dong Liu, Yongchuan Bao, Guocai Wang. (2022). Unpacking the relationship between formal contracts and alliance innovation performance: The role of relationship learning and *guanxi*. *Journal of Business & Industrial Marketing*, 37, 564–577. [A]

Yongchuan Bao, Zhongfeng Su, Charles H. Noble. (2021). Determinants of new product development speed in China: A strategy tripod perspective. *Technovation*, 106, 102291. [A]

Zelong Wei, Selenge Ulziisukh, Yongchuan Bao, Yong Wang. (2021). Outsourcers' control mechanisms, vendors' contract schemas, and project performance in cross-border IT outsourcing: A vendor's perspective. *Industrial Marketing Management*, 92, 202–214. [A*]

Yongchuan Bao, Zelong Wei, Anthony Di Benedetto (2020). Identifying the tacit entrepreneurial opportunity of latent customer needs in an emerging economy: The effects of experiential market learning versus vicarious market learning. *Strategic Entrepreneurship Journal*, 14 (3), 444-469. [**Financial Times Top 50**]

Zhongfeng Su and Yongchuan Bao (2020). Invest heavily and symmetrically: The impact of specific investment and the performance of R&D collaboration. *IEEE Transactions on Engineering Management*, 67, 322–333. [A]

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*, 28, 101594. [A]

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. [A*]

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, A**]

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. [A]

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. [A*]

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. [B]

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. [B]

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. [A*]

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. [B]

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. [A]

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. [C]

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. [A*]

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

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. [A]

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. [A]

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. [A]

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

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

Conference Presentations and Proceedings

Lianyong Xu, Zelong Wei, and Yongchuan Bao (2025). Less is more: The role of bricolage, exaptation, and product modularization on frugal innovation. 84th Annual Meeting of the Academy of Management (AOM), July 25 – 29, Copenhagen, Denmark.

Xuefei Yu, Yi Tan and Yongchuan Bao (2024). Collaboration conundrum: Unraveling CEO hubris and alliance formation. 84th Annual Meeting of the Academy of Management (AOM), Aug 9 – 13, Chicago, IL.

Yongchuan Bao, Zelong Wei, and Linqian Zhang (2023). Serving the bottom-of-the-pyramid market and radical innovation: A constraint-based view and empirical evidence. American Marketing Association Winter Conference, 2023, Nashville, TN.

Liang Wu, Heng Liu, and Yongchuan Bao (2021). Outside-in thinking, value chain collaboration, and business model innovation in manufacturing firms. 81st Annual Meeting of the Academy of Management (AOM), July 28 – Aug 4.

Yongchuan Bao, Wenlong Yuan, Yongjian Bao, Bradley Olson (2020). CEO Ambivalence as a Micro-foundation of Organizational Ambidexterity: A Paradoxical Perspective. 80th Annual Meeting of the Academy of Management (AOM), August 7-11, Vancouver, Canada. **Best Paper**, Technology and Innovation Management (TIM) division.

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 Coopetition, 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, *Academy of Management Annual Conference, Montreal, Canada. **Best Papers Award**, Technology and Innovation Management (TIM) division.*

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

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, *Association of Collegiate Marketing Educators Conference, Houston. **Best Paper**, the track of Business-to-Business and New Product Development)*

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

Fengxia Zhu, Zelong Wei, and Yongchuan Bao (2019). BOP (base-of-the-pyramid) orientation and firm performance: A strategy tripod view and evidence from China. School of Management, Xi’An Jiao Tong University.

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 Coopetition, 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

- Summer Research Grant, College of Business, University of Alabama in Huntsville, 2023
- Summer Research Grant, College of Business, University of Alabama in Huntsville, 2022
- Summer Research Grant, College of Business, University of Alabama in Huntsville, 2021
- Summer 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

- Marketing Management
- Marketing of Emerging Technologies
- Marketing for New Ventures
- New Product Development (MBA)
- Marketing Strategy and Analysis (MBA)

Suffolk University

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

California State University, Fullerton

- Marketing Strategies
- Marketing Information Technology

Services

University, College and Department Services

- Chair, College Curriculum Committee, Fall 2025 – present
- Judge, 24-hour Boeing Challenge, Fall 2025
- Judge, Business Blitz high school competition, Fall 2025
- Industry Advisory Forum, Fall 2025
- Faculty mentor, Marketing Club, Fall 2024 - present
- University Review Board, January 2024 – March 2025
- Member, Quality Enhancement Planning Committee, Spring 2023 – Spring 2025
- Pro bono consultation for entrepreneurs, HudsonAlpha, Spring 2024, Spring 2025
- Review of master syllabi of marketing courses, Fall 2023
- Discussion of marketing curriculum, Fall 2023
- Assessment of MBA students' written skills, May 2023

- Proposal of research performance criteria for tenure and promotion, Fall 2022-Spring 2023
- Faculty presenter of departmental honor award, Fall 2022, Spring 2023
- Annual review committee for faculty of Marketing, Chair, Spring 2023
- Promotion and Tenure Advisory Committee (PTAC), member, Fall 2022 – Spring 2023
- College Curriculum Committee, Fall 2022 – present
- Revision of curriculum of digital marketing concentration, Fall 2022
- Representative of College of Business, US Association for Small Business and Entrepreneurship and Entrepreneurship (USABE) annual conference, 2024
- Graduate Council, UAH, Spring 2022
- Member, ad hoc committee on Bridge Accelerator Practicum (working with Dean Dr. Jason Greene and Associate Dean Dr. Wafa Orman), Spring 2022
- Annual review committee for faculty of Marketing, Chair, Spring 2022
- Annual review committee for faculty of Economics, Management, Management Science, Spring 2022, member
- Department Search Committee for Department Chair, Fall 2021
- Presentation of research overview to External Advisory Board, Spring 2021
- Faculty Development Committee, College of Business, Fall 2020 – Spring 2021
- Faculty and Student Development Committee, Faculty Senate, Fall 2020 – Spring 2022
- Faculty Appeal Committee, UAH, Fall 2020 – Spring 2022
- Faculty Search Committee of Marketing, Fall 2020
- Annual review committee for faculty of Accounting, Spring 2021
- Judge, Boeing New Business Challenge, Fall 2017, Fall 2018, Fall 2019, Fall 2020
- Representative of College of Business of UAH, Southeast Entrepreneurship Conference, University of Tennessee Chattanooga, Spring 2020
- Member, Committee of Bridge Accelerator Program, Fall 2019
- A host of an event to promote marketing programs among undergraduate students, Spring 2019
- Judge, College of Business scholarship committee, Fall 2016 – present
- Representative of marketing discipline, revision of master syllabus of MKT 465, Spring 2019
- 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 - present
- Judge, Research Horizon Competition, College of Business, Spring 2017
- Adviser for honor student, College of Business, Spring 2017, Spring 2018
- Faculty Senate, University of Alabama in Huntsville, 2016 – 2021
- Judge, evaluation of MBA students' performance towards AACSB requirements, May 2015, December 2015, November 2017

- Participating in meeting with donors and UAH alumni, November 2010
- 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

- Guest Editor, *Journal of International Management*, 2025 – present
- Member of Editorial Review Board, *Journal of Business Research*, 2016- present
- Member of Editorial Review Board, *Industrial Marketing Management*, 2012 – present
- Reviewer for *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Management Studies*, *Journal of Academy of Marketing Science*, *Journal of Product Innovation Management*, *Information Systems Journal*, *European Journal of Marketing*, *Technovation*, *IEEE Transactions on Engineering Management*, *Journal of Strategic Information Systems*, *Small Business Economics*, *Asia Pacific Journal of Management*

Academic Affiliations

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