

Chen Zhou

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Room 492, Darla Moore School of Business
University of South Carolina
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Columbia, SC, 29201
USA

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ACADEMIC APPOINTMENT

Darla Moore School of Business, University of South Carolina
Aug. 2014-present Assistant Professor in Marketing

Erasmus School of Economics, Erasmus University Rotterdam
Sep. 2013-Jul. 2014 Assistant Professor in Marketing

EDUCATION

Ph.D. in Marketing, Aug. 2008-Aug. 2013

Smeal College of Business, The Pennsylvania State University, USA
Dissertation Chair: Rajdeep Grewal

Master of Philosophy in Marketing, Sep. 2006-Aug. 2008

City University of Hong Kong, Hong Kong

Bachelor of Arts in English Language and Literature, Sep. 2002-Aug. 2006

Tsinghua University, China

SELECTED HONORS AND AWARDS

The Best Paper Awards: 2015 Best Analytical Research Paper, Decision Sciences Institute (2015)

The David T. and M. Joan Wilson Business Markets Dissertation Award, Pennsylvania State University (2012)

The Competitive Dissertation Summer Stipend Awards, Pennsylvania State University (2012)

Student Representative, *Haring Faculty and Doctoral Symposium*, Pennsylvania State University (2011)

Tuition Scholarship, *ISBM PhD Seminar Series*, Pennsylvania State University (2011)

Workshop Fellow, *Workshop on Quantitative Marketing and Structural Econometrics*, Duke University (2010)

Tuition Scholarship, *ISBM PhD Seminar Series*, Pennsylvania State University (2008)

ISBM Fellowship, Pennsylvania State University (2008 ~ 2013)

Government Funded Scholarship, City University of Hong Kong (2006~2008)

Academic Scholarship, Tsinghua University (2004~2005)

Academic Scholarship, Tsinghua University (2003~2004)

RESEARCH

RESEARCH IN INTERESTS

Substantive Area: Service Quality Competition, Service Marketing, Marketing-Operations Interface, Salesforce Compensation, Firm Alliance, Branding.

Methodology: Empirical Industrial Organization, Panel Data Analysis, Econometrics.

JOURNAL PUBLICATIONS

JP1. Dong, Yan, Moonwon Chung, Chen Zhou and Sriram Venkataraman (2018), “Banking on ‘Mobile Money’: The Implications of Mobile Money Services on the Value Chain,” *Manufacturing & Service Operations Management*, forthcoming.

JP2. Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin (2017), “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings,” *Journal of Marketing*, 81 (5), 86-103.

JP3. Li, Xiaofei, Baolong Ma and Chen Zhou (2017), “Effects of Customer Loyalty on Customer Entitlement and Voice Complaints,” *Service Industries Journal*, 37 (13-14), 858-874.

JP4. Yang, Zhilin, Chen Zhou and Ling Jiang (2011), “When Do Formal Control and Trust Matter? A Context-based Analysis of the Effects on Marketing Channel Relationships in China”, *Industrial Marketing Management*, 40 (1), 86-96 (revised based on the second author’s master thesis).

JP5. Shou, Zhigang, Chenting Su, and Chen Zhou (2007), “Trust in Business Networks and Opportunistic Behaviors” (in Chinese), *Economics and Management in China*, 29 (11).

WORKING PAPERS

WP1. Zhou, Chen, Shrihari Sridhar, Rafael Becerril Arreola, Tony (Haitao) Cui and, Yan Dong, “Promotions as Competitive Reactions to a Recalls and Their Consequences”, Under Review in *Journal of the Academy of Marketing Science*.

WP2. Zhou, Chen and Rajdeep Grewal, “Heterogeneity in Value Creation and Value Appropriation and Demand: A Study of Airlines”, final writing stage, targeted for submission to *Journal of Marketing Research*.

WP4. Zhou, Chen, Paulo Albuquerque and Rajdeep Grewal, “The Impact of Firm, Demand, Competitive Factors on Service Reliability” Reject and Resubmit, under revision for resubmission to *Management Science*.

WP5. Rubel, Olivier, Chen Zhou, Rajdeep Grewal and Jagmohan S. Raju, “A Multi-Agent Agency Theory Model for the Marketing-Sales Interface in Business-to-Business Firms” Reject and Resubmit, under revision for resubmission to *Management Science*.

WP6. Dong, Yan, Kefeng Xu, Sining Song and Chen Zhou, “Consumer Quality Reference and Offshoring in Product Recalls,” Under Review in *Production and Operations Management*.

WP7. Dong, Yan, Chen Zhou and Isaac Elking, “Excess Inventory as A Market Entry Deterrence Mechanism: Evidence from the US Airline Markets”, final writing stage, targeted for submission to *Management Science*.

SELECTED RESEARCH IN PROGRESS

RP1. Chung, Moonwon, Yan Dong, Manoj K. Mahotra and Chen Zhou, “The iPhone Effect: Inducing Value Chain Technology Migration with Exclusive Contracts,” writing draft under preparation, targeted for *Management Science*.

RP2. Dong, Yan, Zhihao Zhang, Sriram Venkataraman and Chen Zhou, “The Impact of Organic Variety on Conventional Variety: An Elevation to the Game,” writing draft under preparation, targeted for *Manufacturing & Service Operations Management*.

RP3. Zhou, Chen, Yuqi Peng, Satish Jayachandran and Yan Dong, “The Relationship between Organics and the Pricing Strategy of Conventional Products”, writing draft under preparation, targeted for *Journal of Marketing Research*.

RP4. Zhou, Chen, Paulo Albuquerque and Wendun Wang, “Variability of Brand Substitution across Markets”, data analyses stage, targeted for *Marketing Science*.

RP5. Chakravarty, Anindita and Chen Zhou, “The Role of Network Ties in Selecting Partners for Marketing Alliances: Implications for Shareholder Value”, writing draft under preparation, targeted for *Journal of Marketing*.

RESEARCH GRANTS

Received a Research Fund from **Darla Moore School of Business** (March 2017) for a research proposal entitled “To Charge or Not To Charge: Effectiveness of Monetization Strategies of Mobile Apps”.

Received a Research Fund from **Darla Moore School of Business** (November 2016) for a research proposal entitled “To Charge or Not To Charge: Effectiveness of Monetization Strategies of Mobile Apps”.

Received a Research Fund from **Darla Moore School of Business** (with Kenneth Erickson, April 2016) for a research proposal entitled “Exploratory Ethnographic Research on the Congaree Vista Cultural Arts District: Toward Understanding Multiple Views and Practices in Context”.

Received a Research Fund from **Darla Moore School of Business** (April 2015) for a research proposal entitled “Should I Invest in Services? Return on Services in the Context of Hybrid Offerings”.

Received a Research Fund from **Darla Moore School of Business** (December 2015) for a research proposal entitled “What Should I Do When My Competitor Has A Product-Harm Crisis? Competitive Reactions and Spillover Effects of Product-Harm Crises”.

Received a Grant from the **Marketing Science Institute** (MSI) (with Anindita Chakravarty - 2012) for a research proposal entitled “Role of Network Ties in Selecting Partners for Marketing Alliances: Implications for Shareholder Value”.

Received a Grant of \$1,000 from **Smeal Small Research Grants** (2011) for a research proposal entitled “Service Quality Study in US Airline Industry”.

INVITED PRESENTATIONS AND CONFERENCE PRESENTATIONS

Zhou, Chen and Rajdeep Grewal, “Heterogeneity in Value Creation and Value Appropriation and Demand: A Study of Airlines,” 2017 INFORMS Marketing Science Conference, Los Angeles, USA, 2017. 6.8-2017. 6.10.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings”, Shanghai University of Finance and Economics, Shanghai, China, May 25, 2017.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings”, Wuhan University, Wuhan, China, May 23, 2017.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings”, Beijing Institute of Technology, Beijing, China, May 19, 2017.

Dong, Yan, Chen Zhou and Isaac Elking, “Excess Inventory as A Market Entry Deterrence Mechanism: Evidence from the US Airline Markets,” 2016 INFORMS Annual Meeting, Nashville, USA, 2016.11.13-2016.11.16.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings”, 2016 Institute for the Study of Business Markets Biennial Academic Conference, Atlanta, USA, 2016. 8.3.-2016.8.4.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, “Promotions as Competitive Reactions to a Recall Crisis and Their Consequences,” Beijing Institute of Technology, Beijing, China, June 29, 2016.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, “Promotions as Competitive Reactions to a Recall Crisis and Their Consequences,” 2016 INFORMS Marketing Science Conference, Shanghai, China, 2016. 6.16-2016.6.18.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, “Competitive Reactions and Spillover Effects of Product Recalls,” 2015 INFORMS Annual Meeting, Philadelphia, USA, 2015. 11.1-2015.11.4.

Dong, Yan, Chen Zhou and Isaac Elking, “Excess Inventory as A Market Entry Deterrence Mechanism: Evidence from the US Airline Markets,” POMS 26th Annual Conference, Washington DC, USA, 2015.5.8-2015.5.11.

Zhou, Chen, Rafael Becerril Arreola, Raji Srinivasan and Gina Pingitore, “Is There A Return on Relational Service Quality for Goods”, 2014 INFORMS Marketing Science Conference, Atlanta, USA, 2014.6.12-2014.6.14.

Zhou, Chen, “Discrete Game for Service Quality Decision”
University of South Carolina, April 2014

VU Amsterdam, Tilburg University, HEC Paris, Erasmus University Rotterdam, November 2012

University of Alberta, October 2012

Zhou, Chen, Paulo Albuquerque and Rajdeep Grewal, “Discrete Game for Service Quality Decision”, 2012 INFORMS Marketing Science Conference, Boston, USA, 2012.6.7-2012.6.9.

Zhou, Chen and Rajdeep Grewal, “A Structural Analysis on Service Quality and Pricing Tradeoff in Airlines”, 2011 INFORMS Marketing Science Conference, Houston, USA, 2011.6.9-2011.6.11.

Zhou, Chen and Lan Xu, “Trust, Formal Control and Opportunism: A Role-Theoretic Perspective”, 2007 AMA Summer Marketing Educators’ Conference, Washington DC, USA, 2007.8.3-2007.8.6.

Zhou, Chen and Lan Xu, “Trust, Formal Control and Opportunism: A Role-Theoretic Perspective”, 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30. .

Xu, Lan, Chen Zhou, and Nan Cui, “Why Does A Consumer Participate in the Cocreation: A Study on Consumers’ Creative Motivation”, 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30.

Shou, Zhigang, Chenting Su, Nan Zhou, and Chen Zhou, “Trust-Based Governance Mechanism in Social Network: Impact on Opportunism from Relational and Structural Embeddedness”, 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30.

Duan, Zhirong, Chen Zhou, and M. B. Neace, “Strategic Choices: Brand Building vs Sales Volume When Entering Foreign Markets: Case Study of Chinese Textile Firms”, 2006 Academy of Management Annual Meeting, Atlanta, USA, 2006.8.11-2006.8.16.

Duan, Zhirong, Chen Zhou, and M. B. Neace, “The Internationalization of Chinese Clothing Enterprises: A Critique on Phases of the Internationalization Process of Companies in Developing Countries with Modifications”, Pan-Pacific Conference XXII, Shanghai, China, 2005.5.25-2005.5.27.

COMPUTER SKILLS

MATLAB, R, SAS, STATA, SPSS, LYX

TEACHING

TEACHING INTERESTS

Global Marketing, Marketing Strategy, Marketing Analytics, Marketing Research, Data Management, Sales Management

TEACHING EXPERIENCE

Marketing Research (Standardized), University of South Carolina, Fall 2017, Instructor (average rating for instructor performance: 4.27/5)

Marketing Research, University of South Carolina, Fall 2016, Instructor (average rating for instructor performance: 4.42/5)

Marketing Research, University of South Carolina, Fall 2015, Instructor (average rating for instructor performance: 4.39/5)

Marketing Research, University of South Carolina, Fall 2014, Instructor (average rating for instructor performance: 4.31/5)

Customer Analytics Master Seminar, Erasmus University Rotterdam, Spring 2014, Instructor (4.01/5.00; university standard for good teaching: 3.75)

Global Marketing, Pennsylvania State University, Spring 2013, Instructor (6.40/7.00)

Marketing Research, Pennsylvania State University, Fall 2011, Instructor (4.89/7.00)

Marketing Research, Pennsylvania State University, Summer 2011, Instructor (5.00/7.00)

ISBM PhD Seminar Series, Analytical Models in Business-to-Business Marketing, Spring 2011, Technical Assistant

ISBM PhD Seminar Series, Relationship Marketing Theory and Research, Fall 2010, Technical Assistant

China Business Workshop, City University of Hong Kong, Spring 2008, Instructor

China Business Workshop, City University of Hong Kong, Spring 2007, Instructor

STUDENT ADVISING

University of South Carolina, Marketing Department
PhD Comprehensive Exam Committee

-Sina Aghaie 2016

First year PhD Paper Committee

-Sina Aghaie 2015

University of South Carolina, Undergraduate Honor Thesis
Thesis Advisor

-Anne Stone 2017

Thesis Co-reader

-Nikolas Zalesky 2016

SERVICE

DEPARTMENT, SCHOOL AND UNIVERSITY SERVICE

University of South Carolina, Marketing Department	
Co-organizer (with Abhijit Guha) of Research Camp and Guest Speaker Series	2016 -
Standardization of MKTG 352 (Marketing Research) Committee	2015 -
University of South Carolina	
Committee on Admission	2015 -

EDITORIAL SERVICE – ADHOC REFEREE

Journal of Marketing Research
 Winter AMA Conference Proceedings, 2015
 Summer AMA Conference Proceedings, 2014
 Summer AMA Conference Proceedings, 2013
 Summer AMA Conference Proceedings, 2012

CONFERENCE SPECIAL SESSION ORGANIZATIONS

Co-chair of the Market Research Track, 2018 Summer AMA Conference
 Organizer and Chair of Special Session “B2B Services Sourcing and Strategy”, 2016 Institute for the Study of Business Markets Biennial Academic Conference, Atlanta, USA, 2016. 8.3.-2016.8.4.
 Organizer and Chair of Special Session “Competitive Response and Spillover Effects”, 2016 INFORMS Marketing Science Conference, Shanghai, China, 2016. 6.16-2016.6.18.

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences