

From: CityU Announcement Portal <noreply_cap@cityu.edu.hk>
Sent: Thursday, December 01, 2016 5:12 PM
To: CHICK Florence
Subject: [CAP] (MKT) Research Seminar on 15 Dec, 2016 (Topic: Developing Novel Research Ideas)

From: Marketing



RESEARCH SEMINAR

Topic:

Developing Novel Research Ideas

Speaker:

Dr. Jinhong XIE
JC Penney Eminent Scholar Chair and Professor of
Marketing
Warrington College of Business
University of Florida

Date : 15 Dec, 2016 (Thursday)

Time : 10:00 a.m. – 11:30 a.m.

Venue : Room 7-207, 7/F, Lau Ming Wai, Academic
Building (AC3), CityU

Language : English

Abstract:

This talk is designed for Ph.D. students in business schools who seek to improve their skills in conducting research for top-tier academic journals. Dr. Jinhong Xie will discuss how to identify important research problems and develop innovative ideas.

Dr. Jinhong XIE is JC Penney Eminent Scholar Chair and Professor of Marketing at the Warrington College of Business, University of Florida. She is also co-chair of the Department of Marketing in the School of Economics and

Management, Tsinghua University. She holds a B. Engr from Tsinghua University, an M.S. from the Second Academy of the Ministry of Aerospace Industry (China), and M.S. and Ph.D. degrees from Carnegie Mellon University.

Dr. Xie's current research focuses on online business model innovation and marketing strategy in a connected world. Dr. Xie is a recipient of the INFORMS John D.C. Little Best Paper Award, the Marketing Science Institute's Research Competition Award, and the Product Development and Management Association's Research Competition Award. She is a finalist for the INFORMS Long Term Impact Award for Marketing Science and AMA's MSI/H. Paul Root Award and William F. O'Dell Award. She and Dr. Scott Fay developed the theory of probabilistic goods and were recently granted a US patent for business methods of creating probabilistic products and facilitating probabilistic selling.

Her research has been published in *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Information Systems Research*, and *California Management Review*, among other journals. She has served as associate editor of *Management Science* and area editor of *Marketing Science*.

All Are Welcome!!

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