

# CURRICULUM VITAE

**Chenting Su**  
**Chair Professor**  
**Department of Marketing**  
**City University of Hong Kong**

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## EDUCATION

1995-1999	Virginia Tech, Blacksburg, VA, USA Ph.D. in Marketing; Minor: Statistics
1992-1994	University of Alberta, Edmonton, AB, Canada Ph.D. program in Economics
1985-1988	Research Institute of Business, the Ministry of Commerce, Beijing, P.R. China M.A. in Economics
1978-1982	Jiangxi Normal University, Nanchang, P.R. China B.S. in Mathematics

## *Dissertation*

“Modeling Family Decision Behavior: A Dynamic Simultaneous Equations (DSE) Approach”  
(Doctoral Dissertation at Virginia Tech).

## RESEARCH

### **1. Research Interests:**

Channels governance, with emphasis on social network and institutional theory  
Group decision theory, with emphasis on household purchase decision behavior  
China marketing, with emphasis on *guanxi* management in Chinese business circles  
Business ethics, with emphasis on consumer ethics

### **2. Publications (Google Scholar Citations: 7430, h-index 30, i10-index 43)**

#### **a. Articles Published in Refereed Journals**

Zheng, Xu Vivian; Ji, Li Jenny; Su, Chenting “Mitigating the Negative Effects of Regional Clustering in Franchising: The Roles of Governance Mechanisms,” *Journal of Retailing*, 2020 (Sept), Vol. 96, No. 3, pp. 434-444.

Zhao, Haichuan; Jiang, Lan; Su, Chenting “To Defend or Not to Defend? How Responses to Negative Customer Review Affect Prospective customers' Distrust and Purchase Intention,” *Journal of Interactive Marketing*, 2020 (May), Vol. 50, pp. 45-64.

Li, Xiaoling; Ren, Xingyao; Qian, Liping; Su, Chenting “Toward a social fitness perspective on contract design: Contract legitimacy and influence strategy,” *Industrial Marketing Management*, 2020 (February), Vol. 85, pp. 254-268.

Shen, Lu; Su, Chenting; Zheng, Xu (Vivian); Zhuang, Guijun “Between Contracts and Trust: Disentangling the Safeguarding and Coordinating Effects over the Relationship Life Cycle,” *Industrial Marketing Management*, 2020 (Jan), Vol. 84, pp. 183-193.

Dong, Maggie Chuoyan; Zeng, Fue; Su, Chenting “Network Embeddedness as a Dependence-balancing Mechanism in Developing Markets: Differential Effects for Channel Partners with Asymmetric Dependencies,” *Journal of the Academy of Marketing Science*, 2019 (November), Vol. 47, No. 6, pp. 1064–1084 (A+).

Shen, Lu; Su, Chenting; Zheng, Xu; Zhuang, Guijun “Contract Design Capability as a Trust Enabler in the Pre-formation Phase of Interfirm Relationships,” *Journal of Business Research*, 2019 (February), Vol. 95, pp. 103-115.

Su, Chenting and Haibin Yang “Supplier-Buyer Relationship Management in Marketing and Management Research: An Area for Interdisciplinary Integration,” *Journal of Business Research*, 2017 (September), 180-183.

Li, Jianxin, Hao He, Hongshen Liu, and Chenting Su “Consumer Response to Firm Environmental Strategies: An Environmental Legitimacy Perspective,” *Journal of Business Ethics*, 2017 (July), 589-602.

Zhong, Weiguo and Chenting Su (**equal authorship**), and Zhilin Yang “Trust in Interorganizational Relationships: A Meta-Analytic Integration,” *Journal of Management*, 2017, 43 (4), 1050-1075 (Featured on Twitter in October 2015) (A+).

Zhou, Zheng, Chenting Su, Andy Yeung, S Viswanathan, “Supply Chain Management in Emerging Markets,” *Journal of Operations Management*, 2016, 46 (September), 1-4 (A+).

Zhou, Zhimin, Chenting Su, and Nan Zhou “Becoming Friends Online in Virtual Brand Community: Social Presence and Sense of *Yuan*” *Journal of Computer-Mediated Communication*, 21(1), Winter 2016, pp 69-86 (A+).

Yu, Ying, Fengjie Jing, Chenting Su, and Nan Zhou, “Impact of material vs. experiential purchase types on happiness - The moderating role of self-discrepancy,” *Journal of Consumer Behavior*, 2016, 15 (6), 571-579.

Ke, Dan, Anran Chen, and Chenting Su “Online Trust-building Mechanisms for Existing Brands: The Moderating Role of the e-Business Platform Certification System,” *Electronic Commerce Research*, 2016, 16 (2), 189-216.

Zhao, Haichuan and Chenting Su “Investigating Follower’s Continual Intention to Follow a Brand Micro-blog: Perceived Value and Social Identification,” *Information Development*, 2016, 32 (5), 1428-1441.

Zhao, Haichuan<sup>1</sup> and Chenting Su “To Participate or not to Participate in a Brand Micro-blog: Facilitators and inhibitors,” *Information Development*, 2016, 32 (5), 1774-1785.

Yang, Defeng, Yue Lu, Wenting Zhu, and Chenting Su “Going Green: How Different Advertising Appeals Impact Green Consumption Behavior,” *Journal of Business Research*, 68(12), Winter 2015, 2663-2675.

Yang, Zhilin and Chenting Su “Institutional theory and B2B Marketing: Empirical Studies and Findings,” *Industrial Marketing Management*, 2014, 43 (5), 721-725.

Yang, Zhilin and Chenting Su “Understanding Asian business strategy: Modeling institution-based legitimacy-embedded efficiency,” *Journal of Business Research*, 2013, 66 (12), 2369-2374.

Shou, Zhigang, Qiyuan Zhang, and Chenting Su “Market Munificence and Interfirm Information Sharing: The Moderating Effect of Specific Assets,” *Journal of Business Research*, 2013, 66 (10), 2130-2138.

Zhang, Ning, Zhimin Zhou, Chenting Su and Nan Zhou, "How Do Different Types of Community Commitment Influence Brand Commitment? The Mediation of Brand Attachment," *Cyberpsychology, Behavior, and Social Networking*, 2013, 16(11): 836-842.

Zhou, Zhimin, Qiyuan Zhang, Chenting Su, and Nan Zhou “How Do Brand Communities Generate Brand Relationships? Intermediate Mechanisms,” *Journal of Business Research*, 2012, 65 (7), 890-95 (Emerald Citations Excellence Award, 2015; First-Class Social Science Award, Guangdong Province (2013-2015)).

Yang, Zhilin and Chenting Su (**equal authorship**), and Kim Fam “Dealing with Institutional Distance in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency,” *Journal of Marketing*, May 2012, 41-55 (Press released to 5000 media in North America in July 2012 by American Marketing Association; Emerald Citations Excellence Award, 2015) (A+).

Ding, Min, John R. Hauser, Songting Dong, Zhilin Yang, Chenting Su, and Steven Gaskin “Unstructured Direct Elicitation of Decision Rules,” *Journal of Marketing Research*, 2011, 48 (1), 116-127 (A+).

Shou, Zhigang, Qiyuan Zhang, and Chenting Su “The Many Faces of Trust and *Guanxi* Behavior: Evidence from China Marketing Channels” *Industrial Marketing Management*, 2011, 40 (4), 503-509.

Dou, Wenyu, Hairong Li, Nan Zhou, and Chenting Su, “Exploring Relationship Satisfaction between Global Professional Service Firms and Local Clients in Emerging Markets,” *Journal of International Business Studies*, 2010, 41 (7), 1198-1217 (A+).

Dou, Wenyu, Kai Lim, Chenting Su, Nan Zhou, and Nan Cui, “Brand Positioning Strategy Using Search Engine Marketing,” *MIS Quarterly*, 2010, 34, (2, June), 261-276 (A+).

Liu, Yi, Chenting Su, and Xuan Li, “Managing Opportunism in a Developing Interfirm Relationship: Translating Calculative Commitment into Loyalty Commitment,” *Industrial Marketing Management*, 2009, 39, (5, July), 844-852.

Liu, Zhiqiang, Fue Zeng, and Chenting Su “Does Relationship Quality Matter in Consumer Ethical Decision-Making? Evidence from China,” *Journal of Business Ethics*, 2009, 88 (Supplement 3), 483-496.

Su, Chenting, Zhilin Yang, Nan Zhou, Guijun Zhuang, and Wenyu Dou, “Interpersonal Influence as an Alternative Channel Communication Behavior in Emerging Markets: The Case of China,” *Journal of International Business Studies*, 2009, 40 (4), 668-690 (A+).

Su, Chenting, Zheng Zhou, Nan Zhou, and Juan Li “Harmonizing Conflict in Family Purchase Decision-Making: Perceived Fairness and Spousal Influence Dynamics,” *Journal of Academy of Marketing Science*, 2008, 36, 378-394. (A+)

Li, Juan, Zheng Zhou, Nan Zhou, and Chenting Su, “Market Orientation, Job Satisfaction, Product Quality, and Firm Performance: Evidence from China,” *Strategic Management Journal*, 2008, 29 (9), 985-1000 (A+).

Sirgy, Joe, Ding-Jin Lee, Chenting Su, and others, “Developing a Revised Measure of Consumer Well Being at the Community Level,” *Journal of Macro-Marketing*, 2008, 3, 243-260.

Su, Chenting, Ron Mitchell, and M. Joseph Sirgy, “Enabling *Guanxi* Management in China: A Hierarchical Stakeholder Model of Effective *Guanxi*,” *Journal of Business Ethics*, 2007, 71 (3), 301-319.

Li, Juan and Chenting Su, “How Face Influences Consumption: A Comparative Study of American and Chinese Consumers,” *International Journal of Market Research*, 2007, 49 (2), 237-256.

Yang, Zhilin, Xuehua Huang, and Chenting Su, “A Review of Research Methodologies in International Business Studies,” *International Business Review*, 2006, 15 (6), 601-617.

Sirgy, Joe, Stephen Grzeskwiak, and Chenting Su “Explaining Housing Preference and Choice: The Role of Self-Congruity and Functional Congruity,” *Journal of Housing and the Built Environment*, 2005 (20), 329-347.

Su, Chenting, Edward F. Fern, and Keying Ye “A Temporal Dynamic Model of Spousal Family Purchase Decision Behavior,” *Journal of Marketing Research*, 2003 40 (3), 268-283 (A+).

Su, Chenting, Joe Sirgy, and James E. Littlefield, “Is *Guanxi* Orientation Bad, Ethically Speaking? A Study of Chinese Enterprises,” *Journal of Business Ethics*, 2003 44 (4), 303-312.

Bao, Yeqing, Zheng Zhou, and Chenting Su “Face Consciousness and Risk Aversion: Do They Affect Consumer Decision Making?” *Psychology & Marketing*, 2003 20 (8), 721-735.

Zhou, Zheng, Chenting Su, and Yeqing Bao, “A Paradox of Price-Quality Schema and Market Efficiency: A Comparative Study of the U.S. and China Markets,” *International Journal of Research in Marketing*, 2002, 19 (4), 349-365.

Su, Chenting and James E. Littlefield, “Entering *Guanxi*: A Business Ethical Dilemma in Mainland China?” *Journal of Business Ethics*, 2001, 33 (3), 199-210).

Su, Chenting and Yeqing Bao, “Student Complaint Behavior Based on Power Perception: A Taxonomy,” *Service Marketing Quarterly*, 2001, 22 (3), 216-229.

Sirgy, Joe and Chenting Su, “Destination Image, Self-Congruity, and Travel Behavior: Toward an Integrative Model,” *Journal of Travel Research*, 2000, May, 340-52.

Sirgy, Joe and Chenting Su “The Ethics of Consumer Sovereignty in an Age of High Tech,” *Journal of Business Ethics*, 2000, November, 28, 1-14.

Lee, Dong-jin, Joe Sirgy, and Chenting Su, “International Quality-Of-Life (IQOL) Orientation: The Construct and Possible Predictors,” Special Issue: Designing Competitive Strategy for Global Marketing, *Research in Marketing*, 1998, 151-184.

赵卫宏; 谢升成; 苏晨汀 (2020) “母国文化定位策略让品牌走进东道国消费者心智——文化认同视角,” *管理评论 (Chinese A Journal)* Vol. 32, No. 10, pp. 194-205.

谢军; 苏晨汀; 周南 (2018) “创业者的合法性战略、媒体合法性和获得风险投资,” *科研管理 (Chinese A Journal)*, Vol. 39, No. 9, 143-150.

赵卫宏, 熊小明, 苏晨汀 (2016) “生态区域品牌的维度及构建策略研究: 资源与制度视角。” *华东经济管理 (Chinese B+ Journal)*, 1, 32-46.

赵卫宏, 张会龙, 苏晨汀 (2015) “生态区域品牌资产的评估及管理策略——基于中国第一批生态经济示范区的样本.” *经济管理 (Chinese A+ Journal)*, 12, 79-90.

田金梅, 解尚明, 范秀成, 苏晨汀, 周南 (2015) “高星级酒店中国标准——海景花园大酒店服务管理模式探析” *中大管理研究 (Chinese B+ Journal)* 2015年 第3期。

Liu, Hongshen, Tao Wang, Ling Zhou, and Chenting Su, “Institutional Pressure, Legitimate Marketing Strategy, and global performance: The moderating Effects of the Multiplicity of the Host Customers and Firm External Dependence,” *南开管理评论 (Chinese A+ Journal)*, 2013, 16 (5), 123-132.

Shou, Zhigang, Wenting Zhu, Chenting Su, and Nan Zhou (2012), “Behavior Control and Trust in Marketing Channels: A Fairness Perspective,” *管理世界 (Chinese A+ Journal)*, 10.

Shou, Zhigang, Lihua Yang, and Chenting Su (2011), “Interorganizational Trust in Social Networks: The cases between SMEs and Banks,” *中国工业经济 (Chinese A+ Journal)*, 282 (9), 81-92.

Zhou, Zhimin, Chenting Su, and Nan Zhou (June 2011), "The Formation of E-Social Capital in Online Brand Communities,” *营销科学学报 (Chinese A+ Journal)*, 7, 2, 1-22.

Guo, Rui, Liang Yan, Chenting Su, and Nan Zhou (2010), “Dilution on Weak Brands from Asymmetric Brand Alliances: Do Brand Alliances Always Help the Weak?” *中国软科学 (Chinese A+ Journal)*, 第2期, 132-141.

Zhuang, Guijun, Nan Zhou, Chenting Su, and Zhilin Yang “Cultural Differences in Cross-cultural Channels and Their Effects on Interfirm Trust and Commitment,” *管理评论 (Chinese A Journal)*, 2009, 21 (1), 68-78.

Zhuang, Guijun, Nan Zhou, Chenting Su, and Zhilin Yang, “The Impacts of Social Capital and *Guanxi* on Influence Strategies in Chinese Marketing Channels,” *系统工程理论与实践 (Chinese A+ Journal)*, 2008, 28 (3), 1-15.

Shou, Zhigang, Chenting Su, Zhilin Yang, and Nan Zhou “Retailer’s Capability and Benevolence and Their Effects on the Manufacturer’s Relational Behavior,” *管理世界 (Chinese A+ Journal)*, 2008, 2.

Shou, Zhigang, Chenting Su, and Chen Zhou “Trust and Opportunism in Chinese Business Circles,” *经济管理 (Chinese A+ Journal)*, 2007, 11.

## **b. Book Chapter and Conference Proceedings**

Li, Miao, Chenting Su, Guijun Zhuang, and Nan Zhou, "IT-enabled Interactions and Cooperation Performance: A Resource Matching Perspective," April 2018, Academy of Management Annual Meeting Proceedings 2018(1).

Li, Xiaoling, Liping Qian, Xingyao Ren, and Chenting Su, "Contract Enforcement in Marketing Channels: Contract Legitimacy and Influence Strategies," April 2018, Academy of Management Annual Meeting Proceedings 2018(1).

郑冉冉, 陆竞红, 苏晨汀, 朱慧. 2016. 基于 Bass 网络口碑扩散模型的移动商务消费者行为选择研究, China Marketing Science International Conference, Qingdao. (**Best Paper Award**).

Shen, Lu, Chenting Su, Weiguo Zhong, Guijun Zhuang. 2016. Contracts, Trust, and Relationship Lifecycle. *Academy of Management Annual Meeting*, California.

Zhu, Wenting, & Chenting Su. 2015. Portfolios of Inter-firm Agreements and Firm Innovation: An Analysis of Innovation Spillover in Information Technology. *Summer Marketing Educators' Conference (AMA)*, Chicago, United States.

Zhu, Wenting, Zhigang Shou, & Chenting Su. 2015. Gift Types, Guanxi Role and Gift Acceptability in Chinese Business Circles—the Mediating Effect of Fact Threat and Perceived Manipulation. *Winter Marketing Educators' Conference (AMA)*, San Antonio, United States.

Haichuan Zhao, Lan Jiang, Chenting Su, Zhongsheng Hua, How Should Online Seller Responds to Customer's Negative Review: Apology or Denial? ICIS 2015.

Haichuan Zhao, Chenting Su, Zhongsheng Hua, To Follow or not to Follow a Brand Microblog: Facilitators and Inhibitors ICIS 2015.

Haichuan Zhao, Lan Jiang, Chenting Su, Zhongsheng Hua, Apology or denial? How stability attribution affects consumer distrust towards the firm, *Advances in Consumer Research*.

Haichuan Zhao, Lan Jiang, Chenting Su, Zhongsheng Hua, The effects of social accounts on negative reviews in e-commerce: A stability attribution perspective, *AMA 2015 Summer Marketing Educators' Conference*.

Haichuan Zhao, Lan Jiang, Chenting Su, Zhongsheng Hua, Mitigating customer distrust in e-commerce: A stability attribution perspective, *AMA 2015 Winter Marketing Educators' Conference*.

Zhu, Wenting, Zhigang Shou, & Chenting Su. 2014. Monetary and Non-monetary Gifts' Influences on Gift Acceptability within Different Guanxi Types in Chinese Business Circles. *Consortium for International Marketing Research (CIMaR)*, University of Victoria, Victoria, Canada.

Zhang, Ning, Zhimin Zhou, Chenting Su, and Nan Zhou, "Control, Social Capital, and Commitment in Online Brand Communities," Proceedings of China Marketing Science International Conference, Wuhan, July 2014 (**Best Paper Award**).

Zhao, Haichuan, Lan Jiang, and Chenting Su, “Removing Signs of Distrust after a Negative Review Emerging in E-commerce,” Proceedings of China Marketing Science International Conference, Wuhan, July 2014.

Zhang, Jianyu, Lilei Wang, Chenting Su, and Nan Zhou, “Impact of *Guanxi* Orientation on Opportunism of Channel Members,” Proceedings of China Marketing Science International Conference, Wuhan, July 2014.

Zhang, Guangling, Zhigang Shou, and Chenting Su, “Institutional Pressures and Firm Online-Channel Use: the Moderating Effect of Firm Capabilities,” Journal of Marketing Science Annual Conference, Beijing, August 2013.

Shou, Zhigang, Qiyuan Zhang, and Chenting Su, “Market munificence and interfirm information sharing: the moderating effect of specific assets,” GIKA International Conference, Spain, July 2012 (**Best Paper Award**).

Zhang Ning, Zhou Zhimin, Su Chenting, Zhou Nan, “Is Brand Attachment a “Bridge”? The Paths from Three Types Of Community Commitment To Brand Commitment” BAI Conference, Japan, 2012 June.

Zhou Zhimin, Su Chenting, Zhou Nan, “Investigating The Effect Of Brand Communities Social Responsibility: The Intermediate Roles Of Collective Self-Esteem,” BAI Conference, Japan 2012 June (**Best Paper Award**).

Liu, Shixiong, Chenting Su, and Nan Zhou, “Advertising Persuasion: Using Mandarin or Cantonese?” Journal of Marketing Science Annual Conference, Dalian, August 2012.

Zhang, Ning, Zhimin Zhou, Chenting Su, and Nan Zhou, “How Do Different Types of Community Commitment Influences Brand Commitment? The Mediation of Brand Attachment,” Journal of Marketing Science Annual Conference, Dalian, August 2012.

Zhou, Yuanyuan, Sze Lung Tsang, Minxue Huang, Nan Zhou, and Chenting Su, “Gift reciprocity in China: An investigation from the recipient’s perspective,” The 2012 International Conference on Business and Information (BAI2012).

Shou, Zhigang, Chenting Su, and Nan Zhou, “How Do Asymmetric Specific Investment Influence Relational Performance? The Mediation of Customized Contract and Embedded Ties,” Journal of Marketing Science Annual Conference, Dalian, August 2012.

Shou, Zhigang, Chenting Su, and Nan Zhou, 营销渠道中的行为控制如何影响信任关系——基于角色理论和公平理论的实证研究. 2011JMS 中国营销科学学术年会论文集, 中山大学, 2011.08.

Wang Tao, Zhigang Shou and Chenting Su, 网络嵌入性如何影响组织间初始信任: 社会资本的视角. 2011JMS 中国营销科学学术年会论文集, 中山大学, 2011.08.



Zhou, Zhimin, Chenting Su, Nan Zhou, Ning Zhang. Transforming Visitors into Members: Viewing Posts and Perceived Values in Online Brand Communities. 2011JMS 中国营销科学学术年会论文集, 中山大学, 2011.08.

Zhou, Zhimin, Chenting Su, Nan Zhou. Understanding Friendship in Online Brand Communities: Evidence from China. The 9th Biennial Conference of Asian Association of Social Psychology, Kunming, China, 2011.07.

Zhou, Zhimin, Chenting Su, and Nan Zhou, E-社会资本的形成机制: 基于在线品牌社群的实证研究. 第六届“社会网与关系管理”学术研讨会论文集, 中山大学, 2010.12. (**Best Paper Award**).

Zhou, Zhimin, Chenting Su, Nan Zhou. How Do Brand Communities Translate into Brand Relationships? The Intermediate Mechanisms. 2010JMS 中国营销科学学术年会论文集, 对外经济贸易大学, 2010.08

Bao, Yeqing, Chenting Su, and Zheng Zhou (2011), “Cultural Change and Buyer Behavior in China,” in Chenglu Wang, ed. *Handbook of Contemporary Marketing in China: Theories and Practices*, Nova Publishers, USA.

Zhou, Zhimin, Chenting Su, and Nan Zhou (2010), “How Brand Communities Contribute to Brands: The Moderating Role of Perceived Community-Brand Similarities,” 2010 JMS 中国营销科学学术年会暨博士生论坛论文集, 北京, 2010年8月20-22日, 中册, 161-181.

Guo, Rui, Zhiling Yang, Chenting Su, and Nan Zhou (2009), “国外品牌在中国的转化研究: 制度理论视角”, 2009 JMS 中国营销科学学术年会暨博士生论坛论文集, 上册, 43-69.

Wang, Xuehua, Zhilin Yang, and Chenting Su (2009), “The Impact of Brand Credibility and Brand Personality on Purchase: An Empirical Study in China,” Proceedings of CIMAR-UIBE 2009 Joint Conference, October 16-18, Beijing, PRC.

Wang Xuehua, Zhilin Yang, Chenting Su, and Nan Zhou, “Foreign versus Local Non-Celebrity Endorser Effect in Emerging Economics: The Role of Ideal Identity Salience,” Proceedings of the 2009 AMA Summer Marketing Educator’s Conference, August 7-11, Chicago, USA.

Su, Chenting, Zhilin Yang, and Fue Zeng (2008), “Formation Process of CUB in Chinese Societies: Mechanism Exploration and Theory Construct,” 2008 *Global Marketing Conference*, March 20-23, 2008 Shanghai Jiaotong University, Shanghai, China.

Zeng, Fue, Chenting Su, and Zhilin Yang (2008), “The Role of Perceived Unfairness in the Decision Making of Consumers’ Unethical Behaviors,” 2008 *Informing Marketing Science Conference*, June 12-14, 2008 Vancouver, British Columbia Canada.

Shou Zhigang and Chenting Su (2008), “How does Social Network influence the relationship between Trust and Opportunism,” *The Seventh Wuhan International Conference on E-Business*, Vol. I-III, pp.2596-2601.

寿志钢, 甘碧群, 苏晨汀, 曾伏娥 (2007) 企业营销道德的测评维度及其在道德总体感知中的作用, JMS Annual Conference, Beijing (**Best Paper Award**)

Cui, Nan, Wenyu Dou, Chenting Su, Kai Lin, and Nan Zhou (2007), "Does it Pay to Get on Top? Contextual Factors of Branding in Search Engine Marketing for Small- and Medium-Sized Enterprises (SMEs)," *European Advances in Consumer Research*, Italy, July 15-17, 2007.

Shou, Zhigang, Chenting Su, and Chen Zhou (2007), "Should the Black Sheep be Sanctioned? The Effect of Quadratic Trust on Opportunism," INFORMS, Marketing Science Institute, Singapore, July 1-5 2007.

Zhuang, Guijun, Nan Zhou, Xiaolian Zhou, Chenting Su, and Zhilin Yang (2006), "Satisfaction, Trust and Commitment: The Role of Cultural Distance in International Marketing Channels", The First Annual Meeting of the Chinese Academy of Management, December 8-10, 2006, Beijing, China. [**Best Paper Award** in Marketing].

Shou, Zhigang, Chenting Su, and Nan Zhou (2006), "Governance Mechanism in Channel Based Embedded network: Interactive Effect of Different Trust on Opportunism," The First Conference of Social Network and Guanxi, Harbin, China, 2006.

Zhuang, Guijun, Nan Zhou, Chenting Su, and Zhilin Yang (2006), "Social Capital, Guanxi, and Influence Strategies in Chinese Marketing Channels," The First Conference of Social Network and Guanxi, Harbin, China, 2006 (in Chinese).

Zhuang, Guijun, Nan Zhou, Chenting Su, and Zhilin Yang (2006), "The Impact of Social Capital and Guanxi Orientation on Inter-firm Communication in Marketing Channels", proceedings of The 2006 JMS Annual Conference, Wuhan, China, October 20-22, 2006 (in Chinese).

Mitchell, Ron, Joe Sirgy, and Chenting Su (2002), "Do Us a Favor: Examining The Theoretical Essentials of Effective Guanxi in China," proceedings of Annual Meeting of the International Association for Business and Society, Victoria, BC Canada, 2002.

Sirgy, M. Joseph and Chenting Su (2001), "Housing Preference and Choice: A Research Agenda based on Self-Congruity Theory," *European Advances in Consumer Research*.

Su, Chenting (1999), "Intervening Forces in Measuring Family Power: A Neglected Aspect of Validation Research on Family Power," in *Marketing Theories and Applications*, Vol. 10., Anil Menon and Arun Sharma, (Eds.). Chicago: American Marketing Association, 158-165.

Su, Chenting (1998), "Toward an Understanding of Student Complaint Behavior," in *Marketing Advances in Theory, Practices, and Education*, J. D. Herrington and R. D. Taylor, ed., Radford, VA: Society for Marketing Advances, 318-323.

Su, Chenting and James E. Littlefield (1997), "Chinese Urban Family Purchase Decision

Making: Its Matriarchal Characteristics and Changing Nature,” in *Enhancing Knowledge Development in Marketing*, W. M. Pride and G. T. Hult, (Eds.). Chicago: American Marketing Association, 125-131.

### c. Manuscripts under revision/review

“Dependence Asymmetry, Structural Trust, and Governance Choice in Marketing Channels,” with Weiguo Zhong and Shou Zhigang, under review in *Strategic Management Journal*.

### d. Manuscripts in progress

“Contract dynamics in interorganizational relationship: A meta-analysis,” with Lu Shen and Wenbo Teng (Data collection)

“Overshadowing Opportunism: The Effect of Quadratic Trust in Chinese Business Circles (*quanzi*),” targeting at *American Journal of Sociology* (Revision for submission).

“How Can I Trust You? Trust Ambivalence, and Governance Complexity in Interorganizational Relationships,” with Weiguo Zhong, targeting at *Academy of Management Journal* (Revision for submission).

“Trust Transference in Business Circles: Evidence from Chinese Financial Channels,” with Zhigang Shou, targeting at *Journal of Marketing* (Revision for submission).

“Dare to Open Pandora’s Box? An Identity Perspective on Utilizing Political Ties in Business Dyads,” with Weiguo Zhong and Haibin Yang, targeting at *Academy of Management Journal* (Revision for submission).

“Trust Repair through a Third Party in Buyer-Supplier Relationships: Evidence from China,” with Weiguo Zhong, targeting at *Academy of Management Journal* (Revision for submission).

“Behavior Control and Perception of Trust in Marketing Channels: Does Friendship Matter?” with Zhigang Shou, targeting at *Journal of Marketing Research* (Data collecting).

### e. Articles published in Chinese Journals

From 1986-1992, published over 40 papers in about 20 top Chinese Economics and Business journals, such as 新華文摘, 中國: 發展與改革, 中青年經濟論壇, 經濟學週報, 財政研究, 中國商業經濟研究, 經濟與管理研究, 學習與探索, 社會科學學刊, 當代財經, 福建論壇, 廣州研究, 爭鳴, 等等。Coauthored two books.

## TEACHING

### 1. Teaching Interests

International Marketing

Marketing Management  
Marketing Research  
Services Marketing

## 2. Courses Taught

### a. Ph.D. /DBA Courses

Marketing Theories, Asia-Pacific Research Workshop, Research Method I, III

### b. EMBA/MBA Courses

Global Marketing Strategy, Marketing Management, Services Marketing Management, Branding in China

### c. Undergraduate Courses

International Marketing, Principles of Marketing, Marketing Research

### d. Ph.D. Supervision

Zhong, Weiguo, graduated in 2013, Associate Professor, Peking University

Zhang, Yuanyuan, graduated in 2014, Assistant Professor, Jinan University

Zhao, Haichuan, graduated in 2015, Associate Professor, Shandong University

Zhu, Wenting, graduated in 2016, Associate Professor, Southwestern University of Finance & Economics

Li, Miao, graduated in 2017, Assistant Professor, Jilin University

Shen, Lu, graduated in 2017, Assistant Professor, Dalian University of Ocean

Li, Ji, graduated in 2019 (co-supervision), Assistant Professor, Shenzhen University

Feng, Chao, graduated in 2020, Assistant Professor, Nanjing University of Astronautics

Wang, Jingyu, in progress

Kakuda, Nakaya, in progress

Yu, Jinjun, in progress

### e. DBA Supervision

Up to date I have supervised 25 DBA students both in English and Chinese DBA programs at CityU College of Business, with graduates including the CEO of Foxconn in Shenzhen and CEO of Samsung in Tokyo.

## EXPERIENCE

07/14- Chair Professor of Marketing, City University of Hong Kong

07/11- 06/14 Professor of Marketing, City University of Hong Kong

11/11- *Luojia* Chair Professor, Wuhan University

04/09- Adjunct Professor, Huangzhong University of Science & Technology

05/09- Adjunct Professor, Guangdong University of Foreign Economics & Trade

- 01/07- Adjunct Professor, Shenzhen University, P.R. China
- 01/06- Member, Academic Committee, Retailing Research Center, Tsinghua University, P.R. China
- 04/06- Executive Director, China Marketing Association (CMA)
- 04/06- Member, Academic Committee, China Marketing Association (CMA)
- 07/03-06/11 Associate Professor of Marketing, City University of Hong Kong
- 07/99-07/03 Assistant Professor of Marketing, University of Victoria, Canada
- 06/98-08/98 Instructor, Virginia Tech. Taught International Marketing at undergraduate level.
- 08/97-12/98 Teaching Assistant, Virginia Tech, with Dr. M. Joseph Sirgy: Advertising.
- 08/97-05/99 Research Assistant, Virginia Tech, with Dr. M. Joseph Sirgy: International Marketing and Quality of Life.
- 08/96-05/97 Teaching Assistant, Virginia Tech, with Dr. Neeraj Arora: Marketing Research.
- 08/96-05/97 Research Assistant, Virginia Tech, with Dr. Neeraj Arora: Marketing Research and Conjoint Analysis
- 01/95-05/96 Research Assistant, Virginia Tech, with Dr. James E. Littlefield: International Marketing and Relationship Marketing.
- 09/92-12/94 Research Assistant, University of Alberta, with Dr. Yingfeng Xu: China Market and Economy
- 08/91-09/92 Acting Head, Institute of Economics, Jiangxi Academy of Social Science, Nanchang, P.R. China.
- 10/88-08/91 Director, Department of Financial Economics, Jiangxi Academy of Social Science, Nanchang, P.R. China.
- 1987-1988 Instructor, Research Institute of Business, the Ministry of Commerce, Beijing, P. R. China. Taught Market Forecasting at undergraduate level.
- 1982-1985 Assistant Professor, Jiangxi Normal University, Nanchang, P.R. China. Taught Advanced Calculus, Probability and Statistics, and Linear

Programming at undergraduate level. Taught Algebraic Topology at graduate level.

## **MEMBERSHIPS**

- 1996-present Member of American Marketing Association  
Member of Association of Consumer Research
- 1988-1992 Secretary in general, Jiangxi Association of Young Economists,  
P.R.China  
Director, Jiangxi Association of Business, P.R.China

## **RESEARCH GRANTS**

- GRF 9042417 (PI): Between Contracts and Trust: Disentangling the Safeguarding and Coordination Effects over the Relationship Lifecycle (HK\$545,000).
- GRF 9042146 (PI): Dependence Imbalance, Trust Ambivalence, and Governance Complexity in Interorganizational Relationships (HK\$650,000)
- GRF9041715 (PI): Behavior Control and Perceptions of Trust in Marketing Channels: Does a Friend Role Matter? (HK\$777,881).
- GRF 9041414 (PI): Teaching Agents to Buy (TAB): An Incentive Aligned Decision Rule Elicitation Method (HK\$592,000).
- GRF 9041185 (PI): Interfirm and Interpersonal Influence as Two Communication Behaviors in Marketing Channels (HK\$517,283).
- GRF9041618 (Co-I): How Do Businesspeople Get Embedded? A Longitudinal Study of the Influence of Economic, Institutional, and Social Forces on Embedded Ties in Interfirm Relationships (HK\$381,701).
- GRF9041409 (Co-I): Social Capital, Legal Contracts, and Market Knowledge Acquisition in Supplier-Buyer Relationships (HK\$531,943).
- 中国国家社科基金重大项目: "促进平台经济, 共享经济健康发展研究" (21ZDA026) (Co-I) (RMB800,000)
- Key NSFC 71532011 (Co-I) (国家自然科学基金重点项目 2016-2020): "全球化和网络化环境下的中国品牌国际化营销战略研究" (RMB2400,000) .
- NSFC 71172215 (Co-I): Exploring the Antecedents and Consequences of Embedded Ties as an Inter-firm Governance Strategy: A Dyadic, Longitudinal Study (RMB440,000 plus HK\$108,000).

SRG 7004131 (PI): Developing Trust Beliefs into Trust Behavior: Antecedents and Moderators (HK\$100,000).

SRG 7002247 (PI): Dependence Asymmetry, Structural Trust, and Relational Behaviors in Chinese Seller-Buyer Relationships (HK\$135,359).

SRG 7001915 (PI): Cooperation or Calculation? Toward a Deeper Understanding of Trust in Interorganizational Relationships (HK\$283,540).

SRG 7001733 (PI): Information Relevance, Encoding Interference and Consumer Processing of Targeted Search Engine Ads (HK\$148,454)

SRG 7001629 (PI): Influence and Guanxi as Two Communication Modes in Chinese Marketing Channels (HK\$100,159)

SRG 7002255 (Co-I): Exploring the Governance Mechanisms of Quasi-integration in Marketing Channels (HK\$166,278)

SRG 7002182 (Co-I): Decomposing Embedded Ties in Marketing Channels: An Exploration (HK\$179,033)

SRG 7002165 (Co-I): Exploring the Mechanisms of Relational Governance: Its Structures, Processes, and Effects on Buyer Costs (HK\$255,492).

SRG 7100302 (Co-I): Can 'Guanxi' Still Be a Source of Competitive Advantage in China Market? A Post-WTO Perspective (HK\$69,066)

Project No. 9030957 (PI) Influence and Sense of Fairness: A Post-decision Perspective on Family Purchase Decision Making (HK\$100,000)

Social Science Research Funds of China RMB18,000 (1991)

Social Science Research Funds of China RMB9,000 (1990)

### **HONOURS AND AWARDS**

- Ranked **third** among **Top 100 Active Scholar in Asia during 2011-2016** by *Asian Journal of Marketing* in South Korea
- **College of Business Faculty Development Award (MBA/EMBA)** (2014-2015), College of Business, City University of Hong Kong
- **First-Class Social Science Award, Guangdong Province, China (2013-2015)**
- **Emerald Citation Award (2015)** (two papers), Emerald Group Publishing
- **Research Excellence Award** (2009-2012), College of Business, City University of Hong Kong

- **Research Excellence Award** (2003-2004), Faculty of Business, City University of Hong Kong
- 香港商报头条整版苏晨汀教授专访（2011年6月20日）：“香港融合内地市场刻不容缓”
- **Best Paper Award**, China Marketing International Conference, Qingdao, 2016.07.
- **Best Paper Award**, China Marketing International Conference, Wuhan, 2014. 07.
- **Best Paper Award**, GIKA International Conference, Spain, 2012. 07
- **Best Paper Award**, BAI Conference, Japan, 2012. 06.
- **Best Paper Award**, 第六届“中国社会网与关系管理”学术研讨会论文集，中山大学，2010.12.
- **Best Paper Award**, JMS Annual Conference, Beijing, 2007.07.
- **Best Paper Award**, The First Annual Meeting of the Chinese Academy of Management, Beijing, 2006.12.
- My achievements in and contributions to China marketing were published in *Marketing Herald*, 2007, June-August, p.79.
- **International Educator of the Year 2006**, the International Biographical Centre of Cambridge, England.
- Listed in *Marquis' Who's Who in the World* (2006-2020)
- Listed in *Marquis' Who's Who in Asia* (2007)
- **Teaching Excellence Award** (2004-2005), Department of Marketing, City University of Hong Kong
- Listed in “*A Dictionary of Chinese Contemporary Economists*,” (1991)
- Outstanding Achievements Award in Economics (1990-1991), Jiangxi Association of Economics, Nanchang, P.R. China
- A featured young economist in “*Economic Information Daily*,” Nov. 29, 1989, P.R. China

## **PROFESSIONAL ACTIVITIES AND SERVICES**

- Guest Editor, Journal of Operations Management Special Issue (2014-2016)
- Guest Editor, Journal of Business Research Special Issue (2014-2016)
- Guest Editor, Industrial Marketing Management Special Issue (2012-2013)
- Guest Editor, Journal of Business Research Special Issue (2011-2012)
- Editor-in-Chief, Journal of Contemporary Marketing Science (English) (China) (2016-)
- Editorial Board Member, Journal of Business Research (2013-)
- Editorial Board Member, Customer Needs and Solutions (USA) (2013-)
- Editorial Board Member, Applied Research in Quality of Life (USA) (2010-2013)
- Editorial Board Member, China Retailing Research (2006-)
- Editorial Board Member, Journal of Marketing Science (2005-2016)
- Keynote Speaker to 中制智库（北京 2020）
- Keynote Speaker to 粤港澳大湾区战略论坛（深圳 2018）
- Keynote Speaker to 香港《镜报》：粤港澳大湾区产业发展论坛 (2018)



- Keynote Speaker to 深圳大学创新研讨会 (2018)
- Keynote Speaker, China JMS Annual Conference, 2017 (Guangzhou)
- Conference Co-Chair, China Marketing International Conference 2016 (Qingdao)
- Conference Co-Chair, China Marketing International Conference 2015 (Xi'an)
- Conference Co-Chair, China Marketing International Conference 2014 (Wuhan)
- Conference Co-Chair, China Marketing International Conference 2013 (Xuzhou)
- Keynote Speaker, China Marketing International Conference 2013
- Keynote Speaker, International Academic Symposium, Chang Chung Christian University, Taiwan, (2014)
- Session Chair, China JMS Annual Conference (2013)
- Session Chair, China JMS Annual Conference (2012)
- Session Chair, China JMS Annual Conference (2011)
- Session Chair, China JMS Annual Conference (2010)
- Keynote Speaker, the Fifth China Retail Forum, Tsinghua University (2009)
- Session Chair, China JMS Annual Conference (2009)
- Keynote Speaker & Session Chair, China University Marketing Association Annual Conference (2008)
- Keynote Speaker & Session Chair, China JMS Annual Conference (2008)
- Keynote Speaker & Session Chair, the Fifth International Marketing Forum, Hong Kong (2008)
- Keynote Speaker & Session Chair, the Fourth International Marketing Forum, Hong Kong (2006)
- Session Chair, Global Marketing Conference (2008)
- Co-Track Chair, U.S. AMA Winter Conference (2009)
- Co-Track Chair, U.S. AMA Winter Conference (2006)
- Session Chair, China JMS Annual Conference (2007)
- Session Chair, China JMS Annual Conference (2006)
- Session Chair, China JMS Annual Conference (2005)
- Review papers for Journal of Marketing Research, Journal of Management, Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Research, Journal of Operations Management, Industrial Marketing Management, Journal of Business Ethics, etc.

### **INVITED RESEARCH TALKS**

I gave over **160** academic talks at the following Chinese Universities

- Xi'an Jiao Tong University (2004, 2010, 2012, 2013, 2014, 2015),
- Wuhan University (2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017),
- Fudan University (2006, 2008, 2014, 2015, 2017, 2020),
- Nanjing University (2006, 2008),
- Zhongshan University (2007, 2009, 2012, 2014, 2015),
- Peking University (2007, 2008, 2013, 2014, 2015, 2016),

- Tsinghua University (2007, 2009, 2013, 2015),
- Chinese Renmin University (2007),
- Jilin University (2008),
- Huazhong University of Science & Technology (2008, 2009, 2010, 2012, 2013, 2014, 2015, 2016)
- Huanan University of Science & Technology (2009, 2015)
- Nan Kai University (2009)
- Shandong University (2009, 2016)
- Jinan University (2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2019)
- Huadong Normal University (2010, 2012, 2022)
- Huadong University of Technology and Science (2012, 2014, 2015)
- Shanghai University of Finance & Economics (2010, 2012, 2013)
- Xiamen University (2013, 2015)
- Sichuan University (2012)
- Hunan University (2015)
- Zhongnan University (2015)
- Northeastern University (2018)
- Nanchang University (2018, 2020)

Also at

- Central University of Economics & Law (2013, 2014, 2015, 2016)
- Shenzhen University (2007, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2020)
- Guangdong University of Foreign Economics & Trade (2009, 2010, 2013, 2014, 2015)
- Tianjin University of Finance & Economics (2009)
- Jiangxi Normal University (2008, 2009, 2010, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021)
- Xi'an University of Communications (2008, 2015)
- Beijing University of Technology & Business (2010, 2011, 2012)
- Changsha University of Science & Technology (2009, 2010, 2011, 2012, 2013)
- Southwest University of Finance & Economics (2010, 2011, 2012, 2013, 2016, 2017)
- Guangdong University of Finance & Economics (2010, 2012, 2013, 2014, 2015, 2016, 2020, 2021, 2022)
- Chongqing University (2012)
- Chongqing Jiaotong University (2012)
- Kunming University of Science & Technology (2012, 2017)
- Henan University (2015)
- Northeastern University of Finance & Economics (2015, 2018)
- Zhejiang Normal University (2016)
- Guilin University of Technology (2017)
- Hubei Institute of Economics (2021)

## **SERVICES TO THE UNIVERSITY**

2009-2015: Head, Department of Marketing

2004-2009: Associate Head, Department of Marketing

2019-2021: University Academic Review Committee Member

2016-2017: University Committee Member for Associate Professor promotion

2016-2017: University Teaching Excellence Awards Panel Member

2015-2016: University Committee Member for Chair Professor and Professor promotion

2014-2016: University Committee Member for a Plagiarism Case

2004-present: University Senate Member, City University of Hong Kong

2004-present: University Court Member, City University of Hong Kong

2004-present: College Board Member, City University of Hong Kong

2015-present: IDBA Director, College of Business, City University of Hong Kong

2010-2018: Departmental PBPR Committee, Chair&Member

2005: Departmental Staffing Committee Member & Chair

2004-present: Department Advisory Committee Member

2007-present: Chair, MS in Marketing Program Committee

2003-2005: **(1)** Departmental Salary Committee, **(2)** MA Information System Program Committee, **(3)** MSc in Banking, MSc in Finance Program Committee, at City University of Hong Kong

2002 Steering Committee Member, Certificate Program in Public Relations, University of Victoria.

2000-2001 Committee Member, Academic Committee, Faculty of Business, University of Victoria

2000-2002 Salary Committee Member, Faculty of Business, University of Victoria

## **OTHER SERVICES**

External Examiner (Course, Thesis, or Academic Program)

The Chinese University of Hong Kong  
Hong Kong Polytechnic University  
University of Hong Kong  
Lingnan University  
Hong Kong Baptist University  
Wuhan University  
Fudan University  
Virginia Tech  
University of Victoria  
India Institute of Management

Kaynote Speaker, 中制智库 (2020)

新华社瞭望智库首批专家 (2017)

Judge, 2009 China's 25 Most Influential Corporate Leader Selection Panel, P.R. China  
*Entrepreneur Magazine*

中國企業家雜誌 2009 年最具影響力企業領袖評審專家

External Assessor, Department of Humanities & Social Sciences National Science Council,  
Taiwan, Republic of China (2011)

外部評審專家，臺灣國科會人文處管二學門國科會傑出研究獎 (2011)

Expert, Chinese Branding Committee, Minister of Commerce, P.R. China

中國商務部品牌發展委員會專家

Economic Consultant to Jiangxi Provincial Government, P.R. China

江西省人民政府經濟顧問

External Assessor, Promotion to Associate Professor Committee, School of Business, Peking  
University (2009)

External Assessor, Promotion to Associate Professor Committee, Faculty of Business,  
University of Victoria, Canada (2010)

External Assessor, Promotion to Associate Professor Committee, Faculty of Business, George  
Mason University, USA (2011).

External Assessor, Promotion to Associate Professor Committee, Faculty of Business,  
Oklahoma State University (2012)

External Assessor, Promotion to Full Professor Committee, College of Business and  
Economics, Huazhong University of Technology & Science (2013)

External Assessor, Promotion to Associate Professor Committee, College of Business University of Macau (2013)

External Assessor, Promotion to Associate Professor Committee, College of Business and Economics, Huazhong University of Technology & Science (2014)

External Assessor, Promotion to Full Professor Committee, College of Business, Carleton University, Canada (2017).

External Assessor, Promotion to Associate Professor Committee, College of Business, Qatar University, Qatar (2020).

External Assessor, Promotion to Full Professor Committee, College of Business, University of Massachusetts Lowell, US (2020).

External Assessor, Promotion to Full Professor Committee, Faculty of Business, Al-Balqa Applied University (BAU), Jordan (2020).