

# Annie Peng Cui

Professor and Kmart Chair in Marketing  
Department Chair, Marketing  
Chambers College of Business and Economics  
West Virginia University

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## EDUCATION

|  |      |
|--|------|
| Ph.D. Kent State University, USA                                       | 2008 |
| Major: Marketing; Minor: Management Information Systems and Statistics |      |
| M.A. Kent State University, USA  | 2005 |
| Major: Media Management and Mass Communication                         |      |
| M.A. Shandong University, China  | 2002 |
| Major: Applied Study of English Linguistics                            |      |

## EXPERIENCES

|   |                |
|---|----------------|
| Department Chair  | 2022 - Present |
| Professor of Marketing, West Virginia University, USA           | 2022 - Present |
| Kmart Chair in Marketing, West Virginia University, USA         | 2019 - Present |
| Ph.D. Advisor   | 2014 - Present |
| Associate Professor of Marketing, West Virginia University, USA | 2015 - 2021    |
| Assistant Professor of Marketing, West Virginia University, USA | 2008 - 2015    |

## BOOK

Czinkota, Michael, Ilkka Ronkainen and Annie Peng Cui, International Marketing, 11<sup>th</sup> edition, Boston: Cengage Learning.

## JOURNAL PUBLICATIONS

Zhao, Lin, Annie Peng Cui and Shuili Du (2024), Brand activism in a polarizing world: the roles of cause controversy and consumption goal, *Journal of Product and Brand Management*.

Nelson, Christopher, Xinchun Wang and Annie Peng Cui (2024), More is better but in what direction? The effects of relationship marketing investment breadth and depth on customer gratitude, *Industrial Marketing Management*.

Zhao, Lin, Alexis Yim and Annie Peng Cui (2024), Where does brand activism authenticity stand in a divisive marketplace? New challenges and future research

## **JOURNAL PUBLICATIONS (cont'd)**

directions, *Journal of Marketing Theory and Practice*.

Nelson, Christopher, Michael Walsh and Annie Peng Cui (2024), Trust Repair after a Sales Manager Error, *Journal of Personal Selling and Sales Management*.

Yim, Alexis, Annie Peng Cui and Michale Walsh (2024), The role of cuteness on consumer attachment to artificial intelligence agents, *Journal of Research in Interactive Marketing*.

Jiang, Ling, Annie Peng Cui and Juan Shan (2023), The risk of embarrassment in buying luxury counterfeits: do face-conscious consumers care? *European Journal of Marketing*.

Yim, Alexis, Brad Price, Raj Agnihotri and Annie Peng Cui (2023), Do salespeople's online profile pictures predict the number of online reviews? *European Journal of Marketing*.

Shan, Juan, Hebo Lu and Annie Peng Cui (2022),  $1 + 1 > 2$ ? Is co-branding an effective way to improve brand masstige?, *Journal of Business Research*.

Su, Lixun, Annie Peng Cui, Saeed Samiee and Shaoming Zou (2022), Exploration, exploitation, ambidexterity and the performance of international SMEs, *European Journal of Marketing*.

Shan, Juan, Ling Jiang, Annie Peng Cui, Yan Wang and Yuliia Ivzhenko (2022), How and When Actual-Ideal Self-Discrepancy Leads to Counterfeit Luxury Purchase Intention: A Moderated Mediation Model, *International Journal of Consumer Studies*, 1-13.

Shan, Juan, Ling Jiang and Annie Peng Cui (2021), A Double-Edged Sword: How the Dual Characteristics of Face Motivate and Prevent Counterfeit Luxury Consumption, *Journal of Business Research*, 134, 59-69.

Jiang, Ling., Annie Peng Cui and Juan Shan (2021), Quiet versus loud luxury: the influence of overt and covert narcissism on young Chinese and US luxury consumers' preferences? *International Marketing Review*.

Nelson, Christopher, Annie Peng Cui and Michael Walsh (2021), Breach of Trust and Repair: the Impact of Salespersons Words and Actions on Buyer Trust, *Qualitative Market Research*, 24(3), 375-395.

Chang, Ying, Ru-Jing Hou, Kun Wang, Annie Peng Cui and Chu-Bing Zhang (2020), Effects of Intrinsic and Extrinsic Motivation on Social Loafing in Online Travel Communities, *Computers in Human Behavior*, 109, 106360.

Zhang, Chubing, Xinchun Wang, Annie Peng Cui and Shenghao Han (2020), Linking Big Data Analytical Intelligence to Customer Relationship Management Performance, *Industrial Marketing Management*, 91, 483-494.

Nelson, Christopher, Michael Walsh and Annie Peng Cui (2020), The Role of Analytical

## JOURNAL PUBLICATIONS (cont'd)

CRM on Salesperson Use of Competitive Intelligence, *Journal of Business & Industrial Marketing*, 35(12), 2127-2137.

Chang, Yu, Xinchun Wang, Lixun Su and Annie Peng Cui (2020), B2B Brand Orientation, Relationship Commitment, and Buyer-Supplier Relational Performance, *Journal of Business & Industrial Marketing*, 36(2), 324-336.

Shi, Xiaofeng, Lixun Su and Annie Peng Cui (2020), A Meta-Analytic Study On Exploration and Exploitation. *Journal of Business and Industrial Marketing*, 35(1), 97-115.

Chang, Yu, Xinchun Wang and Annie Peng Cui (2019), Solving the Innovation Problem in State-Owned Firms: the Role of Entrepreneurial Orientation and High-Commitment HR Practices. *Industrial Marketing Management*, 83, 239-250.

Su, Lixun, Annie Peng Cui and Michael Walsh (2019), Trustworthy Blue or Untrustworthy Red: The Influence of Brand Logo Theme Colors on Brand Trust. *Journal of Marketing Theory and Practice*, 27 (3), 269-281.

Walsh, Michael, Annie Peng Cui and Deborah McInnis (2019), How to Successfully Introduce Logo Redesigns. *Journal of Brand Management*, 26 (4), 365-375.

Crosno, Jody and Annie Peng Cui (2018), Something Old, Something New: the Role of Partitioned Pricing in Consumers' Preference for New versus Used Products. *Journal of Consumer Marketing*, 35 (4), 353-365.

Cui, Annie Peng and Jennifer Wiggins (2017). What You Ask Changes What I Pay: Framing Effects in Pay What You Want Pricing. *Journal of Marketing Theory and Practice*, 25(4), 323-339. Received the **Best Article of the Year Award**.

Cui, Annie Peng, Theresa Wajda, and Michael Walsh (2015), "Luxury Brands in Emerging Markets: A Case Study on China," *Advances in International Marketing*, 27, 287-305.

Cui, Annie Peng, Michael Walsh, and Shaoming Zou (2014), "Importance of Strategic Fit between Host-Home Country Similarity and Exploration Exploitation Strategies on SMEs' Performance: A Contingency Perspective," *Journal of International Marketing*, 22(4), 67-85.

Cui, Annie Peng, Paula M. Fitzgerald, and Karen Russo Donovan (2014), "Extended Self: Implications for Country-of-Origin," *Journal of Consumer Marketing*, 31(4), 312-321.

Crosno, Jody and Annie Peng Cui (2014), "A Multi-level Analysis of the Adoption of Sustainable Technology," *Journal of Marketing Theory and Practice*, 22(2), 209-224.

Cui, Annie Peng, Michael Hu, and David Griffith (2014), "What Makes a Brand Manager Effective?" *Journal of Business Research*, 67(2), 144-150.

## **JOURNAL PUBLICATIONS (cont'd)**

Johnson, Jennifer Wiggins and Annie Peng Cui (2013), "To Influence or Not to Influence: External Reference Price Strategies in Pay-What-You-Want Pricing" *Journal of Business Research*, 66(2), 275-281.

Cui, Annie Peng, Michael Hu, and Theresa Wajda (2012), "Consumer Animosity And Product Choice: Might Price Make A Difference?" *Journal of Consumer Marketing*, 29(2), 494-506.

Cui, Annie Peng, Michael Walsh and Donald Gallion (2011). Internationalization Challenges for SMEs and Global Marketing Managers: A Case Study. *International Journal of Business and Social Research*, 1(1), 57-69.

Wajda, Theresa, Michael Hu and Annie Peng Cui (2008) "Gender Differences on the "Width" Dimension of Category Structure: A Case of Brand Typicality," *Marketing Management Journal*, 18(1) 14-29.

Wajda, Theresa, Richard Kolbe, Michael Hu and Annie Peng Cui (2008) "Measurement of Self-Evaluative Motives: A Shopping Scenario," *Psychological Report*, 103(1), 48-56.

Wajda, Theresa, Michael Hu and Annie Peng Cui (2007) "Self-Evaluative Shopping/Consumption Motives: Identifying Differences in the U.S. and China," *Journal of Global Marketing*, 21(1), 49-62.

Bruning, Edward R., Peng Cui and Andrew W. Hao. "Consumer Ethnocentrism and Evaluation of International Airlines," *Business Research Yearbook: Global Business Perspectives*, Volume XIII, International Academy of Business Disciplines, 2006.

## **PEER-REVIEWED BOOK CHAPTER**

Annie Peng Cui, Christopher A Nelson and Alexis Yim, "Global Luxury Brands: Researching Cross-Cultural Differences in Motivations to Consume," *Handbook on Cross-Cultural Marketing*, Edward Elgar Publishing, 2020.

## **PROCEEDINGS ARTICLES AND PRESENTATIONS**

Ling Jiang, Annie Peng Cui and Juan Shang, "Strategic CRM in Luxury Brands: Balancing Global and Local Causes for Enhanced Perception," AMA Summer, 2024.

Alexis Yim, Stephen He and Annie Peng Cui, "Cuteness and Perceived Risk in COVID-19 Vaccination," AMA, Summer, 2021.

Yuerong Liu, Liguang Liu, Annie Peng Cui and Jody L. Crosno, "Second-Hand Shopping in the Era of COVID-19 Pandemic: Balancing Environmental Benefits and Perceived Risks," AMA, Summer, 2021.

Alexis Yim, Annie Peng Cui, Brad Price and Xiaolong Xu, "The Harmful Effect of

## PROCEEDINGS ARTICLES AND PRESENTATIONS (cont'd)

Babyface on Sales Performance,” AMA, Winter, 2021.

Alexis Yim, Annie Peng Cui and Stephen He, “Dangerous Hello Kitty: Cuteness Consumption and Consumers’ Risk Perception in the Global Market,” AMA Global SIG Conference, Buenos Aires, Argentina, May 20, 2019.

Lixun Su, Annie Peng Cui and Xinchun Wang, “Co-Exploration and Co-Exploitation and Post-Acquisition Performance,” AMA, Winter, 2019.

Hui Shi, Annie Peng Cui and Ling Jiang, “Counterfeiting Luxury Consumption and Perceived Regret: The Role of Social Identity,” China Marketing International Conference, Guangzhou, China, 2019.

Xiaolong Xu and Annie Peng Cui, “Culture, Product-Ham Crisis and Consumer-Brand Dissolutions,” China Marketing International Conference, Guangzhou, China, 2019.

Linda Shi, Annie Peng Cui and Ling Jiang, “A Cross-Cultural Study on Counterfeit Luxury Consumption: Does Acculturation Play a Role?” AMA Global SIG Conference, Santorini, Greece, May 20, 2018.

Lixun Su, Annie Peng Cui, Saeed Samiee and Shaoming Zou, “Exploration, Exploitation and Ambidexterity, Challenges for International SMEs,” AMA Global SIG Conference, Santorini, Greece, May 20, 2018.

Annie Peng Cui and Linda Shi, “Counterfeit Luxury Consumption and Perceived Regret: The Role of Social Identity,” AMA Global SIG Conference, Havana, Cuba, April 6, 2017.

Annie Peng Cui and Lixun Su, “International Adaptive Capability and Exploration/Exploitation Strategies: A Contingency Perspective,” American Marketing Association Conference, Atlanta, GA, August, 2016.

Cui, Annie Peng, Wiggins Johnson, J., Grimm, P. E., "Donations, Crowd Funding, and Collective Psychological Ownership: Is It Better for Me to Give or for Us to Receive?" International Conference on Arts and Cultural Management, Aix-Marseille, France, July 1, 2015.

Jody Crosno and Annie Peng Cui, “Something Old, Something New: The Role of Partitioned Pricing in Consumers’ Preference for New versus Used Products,” presented at American Marketing Association Conference, Boston, MA, August, 2013.

Tong, Y, Annie Peng Cui and Jody Crosno, “Toward an Understanding of Consumer Free-Riding: The Role of Pricing and Perceived Risk” presented at American Marketing Association Conference, Boston, MA, August, 2013.

## **PROCEEDINGS ARTICLES AND PRESENTATIONS (cont'd)**

Cui, Annie Peng and Michael Walsh, "SME Internationalization and Public Policy Implications," presented at AMA Marketing and Public Policy Conference, Washington D.C 2013.

Cui, Annie Peng and Michael Walsh, "The Role of Capability, Strategy and Culture in SME's Internationalization," presented at American Marketing Association Conference, Chicago, IL, August, 2012.

Cui, Annie Peng and Theresa Wajda, "Luxury Fashion Brands in Emerging Markets: A Case Study of China's Luxury Market," to be presented at American Marketing Association Conference, Chicago, IL, August, 2012.

Cui, Annie Peng, Paula Fitzgerald and Karen France, "Consumers View Nutrition Facts through Cultural Lenses," to be presented at American Marketing Association Conference, Chicago, IL, August, 2012.

Cui, Annie Peng, "Global Research Roundtable: Consumer Animosity and Conjoint Analysis" presented at American Marketing Association Conference, San Francisco, CA, August, 2011.

Jennifer Wiggins Johnson and Annie Peng Cui, "Reference Price Anchors in Pay-What-You-Want Pricing" presented at 11th International Conference on Arts and Cultural Management, Antwerp, Belgium, July, 2011.

Cui, Annie Peng, Theresa Wajda, Michael Hu, and Jody Crosno, "Self-Construal, Shopping Motive and Ad-Messaging Framing," presented at American Marketing Association Conference, Boston, MA, August, 2010.

Crosno, Jody and Annie Peng Cui, "An Industrial Ecological Approach to Dematerialization in Marketing Channels," ISBM Academic Conference 2010: Advances in B2B Marketing, ISBM and Harvard University, Cambridge, MA, August 2010.

Crosno, Jody and Annie Peng Cui, "Managing Dematerialization in Marketing Channels: An Industrial Ecological Approach," 2010 Sustainability in Marketing Colloquium, University of Kentucky, Lexington, KY, International, December 3, 2010.

Cui, Annie Peng and Jennifer W. Johnson, "Anchors in Range Pricing: How Do Consumers Choose What to Pay?" presented at Association for Consumer Research, Pittsburgh, Pennsylvania, Oct., 2009.

Bone, Paula, Karen France and Annie Peng Cui, "Consumers' Perception of Food Nutrition Labeling in China," presented at American Marketing Association Conference 2009 Winter, Tampa, Florida.

Jewell, Robert, Annie Peng Cui, Blair Kidwell and Desheng Wang, "Consumer Emotional Intelligence: A Comparison between the U.S. and China," presented at Association for Consumer Research, San Francisco, California, Oct., 2008.

Cui, Annie Peng, Theresa Wajda and Michael Hu, "Is Consumer Animosity a Two-Way Street? A Story of Three Countries," presented at Association for Consumer Research, San Francisco, California, Oct., 2008.

Cui, Annie Peng, Robert Jewell and Jie Xin, "Brand Personality Profiles: A Pick-A-Winer Study of Two Methods," presented at Association for Consumer Research, San Francisco, California, Oct., 2008.

Cui, Annie Peng, Paul Albanese, Robert Jewell and Michael Hu, "Profiling Brand Personality of Specific Brands," presented at Association of Consumer Research, Memphis, Tennessee, 2007.

Wajda, Theresa, Annie Peng Cui and Michael Hu, "Culture, Social Comparison and Responses to Advertising," presented at Association for Consumer Research, Memphis, Tennessee, 2007.

Kolbe, Richard and Annie Peng Cui "Curriculum Innovation: Toward Real-World Based Learning," presented at the American Marketing Association Conference 2007 Summer (Best Track Paper Award).

Cui, Annie Peng, Paul Albanese, Robert Jewell and Michael Hu, "Brand Personality of Fast-Food Services," presented at the American Marketing Association Conference, San Diego, California. February 16, 2007

Cui, Annie Peng, "Consumer Animosity and Willingness to Buy: A Study of Chinese Consumers," presented at the Graduate Student Senate Colloquium KSU, March 2007.

Cui, Annie Peng, Paul Albanese, and Robert Jewell, "Assessing Individual-Level Brand Personality: Applying Q-Methodology to Brand Personality," presented at the Marketing Science Conference, Pittsburg, Pennsylvania, June 8, 2006.

## **WORKING PAPERS**

Does Appearance Influence eWOM?: The Harmful Affect of Salespeople's Youthful Appearance on eWOM, under review at *European Journal of Marketing*.

Will They Find Out it's Fake? The Impact of Face Consciousness on Counterfeit Luxury Consumption, under review at *Journal of Business Ethic*.

Cuteness Branding and Risk Perception, finalizing manuscript, to be submitted to *Journal of Consumer Psychology*.

Bi-cultural Identity Conflict, Counterfeit Consumption and Post Purchase Regret, finalizing manuscript, to be submitted to *Journal of International Business Studies*.

Brand New Bias: Conceptualization, Scale Development and Empirical Validation -Data collection in progress.

International Marketing Capability: Drivers for Global Success. Data collected, analysis in progress.

## RESEARCH GRANTS

B&E Survey Research Grant, 2014, 2015, 2016, 2018, 2019 and 2020, B&E, West Virginia University, total amount \$ 35,000

B&E Summer Research Grant, B&E, West Virginia University 2018, \$13,000

Dean's Scholar Summer Research Grant for summer 2013-2014, B&E, West Virginia University, \$10,000

Research Grant for A+ publications, 2013, B&E, West Virginia University, \$1,000

B&E Summer Research Grant, 2009, B&E, West Virginia University, \$5,972.

Center for Green Marketing Research Grant, 2012, University of Kentucky, \$5,000

## TEACHING EXPERIENCE

### Undergraduate Classes:

- Consumer Behavior
- International Marketing
- Principles of Marketing
- Integrated Marketing Promotions
- Customer Analysis
- Marketing Tools: Marketing Technology Lab

### MBA Class:

- Export Management

### PhD Seminar:

- Marketing Strategy and Policy

## Graduate Student Advising Activities

Chaired and Chairing Ph.D. dissertations for Lixun Su, Alexis, Yim, Cindy Liu and Yumei Mu

Advising PhD students, Lixun Su, Alexis Yim, Cindy Liu, Yumei Mu and Lin Zhao on research projects

Served on Yoshi Tong and Raika Sadeghein's PhD dissertation committees

Served on the Thesis Committee for Liberty Moya's Master's Thesis, "Market Perceptions for Expanded Opportunities of Central Appalachian Hardwoods."

## Course Designing

Planned, designed and taught two courses, **Customer Analysis** (Marketing Research) and **Marketing Tools: Marketing Technology Lab** as part of the new undergraduate marketing curriculum developed at Kent State University.



## HONORS AND AWARDS

2021 Marketing Department Research Award, Department of Marketing, West Virginia University

2018 Marketing Department Service Award, Department of Marketing, West Virginia University

2018 Best Article of the Year Award, *Journal of Marketing Theory and Practice*

2017 Best Reviewer Award, *Journal of International Marketing*

2014 Excellence in Teaching Award, Department of Marketing, West Virginia University

2013 Dean's Distinction in Research Award, B&E, West Virginia University

2013 Excellence in Research Award, Department of Marketing, West Virginia University

2011 Excellence in Teaching Award, Department of Marketing, West Virginia University

Best Track Paper Award, American Marketing Association Conference, Summer 2007

University Research Fellowship (honoring excellence in research) for school year 2007-2008

Best Paper Award (university wide) of 2007 Graduate Student Senate Colloquium, Kent State University

2006 Golden "M" Teaching Award in Marketing, Kent State University

## PROFESSIONAL SERVICE

American Marketing Association, Global Marketing Special Interest Group, Chair

American Marketing Association, Doctoral Students Special Interest Group Advisory Board

Managing Editor, *Journal of Marketing Theory and Practice*

Editorial Review Board, *Journal of International Marketing*

Editorial Review Board, *Journal of Consumer Marketing*

Ad Hoc Reviewer for *Journal of Academy of Marketing Science*, *Journal of International Marketing*, *European Journal of Marketing* and *International Marketing Review*

## **UNIVERSITY SERVICE**

Faculty Senate, West Virginia University  
Chair, P&T Committee, Marketing, B&E, West Virginia University  
Chair, Faculty Search Committees, Marketing Department, B&E, West Virginia University  
Chair, Marketing Curriculum Development and Assurance of Learning Committee, West Virginia University  
College Research and Library Committee, B&E, West Virginia University  
College Academic Standards Committee, B&E, West Virginia University  
College Technology Committee, B&E, West Virginia University  
Graduate Student Senator, Kent State University  
Graduate Council PhD. Subcommittee, College of Business Administration, Kent State University

## **PROFESSIONAL AFFILIATIONS AND ORGANIZATIONS**

American Marketing Association  
The Academy of Marketing Science  
Association for Consumer Research