

**Xinchun Wang Ph. D**  
West Virginia University  
Marketing  
(304) 293-7948  
Email: xinchun.wang@mail.wvu.edu

## Education

- Ph D, Texas Tech University, 2015.  
Major: Marketing  
Dissertation Title: The Effects of Past Financial Performances on Firms' Future Marketing Strategies
- MS, East China University of Science and Technology, 2011.  
Major: Marketing  
Dissertation Title: Understanding Relationship Learning
- BA, East China University of Science and Technology, 2008.  
Major: Marketing

## Professional Positions

- Marketing DBA Program Coordinator, West Virginia University, USA. (2023 - Present).
- Associate Professor of Marketing, West Virginia University, USA. (2022 - Present).
- Assistant Professor of Marketing, West Virginia University, USA. (2018-2022).
- Assistant Professor of Marketing, University of North Dakota, USA. (2015 - 2018).

## Selected Publications

- Li, H., Chang, Y., Wang, X., Zhang, N. (in press). Institutional Complexity and Corporate Environmental Investment: Evidence from China's Mixed Ownership Reform of State-Owned Enterprises. *Management and Organization Review*. In press.
- Wang, X. (in press). Too much incentive to innovate? CEO stock option exercise and myopic R&D management. *Journal of Product Innovation Management*. In press.
- Wang, X. (2024). Does CEO Temporal Myopia Always Lead to Firm Short-termism? The Critical Role of CEO Optimism and Perceived Opportunity Costs. *Journal of Business Research*, 180, 114739
- Nelson, C. A., Wang, X., Cui, P. (2024). More is better but in what direction? The effects of relationship marketing investment breadth and depth on customer gratitude. *Industrial Marketing Management*, 117, 188-201.
- Wang, X., Wei, R., Liu, Y., Xia, H., Zhao, Y. (2023). The Effects of Relational Knowledge Emphasis on New Product Development Strategy. *Industrial Marketing Management*, 109, 257-270.
- Wu, W., Wang, H., Wang, X. (2022). Entrepreneur narcissism and new venture performance: The role of relative exploratory learning in new product development and psychological traits. *Journal of Business Research*, 149, 901-915.
- Wei, R., Wang, X., Chang, Y. (2021). The effects of platform governance mechanisms on customer

- participation in supplier new product development. *Journal of Business Research*, 137, 475-487.
- Yu, X., Wang, X. (2021). The effects of entrepreneurial bricolage and alternative resources on new venture capabilities: Evidence from China. *Journal of Business Research*, 137, 527-537.
- Wang, X., Yu, X., Meng, X. (2021). Entrepreneurial Bricolage and New Product Development Performance in New Ventures: The Contingent Effects of Founding Team Involvement. *Entrepreneurship Research Journal*, 13, 813-839.
- Zhang, C., Wang, X., Han, S., Cui, A. P. (2020). Linking big data analytical intelligence to customer relationship management performance. *Industrial Marketing Management*, 91, 483-494.
- Wang, X., Zhao, Y., Hou, L. (2020). How does green innovation affect supplier-customer relationships? A study on customer and relationship contingencies. *Industrial Marketing Management*, 90, 170-180.
- Wang, X., Lou, T. (2020). The Effect of Performance Feedback on Firms' Unplanned Marketing Investments. *Journal of Business Research*, 118, 441-451.
- Wang, X., Dass, M., Arnett, D., Yu, X. (2020). Understanding firms' relative strategic emphases: an entrepreneurial orientation explanation. *Industrial Marketing Management*, 84, 151-164.
- Chang, Y., Wang, X., Cui, P. (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.
- Zhang, T., Wang, X. (2018). The impact of fairness concern on the three-party supply chain coordination. *Industrial Marketing Management*, 73, 99-115.
- Chang, Y., Wang, X., Arnett, D. (2018). Enhancing firm performance: The role of brand orientation in business-to-business marketing. *Industrial Marketing Management*, 72, 17-25.
- Wang, X., Dass, M. (2017). Building innovation capability: The role of top management innovativeness and relative-exploration orientation. *Journal of Business Research*, 76, 127-135.

## **Contracts, Grants and Sponsored Research**

### **Fellowship**

- Wang, X., "2018 Robbins Research Scholarship," Sponsored by John Chamber College of Business and Economics, \$2,500.00. (November 15, 2018 - November 15, 2019).

### **Grant**

- Wang, X., "Nothing Ventured? The Financial Market's Reaction to the Entrepreneurial Orientation in Established Firms," Sponsored by KC Internal Grant, West Virginia University, \$700.00. (October 8, 2018 - June 30, 2019).

## **Teaching Experience**

- BADM 742, Marketing Management, 1 course.  
 BADM 793B, SPTP: Dissertation Research, 1 course.  
 BCOR 350, Principles of Marketing, 2 courses.  
 MANG 711, Research Methods, 3 courses.  
 MKTG 320, Personal Selling 1, 1 course.

MKTG 325, Marketing Research, 14 courses.  
MKTG 330, Distribution Channels, 1 course.  
MKTG 350, Product and Brand Management, 1 course.  
MKTG 420, Sales Management, 4 courses.

## **Awards and Honors**

Marketing Department Research Award. (August 2020).  
Best Session Paper, China Marketing International Conference 2020. (June 2020).  
Nominated for: College Distinction in Research Award. (May 2020).  
Robbins Research Award. (November 2018 - July 2019).

## **SERVICE**

### **University Service**

Faculty Advisor, Marketing DBA Program. (January 2023 - Present).  
Committee Member, Marketing PhD Advisory Committee. (2023 - Present).  
Committee Member, Academic Standards. (August 2022 - Present).  
Committee Member, Marketing P&T Committee. (August 2022 - Present).  
Committee Chair, Marketing Curriculum Committee. (2022 - Present).  
General Contribution to the Marketing PhD Program, Marketing PhD Program. (2022 - Present).  
Committee Member, Undergraduate Programs. (2022 - Present).  
Guest Speaker, Guest speaker series. (November 2023).  
Committee Member, TAPSA recruiting committee. (May 2022 - May 2023).  
Committee Member, Marketing Curriculum Committee. (January 2021 - December 2021).  
General Contribution to the Marketing PhD Program, PhD Program. (January 2021 - December 2021).  
Committee Member, Undergraduate Programs. (January 2021 - December 2021).  
Committee Member, Marketing Curriculum Committee. (August 2020 - May 2021).  
Committee Member, Undergraduate Programs. (August 2020 - May 2021).  
General Contribution to the Marketing PhD Program, PhD Program. (August 10, 2020 - May 1, 2021).  
Committee Member, Marketing Curriculum Committee. (August 10, 2019 - May 10, 2020).  
Committee Member, Policies & Procedures. (August 15, 2019 - May 1, 2020).

General Contribution to the Marketing PhD Program, PhD Program. (August 10, 2019 - May 1, 2020).

Faculty Advisor, 2020 Robert Morris University Sales Competition. (February 28, 2020).

Attendee, Meeting, TAP recruitment. (September 2019 - October 2019).

Faculty Mentor, 2019 Steel Dynamics Sales Challenge. (September 1, 2019 - October 30, 2019).

Program Coordinator, 2019 WVU Sales Competition. (August 10, 2019 - October 30, 2019).

Committee Member, Marketing Curriculum Committee. (August 10, 2018 - May 10, 2019).

General Contribution to the Marketing PhD Program, PhD Program. (August 10, 2018 - May 1, 2019).

Program Coordinator, WVU Sales Competition. (August 15, 2018 - December 30, 2018).

## **Professional Service**

Associate Editor, Journal of Business-to-Business Marketing. (August 2024 - Present).

Guest Editor, Journal Editor, Journal of Marketing Theory and Practice Guest Editor. (October 2023 - Present).

Editorial Review Board Member, Journal of Business Research. (August 2024 - Present).

Editorial Review Board Member, Industrial Marketing Management. (November 2020 - Present).

Editorial Review Board Member, Entrepreneurship Research Journal. (August 2020 - Present).

Editorial Review Board Member, Journal of Business and Industrial Marketing. (December 8, 2018 - Present).

Ad-Hoc Reviewer, Decision Support Systems. (January 2024 - Present).

Ad-Hoc Reviewer, Journal of International Marketing. (January 2023 - Present).

Ad-Hoc Reviewer, Asia Pacific Journal of Management. (January 2022 - Present).

Ad-Hoc Reviewer, Industrial Marketing Management. (January 1, 2022 - Present).

Ad-Hoc Reviewer, International Journal of Hospitality Management. (June 1, 2020 - Present).

Ad-Hoc Reviewer, Journal of Business Research. (2019 - Present).

Ad-Hoc Reviewer, Strategic Entrepreneurship Journal. (2019 - Present).

Track Organizer, Chinese International Marketing Conference. (2028 - present).

## **Public Service**

Judge, 2019 AMA WSJ Collegiate Case Competition. (December 2018 - January 2019).

Judge, 2017 AMA Case Competition. (December 2017 - January 2018).

Judge, 2018 AMA Case Competition. (December 2017 - January 2018).