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Department of Management & Marketing
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Academic Positions & Affiliations

Researcher, Sales and Marketing Strategy Institute (SAMS Institute), 2019 – present

Associate Head and Chair of Department Research Committee, Department of Management and Marketing, The Hong Kong Polytechnic University, 2016 – present

Associate Professor in Marketing, Department of Management and Marketing, The Hong Kong Polytechnic University, 2012 – present

Assistant Professor in Marketing, Department of Management and Marketing, Faculty of Business, The Hong Kong Polytechnic University, 2006 – 2012

Honorary Research Associate, Chinese Management Center, Faculty of Business and Economics, The University of Hong Kong, 2009 – present

Visiting Scholar, Department of Marketing, Michigan State University, 2004

Education

Ph.D. in Marketing, School of Business, The University of Hong Kong, 2006

B.E. in International Business Management, Fudan University, Shanghai, China, 2001

Research Interests

Marketing strategy, Interorganizational relationships, Distribution channels, Cross-cultural marketing, Online influencer marketing

Refereed Journal Publications

1. **Gu, F. F.**, Wang, J. J. & Wang, D.T. (2019). The Role of Sales Representatives in Cross-Cultural Business-to-Business Relationships. *Industrial Marketing Management*. 78 (April), 227-238.
2. Zhang, C., Bai, X., & **Gu, F. F.** (2018). Contract Learning in the Aftermath of Exchange Disruptions: An Empirical Study of Renewing Interfirm Relationships. *Industrial Marketing Management*. 71 (May): 215-226.
3. Wang, D. T., **Gu, F. F.** & Dong, M. C. (2013). Observer Effects of Punishment in a Distribution Network. *Journal of Marketing Research*. 50 (5): 627–643.
4. Wang, D. T., **Gu, F. F.**, Tse, D. K., & Yim, C. B. (2013). When Does FDI Matter? The Roles of Local Institutions and Ethnic Origins of FDI. *International Business Review*. 22(2): 450-465.

5. Wang, D. T., Zhao, S. X., **Gu, F. F.**, & Chen, W. Y. (2011). Power or Market? Location Determinants of Multinational Headquarters in China. *Environment and Planning A*, 43 (10): 2364-2383.
6. **Gu, F. F.** & Wang, D. T. (2011). The Role of Program Fairness in Asymmetrical Channel Relationships. *Industrial Marketing Management*, 40 (8): 1368–1376.
7. **Gu, F. F.**, Kim, N., Tse, D. K., & Wang, D. T. (2010). Managing Distributors' Changing Motivations over the Course of a Joint Sales Program. *Journal of Marketing*, 74 (5), 32-47.
8. **Gu, F. F.** & Hung, K. (2009). Materialism among Adolescents in China: A Historical Generation Perspective. *Journal of Asian Business Studies*, 3 (2), 56-64.
9. Zhang, C., Hu, Z., & **Gu, F. F.** (2008). Intra- and Interfirm Coordination of Export Manufacturers: An Exploratory Study of Indigenous Chinese Exporters. *Journal of International Marketing*, 16 (3), 108-135.
10. **Gu, F. F.**, Hung, K., & Tse, D. K. (2008). When Does Guanxi Matter? Issues of Capitalization and Its Dark Sides. *Journal of Marketing*, 72 (4), 12-28.
 - The paper received Emerald Management Reviews **Citations of Excellence Awards** for 2012. It was chosen as one of the top 50 articles with proven impact since its publication date from the top 300 management journals in the world.
11. Hung, K., **Gu, F. F.**, & Yim, C. B. (2007). A Social Institutional Approach to Identifying Generation Cohorts in China with a Comparison to American Consumers. *Journal of International Business Studies*, 38 (5), 836-853.
12. Hung, K., **Gu, F. F.**, & Tse, D. K. (2005). Improving Media Decisions in China: A Targetability and Cost-Benefit Analysis. *Journal of Advertising*, 34 (1), 49-63.
13. Yim, C. B., **Gu, F. F.**, Chan, K. W., & Tse, D. K. (2003). Justice-Based Service Recovery Expectations: Measurement and Antecedents. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 36-52.

Services

- **Editorial Review Board:** *Journal of Marketing*, 2018 - present
- **Editorial Review Board:** *Journal of the Academy of Marketing Science*, 2017- present
 - **Best Reviewer Award**, 2018
- **Ad Hoc Reviewer:**
 - *International Journal of Research in Marketing*
 - *Journal of International Marketing*
 - *European Journal of Marketing*
 - *Journal of Business Research*
 - *Asia Pacific Journal of Management*
 - *International Management Review*
 - *Psychology and Marketing*
 - *Academy of International Business Annual Conference*
 - *General Research Fund of Research Grant Council, Hong Kong*