

XUBING ZHANG

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Education

Ph.D., Marketing, University of Toronto, Canada

M.Sc., Management, Beijing Polytechnic University, China

B.A., Management, Beijing Science and Technology University, China

Academic Experience

Associate Professor (tenured), Hong Kong Polytechnic University (2014 - present)

Programme Director, MSc in Marketing Management (2019 – present)

Co-director, Asian Center for Branding and Marketing (2014 - present)

Assistant Professor, Hong Kong Polytechnic University (2005 - 2014)

Lecturer, TA and RA, University of Toronto (2001 - 2004)

Industry Work Experience

Research Associate, PricewaterhouseCoopers, Beijing, China (summer, 2000)

District Marketing Manager, Huawei Technologies, Zhengzhou, China (1998 - 1999)

Project Manager, Pan-Asia Market Research Institute, Beijing, China (1995 - 1997)

Academic Honors and Awards

Faculty of Business Fellow Award, Hong Kong PolyU, 2012

University of Toronto Open Fellowship and Tuition Fellowship, 1999 - 2004

Student Fellow, Summer Institute in Competitive Strategy, UC Berkeley, 2003

Fellow, AMA-Sheth Doctoral Consortium, Emory University, 2002

Fellow, Marketing Science Doctoral Consortium, University of Alberta, 2002

Research Interests

My research interests focus on distribution channels, retailing, Internet, branding, pricing and competitive strategies. With quantitative approach (game theory and econometric methods), my research examines price matching guarantees, multichannel retailing strategies, online book pricing, warranties in distribution channels, price haggling, advance selling, customer relationship management, consumer behaviors in social media, ingredient co-branding, and outsourcing strategies. I have also developed interest in survey-based research on B2B issues.

Journal Articles

- Zhang, Chuang, Dalu Fang, Xiaotong Yang, and **Xubing Zhang**. 2018. Push and Pull Strategies by Component Suppliers When OEMs can Produce the Component In-house: The Roles of Branding in a Supply Chain. *Industrial Marketing Management*, July, 72, 99-111
- Sungwook Min, **Xubing Zhang**, Namwoon Kim, and Rajendra K. Srivastava. 2016. Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets. *Journal of Marketing Research*, Oct. 53(5), 728-744
- Yin Zhou, **Xubing Zhang**, Guijun Zhuang, and Nan Zhou. 2015. Relational Norms and Collaborative Activities in Relational Governance: Different Effects on Opportunism in Marketing Channels. *Industrial Marketing Management*, April, 46, 147-159
- **Xubing Zhang**, and Yong Cao. 2014. Selling Heterogeneous Products under One Roof or Two? A Signaling Model of a Retailer's Roof Policies. *Journal of Retailing*, Dec. 90(4), 538-551
- **Xubing Zhang**, and Bo Jiang. 2014. Increasing Price Transparency: Implications of Consumer Price Posting for Consumers' Hagglng Behavior and a Seller's Pricing Strategies. *Journal of Interactive Marketing*, Feb, 1(28), 68-85
- Guijun Zhuang, Xiuwu Miu, **Xubing Zhang**, and Nan Zhou. 2012. Interactive Capability and Strategies in B2B. *Journal of Marketing Science* (in Chinese), 8(4), 59-70
- Bo Jiang, and **Xubing Zhang**. 2011. How does a Retailer's Service Plan Affect a Manufacturer's Base Warranty? *Management Science*, 57(4), 727-40
- Guijun Zhuang, and **Xubing Zhang**. 2011. Effects of Manufacturer Power and its Exercise on Cooperative Behavior in Distribution Channels. *Journal of Marketing Channels*, 18(4), 279-303
- **Xubing Zhang**. 2009. Retailers' Multichannel and Price Advertising Strategies. *Marketing Science*, 28(6), 1080-94
- Sridhar Moorthy, and **Xubing Zhang**. 2006. Price Matching Guarantees with Vertical Differentiated Retailers: Theoretical and Empirical Evidence. *Journal of Marketing Research*, 43(2), 156-67

Book Chapter

- Charles Ingene, and **Xubing Zhang**. Product Distribution and Promotion: An Analytical Marketing Perspective. *Oxford Handbook in Managerial Economics*. Oxford University Press, USA. July 1, 2013