

Flora Fang GU, PhD

Associate Professor of Marketing

Associate Department Head & Chair of Department Research Committee

Editorial Review Board, *Journal of Marketing*, *Journal of the Academy of Marketing Science*

Faculty of Business, Department of Management and Marketing, Hong Kong Polytechnic University

ACADEMIC QUALIFICATIONS

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

2001 Bachelor in International Business, School of Management, Fudan University

ACADEMIC POSITIONS

09/2012 to present Associate Professor of Marketing, Hong Kong Polytechnic University

07/2006 to 08/2012 Assistant Professor of Marketing, Hong Kong Polytechnic University

02/2019 to present Invited Researcher, Sales and Marketing Strategy (SAMS) Institute, Foster School of Business, University of Washington

RESEARCH INTERESTS

Online influencer marketing, Omni-channel marketing, Relationship marketing, Marketing channels, Inter-organizational relationships, International marketing, Marketing strategy

TEACHING INTERESTS

Global Marketing, Marketing Strategy, Marketing Research

PUBLICATIONS

1. Zhao, Danyang*, Longwei Wang, and **Flora F. Gu** (2021), "Reconsidering Network Embeddedness: Effects on Different Forms of Opportunism", *Journal of Business Research*, 131 (July), 12-24, <https://doi.org/10.1016/j.jbusres.2021.03.029>.
2. Wang, Meng*, Danyang Zhao*, and **Flora F. Gu** (2021), "Distributors' Market-driving Capability under Supplier Encroachment," *Industrial Marketing Management*, 94 (April), 52-65, <https://doi.org/10.1016/j.indmarman.2021.02.007>.
3. Zhang, Tracy J.F., Fiona S.Y. Tse, Danny T. Wang, and **Flora F. Gu** (2021), "The Effect of Distributors' Relationship Exploration under Market Uncertainty", *Industrial Marketing Management*, 93 (February), 344-355, <https://doi.org/10.1016/j.indmarman.2020.12.005>.
4. Tang, Qingqing*, **Flora F. Gu**, En Xie, and Zhan Wu (2020), "Exploratory and Exploitative OFDI from Emerging Economies: Their Impacts on Firm Performance", *International Business Review*, 29 (2), <https://doi.org/10.1016/j.ibusrev.2019.101661>.
5. **Gu, Flora F.**, Jeff Wang, Danny T. Wang (2019), "The Role of Sales Representatives in Cross-Cultural Business-to-Business Relationships", *Industrial Marketing Management*, 78 (April), 227-238.

6. Zhang, Chun, Xuan Bai, and **Flora F. Gu** (2018), “Contract Learning in the Aftermath of Exchange Disruptions: An Empirical Study of Renewing Interfirm Relationships”, *Industrial Marketing Management*, 71 (May): 215-226.
 7. Wang, Danny T., **Flora F. Gu**, and Maggie Dong (2013), “Observer Effects of Punishment in a Distribution Network”, *Journal of Marketing Research*, 50 (5): 627–643.
 8. Wang, Danny T., **Flora F. Gu**, David K. Tse, and Chi Kin (Bennett) Yim (2013), “When Does FDI Matter? The Roles of Local Institutions and Ethnic Origins of FDI”, *International Business Review*, 22 (2): 450-465.
 9. **Gu, Flora F.** and Danny T. Wang (2011), “The Role of Program Fairness in Asymmetrical Channel Relationships,” *Industrial Marketing Management*, 40 (8): 1368–1376.
 10. Wang, Danny T., S. X. Zhao, **Flora F. Gu**, and Wendy Y. Chen (2011), “Power or Market? Location Determinants of Multinational Headquarters in China,” *Environment and Planning A*, 43 (10): 2364-2383.
 11. **Gu, Flora F.** Namwoon Kim, David K. Tse, and Danny T. Wang (2010), “Managing Distributors’ Changing Motivations over the Course of a Joint Sales Program,” *Journal of Marketing*, 75 (4), 32–47.
 12. **Gu, Flora F.** and Kineta Hung (2009), “Materialism among Adolescents in China: A Historical Generation Perspective,” *Journal of Asian Business Studies*, 3 (2), 56-64.
 13. Zhang, Chun, Zuohao Hu, and **Flora F. Gu** (2008), “Intra- and Interfirm Coordination of Export Manufacturers: An Exploratory Study of Indigenous Chinese Exporters,” *Journal of International Marketing*, 16 (3), 108-135.
 14. **Gu, Flora F.** Kineta Hung, and David K. Tse (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.
 15. Hung, Kineta, **Flora F. Gu**, and Chi Kin (Bennett) Yim (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.
 16. Hung, Kineta, **Flora F. Gu**, and David K. Tse (2005), “Improving Media Decisions in China: A Targetability and Cost-Benefit Analysis,” *Journal of Advertising*, 34 (1), 49-63.
 17. Yim, Chi Kin (Bennett), **Flora F. Gu**, Kimmy W. Chan, and David K. Tse. (2003), “Justice-Based Service Recovery Expectations: Measurement and Antecedents,” *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 16, 36-52.
- * denotes my PhD students

PAPERS UNDER REVIEW

1. “Online Influencer Marketing: Crowdsourcing Marketing Strategy”, *Journal of Academy of Marketing Science*.
2. “Impacts of Contractual Governance on Forms of Opportunism”, *Industrial Marketing Management*.
3. “Drivers of Online Influencer Marketing Effectiveness”, *Journal of Marketing*.
4. “How Executive Overconfidence Affects Market Strategies: A Multi-method Approach”, *Strategic Management Journal*.

DOCTORAL STUDENT SUPERVISION

PHD

Meng Wang (Ongoing), Angela Gao (Ongoing), Danyang Zhao (Joint degree with Xi'an Jiaotong University, ongoing)

DMGT (CHINA) / DBA (HK)

As Chief Supervisor: Wang Yin (Ongoing), Ben Leung (Ongoing), Celine Ho (Ongoing), Bernie Wong (Ongoing), Peng Qi (2020), Zhang Yinjie (2020), Zhang Li (2020), Li Yan (2019), Mak Moon Kuen (2019), Yang Jianjun (2016), Xu Xiaodong (2014), Vincent Leung (2010), Josephine Fok (2010)

As Co-Supervisor: Annie Chan (Ongoing), Luk Chung Lin (Ongoing), Cher Chi Yuen Terence (2020), Fan Dapeng (2019), Mok Hon Yong (2019), Zen Renwei (2019), Ye Jun (2019), Yuan Yu (2018), Wang Yong (2016), Chen Yanmin (2014)

GRANTS

Inharmonious Reseller Rewards: The Impact of the Social Comparison of Rewards on Reseller Performance within Marketing Channels, Co-I, General Research Fund, RGC, Jan 2019, HK\$493,161

How to Build Cross-cultural Customer Loyalty in International Sales Relationship, PI, Hong Kong Polytechnic University, Oct 2017, HK\$105,000

Does CEO Overconfidence Matter? Effects of Firms' Customer Acquisition and Retention Strategies, PI, Department of Management and Marketing, Hong Kong Polytechnic University, Jul 2017, HK\$49,000

Contract Learning in Supplier-Buyer Relationships, PI, Department of Management and Marketing, Hong Kong Polytechnic University, Feb 2017, HK\$45,000

Strengthening or Diversifying: Channel Relationship Management Within and Beyond a Dyad, PI, General Research Fund, RGC, Jan 2016, HK\$440,000

AWARDS

2020: Doctor of Management Best Thesis Award Honorable Mention, Supervisor

2018: Best Reviewer Award, *Journal of the Academy of Marketing Science*

2016: Best Paper Award, 15th World Business Research Conference

2014: Best Paper Proceedings of the 2014 Academy of Management Meeting

2012: Emerald Management Reviews Citations of Excellence Awards, Emerald Group Publishing Ltd.

2006: Li Po Chun Postgraduate Scholarship, University of Hong Kong

REVIEW SERVICE

EDITORIAL REVIEW BOARD

Journal of Marketing (2018 – present)

Journal of the Academy of Marketing Science (2018 – present)

AD HOC REVIEWERS

Industrial Marketing Management, Journal of International Marketing, Journal of Business Research, European Journal of Marketing, Psychology and Marketing

GRANT REVIEWERS

General Research Fund of Hong Kong Research Grant Council (RGC)

Hong Kong PhD Fellowship Scheme (H-panel, HKPFS, 2020/21, 2021/22)

RGC Postdoctoral Fellowship Scheme (H-panel, PDFS, 2020/21, 2021/22)

EXTERNAL REVIEWERS

Tenure review - Iris Lin, University of Macau, 2015

PhD thesis review - Leon Liu, University of Macau, 2019; Kevin Siu Lung Yu, University of South Australia, 2014

DBA thesis review - Sam Chan, Hong Kong Baptist University, 2020; Chen Ying, City University of Hong Kong, 2016

UNIVERSITY SERVICE

Student Disciplinary Committee, PolyU (2019 – present)

Chair, Department Research Committee, PolyU Faculty of Business (2016 – present)

Associate Head, Department of Management Marketing, PolyU Faculty of Business (2016 – present)

Faculty Research Committee, PolyU Faculty of Business (2016 – present)

Doctor of Management Program Committee, PolyU Faculty of Business (2013 – present)

Doctor of Business Administration Program Committee, PolyU Faculty of Business (2013 – present)

CONFERENCE ORGANIZATION

Co-organizer, *Journal of Marketing* - Hong Kong Polytechnic University Research Development Workshop, April 3-4, 2019, Hong Kong.