

Bing Xu

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Education Background

Professor	California State University, Dominguez Hills (May 2020- to present)
Associate professor	California State University, Dominguez Hills (May 2015- May 2020)
Assistant professor	California State University, Dominguez Hills (May 2009--- May 2015)
Ph.D. in Marketing	New Mexico State University (May 2009) Cumulative GPA 3.9/4.0
M.B.A	New Mexico State University (2004) Cumulative GPA 4.0/4.0
B.A. in Tourism Management	Hunan Normal University (1997), China

Research Interest

New Product Development, Consumer Behavior, Advertising, Branding and Marketing Strategy

Dissertation

Title: Consumers' View of New Product Creativity and Its Impact on Purchase

Intentions

Chair: Robin T. Peterson

Committee member: Kelly Tian, Gerald Hampton and Minjun Jun

Refereed Published Journal Articles

- 1) Bing Xu (2020), "A Competitive Resource for Consumers' Purchase Intentions: Consumer-Perceived New-Product Creativity", Journal of Product and Brand Management. (*Cabell's whitelist*).
- 2) Bing Xu, Yam Limbu, Zhongming Ma and Meng Zhao (2019), "The influence of

national culture on new product creativity”, Journal of Strategic Innovation and Sustainability, Vol 14, Issue 5. (*Cabell’s whitelist*)

- 3) Qin Sun and Bing Xu (2019), “Mobile Social Commerce: Current State and Future Directions”. Journal of Global Marketing, Vol 32, Issue 5. (*Cabell’s whitelist*)
- 4) Xin Liu, Jing Hu, Bing Xu (2017), “Does eWOM Matter to Brand Extension? An Examination of the Impact of Online Reviews on Brand Extension Evaluations”. Journal of Research in Interactive Marketing, Vol. 11, Issue 3, pp232-245. (*Cabell’s whitelist*)
- 5) Mihai Niculescuc, Bing Xu, Gerald Hampton and Robin Peterson (2013). “Market Orientation and Its Measurement in University”, Administrative Issues Journal: Education, Practice, and Research, Volume 3, Issue 2. (*Cabell’s Directory*)
- 6) Bing Xu and Robin T. Peterson (2013), “An empirical study: evaluating consumer perceived new product creativity”, Innovative Marketing, Vol9, Issue 1, 2013. (*B level on Cabell’s Directory*)
- 7) Peterson, R., Yam, L., Xu, B., Fischbach, S. (2012). Applications of Balance Theory to Faculty Effectiveness: An Assessment. Marketing Education Review, 22(2),109-120. (*Cabell’s Directory*)
- 8) Limbu, Yam, Bruce Huhmann, and Bing Xu (Jul 2012). “Are college students at greater risk of credit card abuse? Age, gender, materialism and parental influence on consumer response to credit cards.” Journal of financial services marketing, 17/2:148-162. (*Cabell’s Directory*)
- 9) Bing Xu, Robin T. Peterson, Gerald M. Hampton and Yam B. Limbu (2011), “New Product Development Pace: Contingency Effects.” Marketing Management Journal, Vol. 21, Issue 1, Spring 2011. (*Cabell’s Directory*)
- 10) Robin Peterson, Bing Xu, and Yam Limbu (2009), "The Depiction of Female Models in Sport Television Commercials in the U.S. by Degree of Slenderness: An Appraisal." Journal of Promotion Management, 15(1/2), 184-203 (*Cabell’s Directory*)
- 11) Robin Peterson, Yam Limbu, and Bing Xu (2009), "Potential Effectiveness of Salesperson Mirroring and Empathy Training in Selling to Small Business: An Examination." Small Business Institute Journal, 3(April), 98-132. (*Cabell’s Directory*)
- 12) Robin T. Peterson, Bing Xu (2006), “An assessment of small business marketing manager evaluation of the legality of selected activities.” Journal of Business Disciplines, V.VII, No.1 (*Cabell’s Directory*)

Published Proceeding

- 1) Bing Xu (2019), “The influence of national culture on creative products”, European Decision Science Conference, Norttingham, UK, 2019.
- 2) Rui Sun and Bing Xu (2018) “Social Media and Heath Care”, ARNOVA-Asia conference, HK, June 27-28, 2018.
- 3) Rui Sun and Bing Xu (2018) “Marketization of Public Services and Customer Satisfaction” Decision Science Institute conference, DC, November,2018.
- 4) Rui Sun and Bing Xu (2017) “Integrating Social Media into Heath Care Marketing” Academy of Marketing Science conference, Los Angeles, May 24-27, 2017.
- 5) Bing Xu, Edward Chu, Jing Hu (2014), “ An Empirical Study of the Moderate effects on the Relationship between New Product Creativity and Customer Purchase Intention”. Direct/Interactive Marketing Research Summit, San Diego, Oct 24-25, 2014.
- 6) Jing Hu, Xin Liu, Bing Xu (2013), “The Impacts of Consumer Online Reviews on Brand Extension Evaluations.” Direct/Interactive Marketing Research Summit, Chicago,IL, Oct 11-15,2013.
- 7) Bing Xu, Robin T. Peterson, Jing Hu (2010), “The Relationship between Consumer Perceived New Product Creativity and Consumer Purchase Intention.” Society of Marketing Advances, Atlanta, Georgia, Nov3-6, 2010
- 8) Bing Xu and Robin T. Peterson (2009), “An empirical study on consumer perceived new product creativity.” Society of Marketing Advances conference, New Orleans, Louisiana, Nov 4-7, 2009.

*This paper win “Irwin/McGraw Hill Steven J. Shaw **Best Paper of the conference**” award at Society of Marketing Advances conference 2009*

***Win Best Paper Award** at “Brand &Product Management Track” at Society of Marketing Advances conference 2009*
- 9) Bing Xu and Robin T. Peterson (2009), “theory of consumer perceived new product creativity.” Academy of Marketing Science conference. Baltimore, Maryland, May, 2009.
- 10) Bing Xu, Zhiling Yan and Robin T. Peterson (2008). “Measuring Consumer Perceived PDA Performance.” Society for Marketing Advances conference, St Petersburg, FL, November, 2008.
- 11) Bing Xu (2008). “Interpreting Americans’ Acupuncture Adoption.” Academy of Marketing Science conference. New Orleans, January, 2008

Working Paper:

- 1) Bing Xu, “Integrating Social Media into Health Care Marketing” to be complete at end of 2019
- 2) Bing Xu and Kelly Tian, “An Qualitative Research Analysis on Luxury Product Consumption Behaviors Of Chinese.” (Target at Journal of Consumer Research, to be completed at 2020.)
- 3) Bing Xu and Kelly Tian, “Mother-Daughter relationships and Its Effect on Consumption.” (Target at Journal of Consumer Research, to be completed at end of 2021.)
- 4) Bing Xu: “Social Media Use and Marketing in Nonprofit Organizations” to be complete at 2021.
- 5) Bing Xu: “Social Media for Environmental Protection: A Study of Nonprofit Organizations” to be complete at 2021.
- 6) Bing Xu: “*Marketization of Public Services and Customer Satisfaction*” to be complete at 2019

Class Taught

Marketing Research (SP 2006-present)
New Product Development (MBA class, 2019)
Principles of Marketing (summer& Fall 2008, SP 2010-present)
Consumer Behavior (MBA class, 2016)
Advertising and Promotion Strategy (Fall 2007, SP 2008)
Personnel Selling (Fall 2008, SP 2009)
Sports Entertainment and Hospitality (Fall 2009,SP 2010)
Introduction to Tourism (Fall 2009)
Principles of Tourism (Fall 2009 to present)

Teaching Interest

Integrated Marketing Communication, Consumer Behavior, Marketing Strategy, Personnel Selling, Sales Management, Service Marketing (Tourism), New Product Development, Internet Marketing, International Business and Marketing research

Most Recent Awards:

- 1) **RSCA** research grant from CSUDH. Project “Marketization of Public Services and Customer Satisfaction”, April 2016.
- 2) **HTRI** research award, “Social Media for Environmental Protection: A Study of Nonprofit Organizations”, Mar 2016.

- 3) **RSCA** research grant from CSUDH. Project “Social Media Use and Marketing in Nonprofit Organizations”. Feb, 2015.
- 4) **RSCA** research grant from CSUDH. Project “An empirical study on new product creativity”, Feb, 2014.
- 5) **Irwin/McGraw Hill Steven J. Shaw Best Paper award** at *Society of Marketing Advances*, Nov, 2009. (The only one in the whole conference).
- 6) Best paper award in Brand and Product management track at society of Marketing Advances, Nov, 2009.
- 7) Outstanding Graduate Research Assistant Award – NMSU
- 8) Grant from Academy of Marketing Science, January, 2008.
- 9) Brad Gordon Scholarship –New Mexico State University for the academic year 2007-2008.
- 10) Tuition Fellowship award-- New Mexico State University, academic year 2005-2007.

Selected Professional Service

Reviewer for *Int. J. of Business and Emerging Markets*

Reviewer for *Journal of research in interactive marketing*

Reviewer for *International Journal of Public Administration in the Digital Age*, 2015.

Reviewer for the *International Journal of Pharmaceutical and Healthcare Marketing*

Reviewer for the *Journal of Business Ethics*

Reviewer for *American Marketing Association*

Reviewer for *Academy Marketing Science Annual conferences*

Reviewer for *WDSI conferences*

Reviewer for *southwest supply management conference*

Reviewer for *Academy of Marketing Science World Marketing Congress*

Selected Professional Membership and Attended Conferences

American Marketing Association

Society of Marketing Advances

Academy of Marketing Science

Consumer Culture Theory

Advances of Consumer Research

Industry Experience

Sep 2000—Dec 2002

Assistant Sales Manager, Canada "HLS Ecolo"--HydraLogic Systems Inc. Company, Shanghai District, China, (<http://www.hlsecolo.com/about/profile.htm>).

July 1998—Sep 2000

Manager, Lotus Hotel, Changsha city, Hunan Province, China

July 1997—July 1998

Assistant Manager, Lotus Hotel (Four stars), Changsha city, Hunan Province, China

Selected Doctoral Coursework

MARKETING

Marketing Management	Robin T. Peterson
Marketing Theory	Mike Hyman
Special Research Programs	Robin. T. Peterson
Marketing and Scientific Method	Mike Hyman
Consumer Behavior	Kelly Tian
Marketing Models	Bruce Human
Advertisement Research &Methods	Bruce Human
Marketing Strategy	Kelly Tian

RESEARCH METHODS/STATISTICS

Statistical Inference I	Marta D. Remmenga
Statistical Inference II	Marta D. Remmenga
Advanced Regression	Leigh Murray
Research Design & Methodology	Jims, Bishop
Special Topics: Storytelling Qualitative Methods	David Boje
Multivariate Analysis in Marketing	Shawn Macquitty
Measurement & Structural Equation Model	Shawn Macquitty
SAS program	Robert Steiner
Advanced Structural Equation Model	Jims, Bishop