

## China Marketing International Conference 2013 Conference Program

<b>Date: July 13, 2013 Saturday</b>		
<b>Session 1: Opening Ceremony, Keynote Speeches Time: 8: 30 - 11: 55</b>		
<b>Location: Library Lecture Theatre, China University of Mining and Technology (hereafter abbreviated as CUMT) (Tea Break: Library Reception Hall)</b>		
<b>Lunch: Time : 12: 00 - 13: 30 Location: South Lake Faculty Canteen, CUMT</b>		
<b>Session 1: Keynote Speeches Time : 13: 30 - 17: 50</b>		
<b>Location: Library Lecture Theatre, CUMT</b>		
<b>Session 2: China Marketing Award Time : 15: 00 - 17: 30</b>		
<b>Location: B108, School of Management, CUMT</b>		
<b>Session 1: Opening Ceremony, Keynote Speeches</b>		
<b>Opening Ceremony Time: 8: 30 - 9: 15</b>		
<b>Host: Professor NIE Rui, School of Management, CUMT</b>		
08: 30 - 08: 35	Opening Speech	Professor SONG Xuefeng, Vice President of China University of Mining and Technology
08: 35 - 08: 40	Guest Speech	Ms. LI Yan, Vice-Mayor of Xuzhou Municipal Government
08: 40 - 08: 45	Guest Speech	Professor CHEN Ziguang, City University of Hong Kong
08: 45 - 09: 15	Photo Shooting	Outside of Library, China University of Mining and Technology
<b>Keynote Speeches Time: 9: 15 - 10: 55</b>		
<b>Host: Professor SU Chenting (Each one has 25 minutes for speech and discussion)</b>		
<b>Morning</b>	<b>Theme</b>	<b>Keynote Speaker</b>
09: 15 - 09: 40	Xuzhou is not Rome: On the Development of a Chinese Theory of Marketing	Professor ZHOU Nan, City University of Hong Kong
09: 40 - 10: 05	Keynote Speech (Government)	Mr. YANG Jun, Vice-Mayor of Huaibei Municipal Government
10: 05 - 10: 30	China Construction Machinery's Contribution to the World and Xugong Group's Marketing Strategy	Mr. SUN Jianzhong, Vice-President, Xuzhou Construction Machinery Group
10: 30 - 10: 40	<b>Tea Break: 10 minutes</b>	
<b>Keynote Speeches Time: 10: 40 - 11: 55</b>		
<b>Host: Professor Zhou Nan (Each one has 30 minutes for speech and discussion)</b>		
10: 40 - 11: 05	Keynote Speech (Academia)	Professor Thomas Kramer, University of South Carolina
11: 05 - 11: 30	Circle Controls: Collective Dependence, Secondary Trust, and Opportunism	Professor SU Chenting, City University of Hong Kong
11: 30 - 11: 55		Mr. ZHAI Deyuan, Vice President, The Inner Mongolia Yitai Coal Co., Ltd
<b>12: 15 - 13: 30</b>	<b>Lunch: South Lake Faculty Canteen, CUMT (Rest: Library Reception Hall)</b>	

<b>Keynote Speeches Time: 13:30-17:50</b>		
<b>Host: Professor ZHOU Meihua (Each one has 20 minutes for speech and discussion)</b>		
<b>Afternoon</b>	<b>Theme</b>	<b>Keynote Speaker</b>
13: 30 - 13: 50	The Effects of Customer Relationship Management on Platform Advertising Revenue	Professor Eric Fang, University of Illinois Professor
13: 50 - 14: 10	Legitimacy and Efficiency in Marketing	Professor YANG Zhilin, City University of Hong Kong
14: 10 - 14: 30	Study of the Brand Manufacturers' Internal and External Coordination Strategies under Multi-Channel Distribution System	Professor HU Zuohao, Tsinghua University
14: 30 - 14: 50	Marketing China's Products in the Developed Markets	Dr. Yeqing Bao, University of Alabama in Huntsville
14: 50 - 15: 00	<b>Tea Break: 10 minutes</b>	
<b>Keynote Speeches</b>		
<b>Time: 15: 00 - 16: 30 Host: Professor HU Zuohao (Each one has 20 minutes for speech and discussion)</b>		
15: 00 - 15: 20	Opaque Product in Revenue Management: Review and Future Research	Dr. Xiao Huang, Concordia University
15: 20 - 15: 40		Professor ZHOU Meihua, China University of Mining and Technology
15: 40 - 16: 00	Corporate Social Responsibility and Financial Performance	Professor Thomas Ainscough, University of South Florida
16: 00 - 16: 20	Similarities and Differences Among Asian Consumers	Dr. Letty Y-Y Kwan, Nanyang Technology University
16: 20 - 16: 30	<b>Tea Break: 10 minutes</b>	
<b>Keynote Speeches</b>		
<b>Time: 16: 30 - 17: 50 Host: Professor ZHU Meihua (Each one has 20 minutes for speech and discussion)</b>		
16: 30 - 16: 50	Marketing under Big Data Environment	Professor CHANG Yaping, Huazhong University of Science and Technology
16: 50- 17: 10	A Call for Research in Sustainable Marketing: Challenges and Opportunities for China	Professor Walter Wang, Pennsylvania State University
17: 10 - 17: 30	Chinese Brand Theory for 20 Years	Professor ZHANG Rui, Chongqing Brand Association
17: 30 - 17: 50		Professor LI Wenchen, China University of Mining and Technology
<b>Session 2: China Marketing Award</b>		
<b>Time: 15: 00 - 17: 30 Host: Dr. CHEN Liwen Location: B108, School of Management</b>		
15:00—15:30	Speech	Prof. YANG Zhilin, City University of Hong Kong
15:30—16:00	XTEP Marketing Case Sharing	Mr.YE Qi, Executive Director, VP of XTEP Co.,Ltd.
16:00—16:30	Sealed Air Marketing Case Sharing	Michael OU, Cluster Business Director, North Asia, Sealed Air
16:30—17:00	Speech	Prof. Wang Xingyuan, Shandong University
17:00—17:30	Award Ceremony	Special Guests
<b>Welcoming Dinner Time: 18: 20 - 20: 00 Location: Yun Quan Villa Hotel</b>		
18: 20 - 20: 00	<b>Welcoming Dinner</b>	<b>Yun Quan Villa Hotel</b>

<b>Date: July 12, 2013 Friday Time: 14: 00 - 17: 30</b>		
<b>Program: Doctoral Consortium Location: B403, School of Management, CUMT</b>		
<b>SESSION I Information Sharing</b>		
<b>Time:</b> 14: 00 - 15: 20 <b>Host:</b> Haibin Yang, Department of Marketing, City University of Hong Kong		
14: 00 - 14: 20	Thomas Kramer	University of South Carolina
14: 20 - 14: 40	Sijun Wang	Loyola Marymount University
14: 40 - 15: 00	Walter Wang	Pennsylvania State University
15: 00 - 15: 20	Haibin Yang	Department of Marketing, City University of Hong Kong
15: 20 - 15: 30	<b>Tea Break: 10 minutes</b>	
<b>SESSION II Research Discussion</b>		
<b>Time:</b> 15: 30 - 17: 30		
Table 1:	Discussion Leader: Thomas Kramer Location: B403, School of Management	
Attendees	ZHOU, Lijun	Department of Marketing, Wuhan University
	ZHONG, Weiguo	Department of Marketing, City University of Hong Kong
	ZHENG, Sijing	Department of Marketing, City University of Hong Kong
	DU, Nan	Department of Marketing, Dongbei University of Finance
	GUO, Yan	School of Management, China University of Mining and Technology
	XIE, Qing	School of Management, Huazhong University of Science and Technology
	LI, Qing	Department of Business Administration, City University of Macau
Table 2:	Discussion Leader: Sijun Wang Location: B401-1, School of Management	
Attendees	XIONG, Xiaoming	School of Economics and Management, Wuhan University
	ZHOU, Xuemin	School of Management, Huazhong University of Science and Technology
	BO, Ning	Victoria University of Wellington
	XU, Shen	Department of Marketing, City University of Hong Kong
	WANG, Cong	Southwestern University of Finance and Economics
	WANG, Hui	Department of Marketing, Wuhan University
	JIAO, Yang	School of Management, China University of Mining and Technology
Table 3:	Discussion Leader: Walter Wang Location: B401-2, School of Management	
Attendees	WANG, Fudong	China University of Mining and Technology
	LV, Xueqing	China University of Mining and Technology
	ZHENG, Qiong	International Business School, Jiangsu Normal University
	HAN Han	The Hong Kong Polytechnic University
	XU, Juanjuan	Business School, Hohai University
	Jl, Li	Department of Marketing, City University of Hong Kong
<b>Format for round-table discussion:</b> Each attendee will briefly present his/her working paper or dissertation proposal in about 10 minutes using handouts or paper board on his/her table. The table participants will discuss and provide comments for Each presentation for about another 10 minutes. In other words, Each attendee will have 20 minutes total in the round-table discussion.		

**Date:** July 14, 2013 **Sunday** **Time:** *Morning: 8: 30 - 12: 10 Afternoon: 14: 00 - 17: 40*

**Session3: Abstract/Paper Presentation** **Time:** 8: 30 - 17: 40

**Location:** B406, B408, B416, B417, School of Management (Tea Break: School of Management)

**Lunch:** **Time:** 12:15—13:30

**Location:** South Lake Faculty Canteen, CUMT

**Session4: 2013CMIC Best Paper Award** 17:40—18:30

**Location:** B108, School of Management

**Session5: Dialogue among Academia, Business, and Government** **Time:** 8: 30 - 12: 00

**Location:** B403, School of Management

**Session3: Abstract/Paper Presentation** **Time: 09:00-12:10**

**Panel1: Theme: Innovation, Services Marketing** **Location: B406, School of Management**

08:30 - 08:55	Agency and Collective Institutional Entrepreneurships - from the Case of China's NEV Industry (Presentation in Chinese)	XIE Qing, Huazhong University of Science and Technology	Chairs: Fang Wu, HU Zuohao
08:55 - 09:20	Is Centralization Really Bad for Innovation? (Presentation in Chinese)	ZHOU Xuemin, Huazhong University of Science and Technology	
09:20 - 09:45	The Differential Effects of Customer Involvement on New Product Performance (Presentation in English)	Fang Wu, University of Texas at Dallas	
09:45 - 10:10	The Empirical Research About Service Quality Based on Gap Model: under the Perspective of Multi-agent (Presentation in Chinese)	JIANG Qinghu, School of Economics and Management, China Jiliang University	
10:10 - 10:30	<b>Tea Break: 20 minutes</b>		

**Panel1: Theme: Logistics and Supply Chain Management**

10:30 - 10:55	Supplier's Governance Mechanisms and Distributor Opportunism - The Moderating Effects of Relationship Duration and Environmental (Presentation in Chinese)	ZHANG Yu, Xi'an Jiaotong University	Chairs: Xiao Huang Yue Pan
10:55 - 11:20	Ingredient Brand Awareness: A New Supplier Selection Criteria (Presentation in Chinese)	Ting Zhang, University of Science and Technology of China	
11:20 - 11:45	Analyses About the Operation Performance of Logistics Companies Based on Data Envelopment Analysis (DEA) and System Clustering Method (Presentation in Chinese)	FAN Linbang, Jiangsu Normal University	
11:45 - 12:10			

**Panel2: Theme: International and Cross-Cultural Marketing** **Location: B408, School of Management**

08:30 - 08:55	Strong brand from consumers' perspective: A cross-cultural study (Presentation in English)	Dongmei Li, Nanyang Technological University	Chairs: Thomas Ainscough, Sijun Wang
08:55 - 09:20	MNCs' Legitimacy from the Evaluators' Perspective— A Case of Chinese Firms Meeting Local Resistance in New Zealand (Presentation in	Yang Yu, Victoria University of Wellington	

	English)		
09:20 - 09:45	Intergenerational Influence: A Cross - Cultural Study of China and the US (Presentation in English)	Sijun Wang, Loyola Marymount University	
09:45 - 10:10	Organizational Ambidexterity and Innovation in Chinese International Services Firms (Presentation in English)	Yuanyuan Zhang, City University of Hong Kong	
10:10 - 10:30	<b>Tea Break: 20 minutes</b>		
<b>Panel2: Theme: International and Cross-Cultural Marketing, Relationship Marketing and Customer Relationship Management, Network Marketing and Social Media Communication</b>			
10:30 - 10:55	Market Seeking and Performance in China: The Impact of Institutional Environment, Subsidiary Ownership Structure and Experience (Presentation in English)	Xinming He, Durham University	Chairs: Sijun Wang, Yang Yu
10:55 - 11:20	The Research of Trust Embedded Supermarket Customer Satisfaction Influence on Loyalty (Presentation in Chinese)	QU Chuanzhi, China University of Mining and Technology	
11:20 - 11:45	How Do Personality Traits Influence Knowledge Sharing Behavior in Online Brand Communities? The Mediation of Network Centrality and Reciprocity Norm (Presentation in Chinese)	Zhou Zhimin, Shenzhen University	
11:45 - 12:10	A Study on the Change of Consumer's Willingness-to-Buy after the Termination of Social Marketing(Presentation in Chinese)	ZHU Huawei, Wuhan University	
<b>Panel3: Theme: Social Responsibility and Sustainability Location: B416, School of Management</b>			
08:30 - 08:55	Developing the practice of Empathy in China (Presentation in English)	Maria Lai-Ling Lam, Malone University	Chair: Walter Wang
08:55 - 09:20	Towards Sustainable Marketing Management: A Conceptual Framework (Presentation in English)	Walter Wang, Penn State University	
09:20 - 09:45	Corporate Social Responsibility and Joint Venture Performance in China (Presentation in English)	Yushan Zhao, University of Wisconsin at Whitewater	
09:45 - 10:10	Study on the Effect of Repair Strategy on Brand Equity in Product-harm Crisis (Presentation in Chinese)	JI Li, City University of Hong Kong	
10:10 - 10:30	<b>Tea Break: 20 minutes</b>		
<b>Panel3: Theme: Consumer Behavior, Network Marketing and Social Media Communication</b>			
10:30 - 10:55	The Mediating Effects of Customer Value on the Relationship of Co-production and Satisfaction (Presentation in English)	Yudi Sutarso, Perbanas School of Banking and Business	Chairs: Thomas KRAMER, Xiang Fang
10:55 - 11:20	Chinese Consumers' Ethical Beliefs: An Investigation Into Chinese Consumers' Attitudes Towards Businesses Affecting Their Ethical Beliefs (Presentation in English)	Ruizhi Yuan, The University of Nottingham Ningbo	

11:20 - 11:45	Social Online Community Behavior and Its Driving Factors – A Cross-Country Comparison between China and the US (Presentation in English)	Raymond Liu, University of Massachusetts Boston	
11:45 - 12:10	Quantifying the Impact of Media Mentions and User-Generated Content on Firm Brand and Customer Equity- in Acquisition Context (Presentation in English)	Sixing Chen, University of Connecticut	
<b>Panel4: Theme: Marketing in Emerging and Transition Economies Location: B417, School of Management</b>			
08:30 - 08:55	Making Successful Inroads in Transition Economies with Goodwill: The Impact of Marketing Endeavors on Corporate Reputation (Presentation in English)	Tung-lung Steven Chang, Long Island University	Chair: Chen-ho Chao
08:55 - 09:20	Do Social Networks Matter in Internationalization?–The Case of Chinese SMEs (Presentation in English)	Yu Henry Xie, College of Charleston	
09:20 - 09:45	The Impacts of Culture, Institutions, and Self-Regulation on the Differences of Micro-Social Contracts: Can Chinese Marketers Accept American Marketing Association's Code of Ethics? (Presentation in English)	Mike Chen-ho Chao, William Paterson University	
09:45 - 10:10	The Reasonable Transformation of Imitation Brands In China – A Legitimacy Perspective (Presentation in Chinese)	LENG Xionghui, East China Jiaotong University	
10:10 - 10:30	<b>Tea Break: 20 minutes</b>		
<b>Panel4: Theme: City and Regional Marketing</b>			
10:30 - 10:55	Power Distance Belief and Brand Personality Evaluations (Presentation in English)	WANG Xuehua, Shanghai University of Finance and Economics	Chair: LUK Chung Leung
10:55 - 11:20	Consumer Responses to Sexual Advertising in Emerging Markets: The Intersection of Modernization, Evolution, and International Marketing (Presentation in English)	Wendy W. N. Wan, Sun Yat-Sen University	
11:20 - 11:45	Does Arrogance Discourage Sales of Luxury Brands in Emerging Economies? Not Really! (Presentation in English)	CHOW Wing Chi, University of Macau	
11:45 - 12:10			
<b>12:15 - 13:00</b>	<b>Lunch (South Lake Faculty Canteen, China University of Mining and Technology)</b>		
<b>Session3: Abstract/Paper Presentation Time: 14:00-17:40</b>			
<b>Panel1: Theme: Marketing Channel, Business Culture Location: B406, School of Management</b>			
14:00 - 14:25	Channel Coordination with Complementary products (Presentation in English)	Tieshan Li, Concordia University	Chairs: ZHENG Xu, WANG Xingyuan
14:25 - 14:50	Network Resources and Firm Performance: A brief	DU Nan, School of Management,	

	of industry upgrading by own brand manufacturing (OBM) (Presentation in Chinese)	China University of Mining and Technology	
14:50 - 15:15	Guanxi Types and Gifts' Acceptability in Chinese Business Circles - the Mediating Effect of Face Threat and Perceived Manipulation (Presentation in Chinese)	ZHU Wenting, City University of Hong Kong	
15:15 - 15:40			
15:40 - 16:00	<b>Tea Break: 20 minutes</b>		
<b>Panel1: Theme: Social Responsibility and Sustainability, Advertising</b>			
16:00 - 16:25	A Study of Responsible Gambling of Macau Gaming Corporations (Presentation in Chinese)	Chow Kwok Keung, City University of Macau	Chairs: Walter Wang GUO Wenxia
16:25 - 16:50	Be Sincere or Be Capable When a Product Crisis Occurs? The Moderating Role of Lay Belief about Corporate Social Responsibility (Presentation in English)	Dongmei Li, Nanyang Technological University	
16:50 - 17:15	A Content Analysis of Model Racial Portrayals in Chinese Magazine Advertisements (Presentation in Chinese)	XU Juanjuan, Hohai University	
17:15 - 17:40	Dimensions of Advertising Language Image (Presentation in Chinese)	LIU Shixiong, Shenzhen University	
<b>Panel2: Theme: The Management and Marketing of Luxury Location: B408, School of Management</b>			
14:00 - 14:25	Behind Fake Luxury Brands Consumption: Understanding Embodied Brand Knowledge under Chinese Cultural Context (Presentation in English)	LAM Man-lok, The Hong Kong Polytechnic University	Chair: Eric Li
14:25 - 14:50	More Choices, Less Desire — A Study of Luxury Fashion Consumption of Mainland China's New Middle Class in Hong Kong (Presentation in English)	Han Han, The Hong Kong Polytechnic University	
14:50 - 15:15	Testing the Dream Formula in the Chinese Context--Awareness, Purchase and Dream Value of Luxury Brands (Presentation in English)	Ying Wang, Youngstown State University	
15:15 - 15:40	Luxury Fashion Advertising in Twenty-first Century China: A Critical Visual Analysis (Presentation in English)	Eric Li, University of British Columbia	
15:40 - 16:00	<b>Tea Break: 20 minutes</b>		
<b>Panel2: Theme: General Business, International and Cross-Cultural Marketing</b>			
16:00 - 16:25	The Effect of Role Variety and Ability Disparity on Cooperation Performance in Cross-Function Teams (Presentation in English)	ZHENG Sijing, City University of Hong Kong	Chair: Raymond LIU
16:25 - 16:50	The effects of distance on international research collaboration (Presentation in English)	XU Shen, City University of Hong Kong	
16:50 - 17:15	The Competitiveness Research on Online Bookstore Based on the Analytic Hierarchy	YE Meiling, China University of Mining and Technology	

	Process (Presentation in Chinese)		
17:15 - 17:40	Consumer alienation scale: revision and cross-cultural validation among NZ, Korea and China (Presentation in Chinese)	Bo Ning, Victoria University of Wellington	
<b>Panel3: Theme: Marketing Theory and Research, Consumer Behavior Location: B416, School of Management</b>			
14:00 - 14:25	The Dilemma of the Marketing Management Paradigm and the Development of Marketing (Presentation in Chinese)	Dingtao, Dongbei University of Finance and Economics	Chair: LI Yongqiang
14:25 - 14:50	A Study of Chinese Marketing Model: Implications from Financial Tsunami in 2008 (Presentation in Chinese)	ZHU Ming, City University of Macau	
14:50 - 15:15	Dynamic Marketing Capabilities: Antecedents and Implications for Market Performance (Presentation in Chinese)	Wang Xiucun, Beijing Institute of Technology	
15:15 - 15:40	Lateral Marketing Model for Macau Souvenir Brand - Application Markov Chain Model (Presentation in Chinese)	LI Qing, City University of Macau	
15:40 - 16:00	<b>Tea Break: 20 minutes</b>		
<b>Panel3: Theme: Consumer Behavior</b>			
16:00 - 16:25	Reference Groups Influence on Consumer Brand Identity (Presentation in Chinese)	Ke-tai Ma, China University of Political Science and Law	Chair: WANG Xuehua
16:25 - 16:50	The Impact of Group Structural Characteristics on Online Group Buying Intention (Presentation in Chinese)	ZHANG Xiaodan, Central South University	
16:50 - 17:15	The More Impulsive Purchase, the More Happiness? (Presentation in Chinese)	YE Weiling, Shanghai University of Finance and Economics	
17:15 - 17:40	Does Goal Influence Consumers' Evaluation of Hybrid Products? The Effects of Goal Congruence on Hybrid Product Evaluation (Presentation in Chinese)	MOU Yupeng, China University of Mining and Technology	
<b>Panel4: Theme: City and Regional Marketing Location: B417, School of Management</b>			
14:00 - 14:25	Does Cross-Listing of Chinese Firms Matter to Firm Performance? (Presentation in English)	LOU Jingxian, City University of Hong Kong	Chair: LUK Chung Leung
14:25 - 14:50	The Role of Organizer-centered Mobilization on Microfinance Diffusion on Guarantors' Attitude and Decision Making Behavior (Presentation in Chinese)	XU Hua, City University of Hong Kong	
14:50 - 15:15	Network Resources and Firm Performance: A brief of industry upgrading by own brand manufacturing (OBM) (Presentation in Chinese)	HUANG Qinghui, Sun Yat-Sen University	
<b>Session4: 2013CMIC Best Paper Award Time: 17:40 - 18:30 Location: B108, School of Management</b>			
17:40 - 18:30	Host:	Location: B108, School of Management	



<b>Session5: Dialogue among Academia, Business, and Government</b>		
<b>Time: 08:30 - 12:00 Location: B403, School of Management</b>		
<b>Host: Professor NIE Rui (Each one has 30 minutes for speech and discussion)</b>		
<b>Morning</b>	<b>Theme</b>	<b>Guest Speaker</b>
08:30 - 09:00	Speech	ZHANG Yunqi
09:00 - 09:30	Theory and Practice of Urban Brand Image Position: A Case Study on Chongqing	Professor ZHANG Yi, Chongqing Brand Association
09:30 - 10:00	The Game between Store Brands and National Brands: History, Present, and Future	Dr. CHEN Liwen, City University of Hong Kong
10:00 - 10:10	<b>Tea Break: 10 minutes</b>	
10:10 - 12:00	Dialogue among Academia, Business, and Government	
<b>12: 15 - 13: 30</b>	<b>Lunch: South Lake Faculty Canteen, CUMT</b>	