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Etheridge Professor of International Business

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EDUCATION

- Ph.D. in Engineering and Public Policy, **Carnegie Mellon University**
- M.S. in Engineering and Public Policy, **Carnegie Mellon University**
- M.S. in Optimal Control, the **Second Academy of the Ministry of Astronautics** (China)
- B.S. in Electrical Engineering, **Tsinghua University** (China)

EMPLOYMENT

- Etheridge Professor of International Business 2009—Present
- J.C. Penney Professor, University of Florida, 2008—2009
- Professor of Marketing (with tenure), University of Florida, 2006—present
- Associate Professor (with tenure), University of Florida, 2001—2006
- Visiting Professor, Carnegie Mellon University, Spring 2005
- Visiting Professor, University of Pittsburgh, Fall 2004
- Assistant Professor, University of Florida, 1995 — 2001
- Assistant Professor, University of Rochester, 1991 — 1995
- Research Assistant, Resources for the Future, Washington D.C., Summer, 1989
- Engineer, The Second Academy of the Ministry of Astronautics, Beijing, 1984-1987

OTHER TEACHING EXPERIENCE

- University of Florida (EMBA)
- Tsinghua University (Ph.D.).
- Lenovo (Marketing Executive Training Program)
- Beijing Modern Plaza (Executive Training Program)
- Cheung Kong Graduate School of Business (EMBA)
- Walt Disney World (Revenue Management Executive Workshop)
- Carnegie Mellon University: *International Marketing*
- The International University of Japan: *Pricing Policy* (MBA).

ACADEMIC HONORS AND AWARDS

- **UFRE** Professorship Award, 2009-2012.
- Finalist, **Frank M. Bass Dissertation Paper Award**, INFORMS, 2009.
- **Beall Senior Faculty Fellow**, University of Florida, 2007—2008.
- **Beall Faculty Fellow**, University of Florida, 2004 — 2007.
- **John D. C. Little Best Paper Award** [to the best marketing paper published in *Marketing Science* or *Management Science*], INFORMS, 2001.
- Finalist, **Excellence in Service Research Award**, *Journal of Service Research*, 2000.
- University of Florida **TIP Teaching Award**, 1998.
- **Research Competition Award**, *Product Development and Management Association*, 1998.
- **Research Competition Award** on Enhancing the New Product Development Process, *Marketing Science Institute*, 1992.
- **Graduate Student Papers Award**, *Nineteenth Annual Telecommunications Policy Research Conference*.
- **The Herbert L. Toor Award**, EPP, Carnegie Mellon University.
- **The Outstanding Students Award**, Tsinghua University.

REFEREED PUBLICATIONS

Chen, Yubo and Jinhong Xie (2008), “Online Consumer Review: Word-of-Mouth as A New Element of Marketing Communication Mix,” *Management Science*, Vol. 54, No. 3 (March) 477-490.

Fay, Scott and Jinhong Xie (2008), “Probabilistic Goods: An Innovative Way of Selling Products and Services,” *Marketing Science*, Vol. 27, No 4 (Summer) 674-690.

Xie, Jinhong and Eitan Gerstner (2007), “Service Escape: Profiting From Customer Cancellations,” *Marketing Science*, Vol. 26 (Spring) 18-30 [Lead Article].

Chen, Yuxin and Jinhong Xie (2007), “Cross-market Network Effect with Asymmetric Customer Loyalty: Implications on Competitive Advantage,” *Marketing Science*, Vol. 26 (Spring) 52-66.

Chakravarti, Amitav and Jinhong Xie (2006), "The Impact of Standards Competition on Consumers: Effectiveness of Product Information and Advertising Formats," *Journal of Marketing Research*, Vol. 43 (2), 224-236.

Chen, Yubo and Jinhong Xie (2005), “Third-Party Product Review and Firm Marketing Strategy,” *Marketing Science*, Vol. 24 (Spring) 218-240.

Shugan, Steve and Jinhong Xie (2005), “Advance-Selling Strategies with Competition,” *International Journal of Research in Marketing*, Vol. 22, 351-373.

Biyalogorsky, Eyal, Eitan Gerstner, Dan Weiss, and Jinhong Xie (2005), "Economics of Service Upgrades," *Journal of Service Research*, Vol. 7, No. 3, 234-244.

Sun, Baohong, Jinhong Xie, and Henry Cao (2004), "Product Strategy for Innovators in Markets with Network Effects," *Marketing Science*, Vol. 23 (Spring) 243-254.

Shugan, Steven and Jinhong Xie (2004), "Advance Selling for Services," *California Management Review*, Vol. 46 (Spring) 37-54.

Xie, Jinhong, Michael Song, and Anne Stringfellow (2003), "Antecedents and Consequences of Goal Incongruity on New Product Development in Five Countries: A Marketing View," *Journal of Product Innovation Management*, Vol. 20, 233-250.

Xie, Jinhong and Steven Shugan (2001), "Electronic Tickets, Smart Cards, and Online Prepayments: When and How to Advance Sell," *Marketing Science*, Vol. 20 (Summer) 219-243. [Lead Article, 2001, John D.C. Little Best Paper Award].

Shugan, Steven and Jinhong Xie (2000), "Advance Pricing of Services and Other Implications of Separating Purchase and Consumption," *Journal of Service Research*, Vol. 2 (February) 227-239. [Finalist Best Paper Award JSR].

Song, Michael, Jinhong Xie, and Barbara Dyer (2000), "Antecedents and Consequences of Marketing Managers' Conflict Handling Behaviors," *Journal of Marketing*, Vol.64 (January) 50-66.

Song, Michael and Jinhong Xie (2000), "Does Product Innovativeness Moderate the Relationship between Cross-Functional Integration and New Product Performance in Japanese and U.S. Firms?" *Journal of International Marketing*, Vol. 8, No. 4, 61-89.

Song, Michael, Jinhong Xie, and Anthony Di Benedetto (2000), "Information Attributes, Market Uncertainty, and Cross-Functional Information Processing: Hypotheses and Empirical Evidence from the U.S. and Japan," *IEEE Transactions on Engineering Management*, Vol. 8, No. 4, 61-89.

Xie, Jinhong, Michael Song, and Anne Stringfellow (1998), "Interfunctional Conflict, Conflict Resolution Styles, and New Product Success: A Four-Culture Comparison," *Management Science*, V44, N12, S192-S206.

Song, Michael R. Jeffrey Thieme, and Jinhong Xie (1998), "Patterns of Cross-Functional Joint Involvement Across Product Development Stages: An Exploratory Study," *The Journal of Product Innovation Management*, V15, P289-303.

Xie, Jinhong, Michael Song, Marvin Sirbu, and Qiong Wang (1997), "Kalman Filter Estimation of New Product Diffusion Models," *Journal of Marketing Research*, Vol. XXXIV, (August), 378-393.

Xie, Jinhong and Marvin Sirbu (1995), "Price Competition and Compatibility in the Presence of Positive Demand Externalities," *Management Science*, May, 41 (May) 909-926.

BOOK CHAPTER:

Xie, Jinhong and Steven Shugan, Chapter, "Probabilistic Selling Theory," In Handbook of Research in Pricing, Editor: Vithala R. Rao, Publisher: E-Elgar Publishers.

MSI REPORTS:

- Wang, Qi, Yubo Chen, and Jinhong Xie (2009) "Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects" Cambridge, MA: *Marketing Science Institute*, Report No. 09-110.
- Song, Michael, Jinhong Xie and Barbara Dyer (1997), "Antecedents and Consequences of Marketing Managers' Conflict Handling Behaviors in Cross-Functional Integration: A Five-Country Comparative Study and Strategic Implications," Cambridge, MA: *Marketing Science Institute*, Report No. 97-116.
- Song, Michael and Jinhong Xie (1996), "The Effect of R&D-manufacturing-marketing Integration on New Product Performance in Japanese and U.S. Firms: A Contingency Perspective," Cambridge, MA: *Marketing Science Institute*, Report No. 96-117.

MANUSCRIPTS UNDER REVISION/REVIEW

1. "Online Social Interactions: A Natural Experiment on Word of Mouth versus Observational Learning (with Yubo Chen and Qi Wang), third round at *Journal of Marketing Research*.
2. "Component-Based Technology Transfer: Balancing Cost Saving and Imitation Risk" (with Jiong Sun, Sunder Kekre and Laurens Debo), third round at *Management Science*.
3. "Performance-based Advertising: Price as Signals of Product Quality" (with Juan Feng), second round at *Management Science*.
4. "Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects" (with Qi Wang, Yubo Chen), second round at *Journal of Marketing*.
5. "Customers as Sales Agents: Selling through Group Buying," (with Xiaoging Jing), invited revision, *Management Science*.

6. “The Economics of Buyer Uncertainty: Advance Selling vs. Probabilistic Selling,” (with Scott Fay), invited revision, *Marketing Science*.
7. “Impact of Supporting-firm Base Effect In Markets with Network Effects,” (with Qi Wang), under review at *Management Science*.
8. “Effects of Social and Temporal Distance on Consumers’ Responses to Peer Recommendations” (with Min Zhao), under review at *Journal of Marketing Research*.

INVITED RESEARCH PRESENTATION (Recent)

- Northwestern University, September 2009
- Tsinghua University, July 2009
- Fudan University, June 2009
- Shanghai University of Finance and Economics, June 2009
- The Hong Kong University of Science and Technology, May 2009
- The University of Huston, November 2008
- Tsinghua University, July 2008
- University of Pittsburgh, March, 2008
- Duke University, February 2008
- Beijing University, July 2007
- Tsinghua University, June 2007
- Ohio State University, May 2007
- University of Maryland, February 2007
- Indiana University, November 2006
- Tsinghua University, July 2005
- HEC Montreal, June 2005
- University of Pittsburgh, October 2004
- New York University, May 2003
- University of Pennsylvania, Wharton School, March 2003

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- “Probabilistic Goods and Probabilistic Selling: A New Marketing Tool,” (Jinhong Xie and Scott Fey), CKGSB Marketing Research Forum, Beijing, July 2009.
- “The Weakness of Strong Ties: Homophily, Heterophily, and the Valence of Buzz” (Debanjan Mitra, Peter Golder, Jinhong Xie), The INFORMS Marketing Science Conference, Ann Arbor, June 2009.
- Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects (Qi Wang, Yubo Chen, Jinhong Xie), The INFORMS Marketing Science Conference, Ann Arbor, June 2009.

- “The Benefits of Probabilistic Selling in Retailing” (Scott Fay and Jinhong Xie), The INFORMS Marketing Science Conference, Ann Arbor, June 2009.
- “The Effect of Consumer Social Interaction: Designing and Marketing Techno-fashion Products” (Jiong Sun, Jinhong Xie, Tao Chen), The INFORMS Marketing Science Conference, Ann Arbor, June 2009.
- “Online Social Interactions: A Natural Experiment on Observational Learning versus Word-of-Mouth” (Yubo Chen and Jinhong Xie), Marketing Conference at UT Dallas, February 2009.
- “Online Social Interactions: A Natural Experiment on Observational Learning versus Word-of-Mouth” (Yubo Chen and Jinhong Xie), 17th Frontiers In Services Conference, Washington, DC, October 2008.
- “Probabilistic Selling In Retailing” (Scott Fay and Jinhong Xie), 17th Frontiers In Services Conference, Washington, DC, October 2008.
- “Probabilistic Goods and Probabilistic Selling” (Scott Fay and Jinhong Xie), Marketing Conference at UT Dallas, February 2008.
- “Innovative Service Strategy,” Marketing Science Doctoral Consortium, Singapore, 2007.
- “Emerging Technology and Marketing Strategy: Managing Network Effects,” the International Forum on Marketing Science, Chengdu (China) July 2006.
- “Advance Selling For Service,” the International Forum on Marketing Science, Chengdu (China), July 2006.
- “Intra-Standard Competition: Impact of Supporting-Firm-Base and Stage-Dependent Competitive Interaction” (Qi Wang and Jinhong Xie), The INFORMS Marketing Science Conference, Pittsburg, June 2006.
- “Strategic Sourcing and Imitative Competition” (Jiong Sun, Sunder Kekre, Laurens Debo, and Jinhong Xie), INFORMS Marketing Science Conference, Pittsburgh, June 2006
- “Product Information and Infomediary Marketing” (Yubo Chen and Jinhong Xie), The 2005 INFORMS Marketing Science Conference, Atlanta, June 16-18, 2005.
- “Surprise and Secrets as a Competitive Tool” (Steve Shugan and Jinhong Xie), The 2005 INFORMS Marketing Science Conference, Atlanta, June 16-18, 2005.
- “Third-Party Product Review and Firm Marketing Strategy”(Yubo Chen and Jinhong Xie), invited presentation, The International Workshop on Game Theory in Marketing, HEC Montreal, June 2005, <http://www.gerad.ca/colloques/gtm/>
- “Online Consumer Review: A New Element of Marketing Communications Mix,” (Yubo Chen and Jinhong Xie), 2nd Winter Product & Service Innovation Conference, Utah, February 2005.
- “Switching between Flat and Linear Pricing Schedules: A Dynamic Advantage for Flat Rates,” (T. Meyvis and Jinhong Xie), 2004 ACR conference, Portland, Oregon, Oct. 2004.
- “Service Escape: Profiting From Customer Cancellations,” (Jinhong Xie and Eitan Gerstner), invited presentation, SUMMER INSTITUTE IN COMPETITIVE STRATEGY, UC Berkeley, July 2004.
- “Online Consumer Review: A Marketing Function,” (Yubo Chen and Jinhong Xie), The 6th Triennial Invitational Choice Symposium, Colorado, June 2004.

- “Service Escape: Profiting From Customer Cancellations,” (Jinhong Xie and Eitan Gerstner), International Conference on Retailing and Services Sciences, Prague, Czech Republic, July 10-13, 2004.
- “Service Escape: Profiting From Customer Cancellations,” (Jinhong Xie and Eitan Gerstner), The 2004 INFORMS Marketing Science Conference, Rotterdam, Netherlands, June 23-26, 2004.
- “Surprise and Secrets as Competitive Tools,” (Steven Shugan and Jinhong Xie), invited presentation, SUMMER INSTITUTE IN COMPETITIVE STRATEGY, UC Berkeley, June, 2003.
- Integrating Survival into Entry Decision,” (Qi Wang and Jinhong Xie), The 2003 INFORMS Marketing Science Conference, College Park, Maryland, June 12-15, 2003.
- ‘Service Escape: Profiting from Customer Cancellations,” (Eitan Gerstner and Jinhong Xie), The 2003 INFORMS Marketing Science Conference, College Park, Maryland, June 12-15, 2003.
- “Impact of Third-Party Product Review on Firm Advertising Strategy,” (Yubo Chen and Jinhong Xie) The 2002 INFORMS Marketing Science Conference, Edmonton, Alberta Canada, June 27, 2002.
- “Switching Between Pricing Schedules: Consumers’ Unwillingness to Switch from Flat Rates,” (Tom Meyvis and Jinhong Xie) The 2002 INFORM Marketing Science Conference, Edmonton, Alberta Canada, June 27, 2002.
- “Competition in the Presence of Cross-Market Network Externalities: Does Higher Customer Loyalty Lead to Higher Profit?” (Yuxin Chen and Jinhong Xie) The 2001 INFORMS Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Advance Selling with Competition,” (Steven Shugan and Jinhong Xie), The 2001 INFORMS Marketing Science Conference, Wiesbaden, Germany, July 2001.
- “Advance Pricing and Internet Selling with Pre-payments,” (Steven Shugan and Jinhong Xie) Annual AMA Frontiers In Services Conference, Nashville, TN, October 2000.
- "Optimal Dynamic Pricing with Targeted Growth and Market Uncertainty: A Model of Start-Up Company Strategy in Turbulent Markets," (Qi Wang and Jinhong Xie), The 2000 INFORMS Marketing Science Conference, Los Angeles, CA.
- "Pre-Payment Web Site Strategies and other Advance Selling Technologies with Competition," (Steven Shugan and Jinhong Xie), The 2000 INFORMS Marketing Science Conference, Los Angeles, CA.
- “Differentiation, Innovation, and Competing Standards in Markets with Network Externalities,” with B. Song and H. Cao, The 2000 INFORM Marketing Science Conference, Los Angeles, CA.
- "Effectiveness of Advertising Formats for New Products: The Impact of Standard Wars," with A. Chakravarti, The 2000 INFORM Marketing Science Conference, Los Angeles, CA.
- "Product Strategies in Markets with Network Externalities and Competing Technological Standards,” with B. Sun, 1999 Fall INFORMS Conference, Nov., Philadelphia, PA.
- "Improving Service Profitability with Pre-Payments, Web Sites and Other Forms of Advanced Selling," with S. Shugan, Eighth Annual AMA Frontiers In Services Conference, Nashville, TN, October 1999.
- "Forward Selling Strategy," with S. Shugan, The 1998 INFORMS Marketing Science Conference, Syracuse, NY.

- “The Challenges and Opportunities of Managing Cross-Functional Integration: A Comparison of NPD Practices in United States and Hong Kong Firms,” with M. Song, and A. Stringfellow, 1997 Product Development and Management Association International Conferences, CA.
- “Does Product Innovativeness Moderate Relationship between the Cross-Functional Integration and Performance: A Comparative Study of Japanese and U.S. Firms,” with M. Song, 1997 INFORM Marketing Science Conference, CA, 1997.
- "Introduction of an Incompatible New Generation Product: Entry Decisions and Marketing Strategies," The 1996 INFORM Marketing Science Conference, Gainesville, FL, 1996.
- “Competitive Forces and Market Entry Decisions: A Comparative Study of Japanese and American Perspectives,” 1994 Marketing Science Conference, Tucson, Arizona, 1994.
- "Managing Cross-Functional Teams: A Preliminary Report," with M. Song, Marketing Science Institute Conference on Improving the New Product Development Process, California, Sep. 1993.
- "Industry Structure and Market Entry Strategy: A Comparative Study of U.S. and Japanese Firms," with M. Song, 1993 TIMS/ORSA Conference, Chicago, May 1993,
- "Estimation of Marketing Models and Feedback Control Using an Extended Kalman Filter," with M. Sirbu, 1993 TIMS Marketing Science Conference, St. Louis, March 1993.
- "Introducing a New Generation Technology into a Market with Demand Externalities," ORSA/TIMS Joint National Meeting, California, Nov. 1992.
- "An Innovation Rate Model to Account for Installed Base Effects," ORSA/TIMS Joint National Meeting, California, Nov. 1991.
- "Demand-Side Scale Economics as a Barrier to Product Innovation—The Case of the Integrated Services Digital Network," with S. Anderson, ORSA/TIMS Joint National Meeting, California, Nov. 1991.
- "New Products Diffusion of Innovation in Markets Affected by Network Externalities," the Nineteenth Annual Telecommunications Policy Research Conference, Solomons Island, Maryland, Sept. 1991.
- "Optimal Duopoly Pricing for New Products in the Presence of Positive Demand Externalities," with M. Sirbu, Marketing Science Conference, March, Delaware, PA, 1991.
- "Duopolistic Dynamic Demand and Strategic Pricing in the Presence of Network Externalities," with M. Sirbu, ORSA/TIMS Joint National Meeting, Philadelphia, Oct., 1990.
- "The Effects of Network Interconnection on Optimal Dynamic Pricing," with M. Sirbu, Eighteenth Telecommunication Policy Research Conference, Airlie, Virginia, Sept., 1990.
- "Optimal Pricing of a New Product in a Durable Good Market with Network Externalities," with M. Sirbu, The 1990 Meetings of the Society for Economic Dynamics and Control, Minneapolis, June, 1990.
- "Estimation of a Market Growth Model with Network Externalities and Dynamic Pricing Using an Extended Kalman Filter," with M. Sirbu, Sixteenth Telecommunication Policy Research Conference, Airlie, Virginia, Sept., 1988.

EDITORIAL SERVICE

Associate Editor: *Management Science*, 2004— 2008

Area Editor: *Marketing Science*, 2005— 2008

Editorial Board: *Marketing Science*, 2002—2005
Journal of Service Research, 2005—present

Reviewer: *Management Science*, *Marketing Science*, *Journal of Service Research*,
Journal of Marketing Research, *Journal of Marketing*, *Journal of*
Macromarketing, *Journal of the Academy of Marketing Science*, *Marketing*
Letter, *Journal of Business*, *International Journal of Marketing*