

## **Jinhong Xie**

Department of Marketing, 209 Bryan Hall  
Warrington College of Business  
University of Florida,  
P.O. Box 117155,  
Gainesville, FL 32611-7155  
Homepage: [http://bear.cba.ufl.edu/xie/Xie\\_DirectoryProfile.htm](http://bear.cba.ufl.edu/xie/Xie_DirectoryProfile.htm)

Tel: (352) 273-3270  
Fax: (352) 846-0457  
Email: [xiej@ufl.edu](mailto:xiej@ufl.edu)

### **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**

- JC Penney Eminent Scholar Chair, University of Florida, 2012— present
- Etheridge Professor of International Business, University of Florida, 2009—2012
- 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, Tsinghua University, Summer, 2007-Present
- 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

### **ACADEMIC HONORS AND AWARDS**

- **International Educator of the Year Award**, University of Florida, Warrington College of Business Administration, 2012.
- **Marketing Science Long Term Impact Award Finalist**, INFORMS, 2010.
- **UF Research Foundation Professorship Award**, University of Florida, 2009-2012.
- **MSI/H. Paul Root Award Finalist**, AMA/MSI, 2010.
- **Frank M. Bass Dissertation Paper Award Finalist**, 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.

- **Excellence in Service Research Award** Finalist, *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.

## PATENT

US Patent 8117063, “System and methods for creating probabilistic products and for facilitating probabilistic selling.” Inventors: Jinhong Xie and Scott Fay, Issue data: 2/14, 2012.

## REFEREED PUBLICATIONS

1. Gao, Haibing, Jinhong Xie, Qi Wang and Kenneth Wilbur: “Should Ad Spending Increase or Decrease prior to a Recall Announcement? The Marketing-Finance Interface in Product-Harm Crisis Management” (forthcoming), *Journal of Marketing*
2. Fay, Scott, Jinhong Xie, and Cong Feng (forthcoming) “The Effect of Probabilistic Selling on the Optimal Product Mix,” *Journal of Retailing*.
3. Fay, Scott and Jinhong Xie (2015), “Timing of Product Allocation: Using Probabilistic Selling to Enhance Inventory Management,” *Management Science*, 61(2): 474-484.
4. Rice, Dan, Scott Fay and Jinhong Xie (2014) “Probabilistic Selling vs. Markdown Selling: Price Discrimination and Management of Demand Uncertainty in Retailing,” *International Journal of Research in Marketing*, Vol. 31, No. 2, June, 147-155.
5. Wang, Qi and Jinhong Xie (2014), “Decomposing Pioneer Survival: Implications for the Order-of-Entry Effect,” *Journal of Product Innovation Management*, Vol.31, No. 1, 128–143.
6. Feng, Juan and Jinhong Xie (2012), “[Performance-based Advertising: Price as Signals of Product Quality](#),” *Information Systems Research*, Vol.23, No.3, September, pp. 2010-2041
7. Jing, Xiaoqing and Jinhong Xie (2011) “Group-Buying: A New Mechanism for Selling through Social Interactions,” *Management Science*, Vol. 57, No.8, pp. 1354-1372, [**Lead Article**].
8. Wang, Qi and Jinhong Xie (2011), “[Will Consumers Be Willing to Pay More When Your Competitors Adopt Your Technology? The Impacts of the Supporting-Firm Base in Markets with Network Effects](#),” *Journal of Marketing*. Vol. 75, No. 5, pp. 1-17[**Lead Article**].

9. Chen, Yubo, Qi Wang, and Jinhong Xie (2011), "[Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning](#)," *Journal of Marketing Research*, Vol. 48, No. 2, pp. 238-254.
10. Zhao Min and Jinhong Xie (2011), "Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations," *Journal of Marketing Research*, Vol. 48, No. 3, pp. 486-496.
11. Fay, Scott and Jinhong Xie (2010), "[The Economics of Buyer Uncertainty: Advance Selling vs. Probabilistic Selling](#)," *Marketing Science*, Vol. 27, No 4 (Summer) 674-690.
12. Wang, Qi, Yubo Chen and Jinhong Xie (2010) "[Survival in Markets with Network Effects: Product Compatibility and Order-of-Entry Effects](#)," *Journal of Marketing*, Vol. 74, No. 4. 1-14 [**Lead Article, MSI/H. Paul Root Award Finalist, AMA/MSI, 2010**]
13. Sun, Jiong, Sunder Kekre, Laurens Debo and Jinhong Xie (2010), "Component-Based Technology Transfer: Balancing Cost Saving and Imitation Risk," *Management Science*, Vol. 56 (3) 536-552.
14. 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.
15. 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.
16. Xie, Jinhong and Eitan Gerstner (2007), "Service Escape: Profiting From Customer Cancellations," *Marketing Science*, Vol. 26 (Spring) 18-30 [**Lead Article**].
17. 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.
18. 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.
19. Chen, Yubo and Jinhong Xie (2005), "Third-Party Product Review and Firm Marketing Strategy," *Marketing Science*, Vol. 24 (Spring) 218-240 .  
[**Frank M. Bass Dissertation Paper Award Finalist, INFORMS, 2009**]
20. Shugan, Steve and Jinhong Xie (2005), "Advance-Selling Strategies with Competition," *International Journal of Research in Marketing*, Vol. 22, 351-373.
21. Biyalogorsky, Eyal, Eitan Gerstner, Dan Weiss, and Jinhong Xie (2005), "Economics of Service Upgrades," *Journal of Service Research*, Vol. 7, No. 3, 234-244.

22. Sun, Baohong, Jinhong Xie, and Henry Cao (2004), "Product Strategy for Innovators in Markets with Network Effects," *Marketing Science*, Vol. 23 (Spring) 243-254.
23. Shugan, Steven and Jinhong Xie (2004), "Advance Selling for Services," *California Management Review*, Vol. 46 (Spring) 37-54.
24. 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.
25. 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, John D.C. Little Best Paper Award, 2001]**  
**[Marketing Science Long Term Impact Award Finalist, INFORMS, 2010]**
26. 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].**
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.

33. 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 CHAPTERS**

Xie, Jinhong and Scott Fay, Chapter, "Marketing Innovation: Probability Goods and Probabilistic Selling," In the Handbook of Service Marketing Research, Editor: Roland Rust, Publisher: Edward Elgar Publishing Ltd. 2013.

Xie, Jinhong and Steven Shugan, Chapter, "Probabilistic Selling Theory," In the Handbook of Research in Pricing, Editor: Vithala R. Rao, Publisher: E-Elgar Publishers, 2009.

### **MSI REPORTS**

- Goa, Haibing, Jinhong Xie, Qi Wang (2014), "Should Ad Spending Increase or Decrease prior to a Recall Announcement?" Cambridge, MA: *Marketing Science Institute*, Report No. 14-112.
- Wang, Qi and Jinhong Xie (2011), "Impact of Supporting-firm Base Effect In Markets with Network Effect," Cambridge, MA: *Marketing Science Institute*, Report No. 10-109.
- 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.

### **INVITED RESEARCH PRESENTATION (Recent)**

- Human University, July 2014
- Tsinghua University, June 2014
- University of California, Irvine, March 2014
- The University of Texas at Dallas, March 2014
- Renmin University of China, December 2013
- University of Cambridge, November 2013
- University College London, November 2013
- Tsinghua University, October 2013

- University of North Carolina, April 2013
- The Pennsylvania State University, March 2013
- Tulane University, February 2013
- Hong Kong City University, December 2012
- The Australian National University, December 2012
- University of Illinois, September 2012
- National Chiao Tung University (Taiwan), July 2012
- Huazhong Science and Technology University, April 2012
- Kansas University, February 2012
- Behavior Operations Research Workshop, December 2011
- The 6th Chinese E-commerce Conference, November 2011
- Tsinghua University, November 2011
- Northwest University, Oct. 2011
- Xian Technological University, Oct. 2011
- Graduate School of Chinese Academy of Science, September 2011
- Zheng Zhou University, July 2011
- The 2<sup>nd</sup> Chinese International Forum of Marketing Science Applications, July 2011
- Harbin Institute of Technology, July 2011
- Yonsei University, Korea, April 2011
- University of Connecticut, April 2011
- Beijing University of Posts and Communication, December 2010
- The 1<sup>st</sup> Chinese International Forum of Marketing Science Applications, August 2010
- Chinese Annual Marketing Science Conference, August 2010
- Tsinghua University, July 2010
- Italy BOCCONI University, May 2010
- Syracuse University, April 2010
- University of Colorado, March 2010
- University of Syracuse, March 2010
- University of Florida, ISOM Research Camp, February 2010
- Korea Advanced Institute of Science and Technology, February 2010
- Tsinghua University, December, 2009
- Northwestern University, September 2009
- Tsinghua University, July 2009
- Lenovo, 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
- Walt Disney World, September 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
- Carnegie Mellon University, February 2005
- University of Pittsburgh, October 2004
- New York University, May 2003
- University of Pennsylvania, Wharton School, March 2003

## **CONFERENCE PRESENTATIONS AND PROCEEDINGS**

- "When Technology Products Meet Social Needs: Product Pricing and Design" (Jiong Sun Tao Chen, Jinhong Xie, Fei Li, and Gao Wang, 2013 Summer Institute in Competitive Strategy, Hass School of Business, UC Berkeley SICS 2013, June Berkeley.
- "Online Global Trading Marketplace as a Buyer-Seller Social Network: A Study of Implicit Social Interactions in Developed versus Emerging Markets," (Yubo Chen, Qi Wang, Jinhong Xie, and Jurui Zhang), 2012 Marketing Science Emerging Markets Conference, September, Philadelphia.
- "Corporate Social Responsibility and Market Value in Emerging Markets: An Event Study of Inclusion in China's Social Responsibility Investment Index," (Peng Zou, Qi Wang, and Jinhong Xie), 2012 INFORMS International Conference, July, Beijing.
- "Why Do Consumers Buy Plastic Bags," (Tao Chen, Yuxin Chen, and Jinhong Xie), 2012 Marketing Science Conference, June, Boston.
- "The Impact of Strategic Alliance on the Innovator's Financial Value in Markets with Network Effects and Standard Competition," (Qi Wang, Jinhong Xie, and Ashwin Malshe), Marketing Strategy Meets Wall Street II: Emerging Perspectives from Academics and Practitioners, May 2011, Boston.
- "Capitalizing on the Opportunity of Probabilistic Selling: Optimizing Inventory Decisions" (Scott Fay and Jinhong Xie), INFORMS Revenue Management and Pricing Section Conference, June 18, 2010, Ithaca, New York.
- "Capitalizing on the Opportunity of Probabilistic Selling: Optimizing Inventory Decisions" (Scott Fay and Jinhong Xie), BCRST Conference, April 30, 2010, Rochester, New York.
- "Emerging B2B Portals Connecting Chinese Entrepreneurs to the World" (Yubo Chen, Qi Wang, Jinhong Xie), China India Consumer Insights Conference, July 2010, Beijing.
- "The Impact of Strategic Alliance on Innovator's Financial Value in Markets with Network Effects and Standards Competition" (Qi Wang, Jinhong Xie and Ashwin Malshe), PDMA Research Forum, Orlando, October 2010.
- "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— 2009  
Area Editor:            *Marketing Science*, 2005— 2009  
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*