

Chen Zhou

August 2022

Darla Moore School of Business
University of South Carolina
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Columbia, SC, 29208, USA

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ACADEMIC APPOINTMENTS

Darla Moore School of Business, University of South Carolina

Aug. 2022-present Associate Professor Marketing

Apr. 2022-present Business Partnership Foundation Dean's Fellow

Aug. 2014-Jul. 2022 Assistant Professor of Marketing

Erasmus School of Economics, Erasmus University Rotterdam

Sep. 2013-Jul. 2014 Assistant Professor of Marketing

EDUCATION

Ph.D. in Marketing, Aug. 2008-Aug. 2013

Smeal College of Business, The Pennsylvania State University, USA

Dissertation Chair: Rajdeep Grewal

Master of Philosophy in Marketing, Sep. 2006-Aug. 2008

City University of Hong Kong, Hong Kong

Bachelor of Arts in English Language and Literature, Sep. 2002-Aug. 2006

Tsinghua University, China

SELECTED HONORS AND AWARDS

The Best Paper Awards: 2015 Best Analytical Research Paper, Decision Sciences Institute (2015)

The David T. and M. Joan Wilson Business Markets Dissertation Award, Pennsylvania State University (2012)

The Competitive Dissertation Summer Stipend Awards, Pennsylvania State University (2012)

Student Representative, *Haring Faculty and Doctoral Symposium*, Pennsylvania State University (2011)

Tuition Scholarship, *ISBM PhD Seminar Series*, Pennsylvania State University (2011)

Workshop Fellow, *Workshop on Quantitative Marketing and Structural Econometrics*, Duke University (2010)

Tuition Scholarship, *ISBM PhD Seminar Series*, Pennsylvania State University (2008)

ISBM Fellowship, Pennsylvania State University (2008 ~ 2013)

Government Funded Scholarship, City University of Hong Kong (2006~2008)

Academic Scholarship, Tsinghua University (2004~2005)

Academic Scholarship, Tsinghua University (2003~2004)

RESEARCH

RESEARCH IN INTERESTS

Substantive Area: Service Marketing, Service Competition, Marketing-Operations Interface, Inter-firm Relationship, Non-profit Marketing, Salesforce Management, Digital Marketing Strategies.

Methodology: Empirical Industrial Organization, Quasi-Experiments, Panel Data Analysis, Econometrics.

JOURNAL PUBLICATIONS

JP1. Zhou, Chen, Manpreet Gill, and Qiang Liu (2022), “Empowering Education with Crowdfunding: The Role of Crowdfunded Resources and Crowd Screening,” *Journal of Marketing Research*, 59 (1), 97-117.

JP2. Zhou, Chen, Paulo Albuquerque and Rajdeep Grewal (2021), “Competition and Firm Service Reliability Decisions: A Study of the Airline Industry”, *Journal of Marketing Research*, 58 (2), 377-399.

JP3. Chakravarty, Anindita, Chen Zhou, and Ashish Sharma (2020), “Effect of Alliance Network Asymmetry on Firm Performance and Risk”, *Journal of Marketing*, 84 (6), 74-94.

JP4. Dong, Yan, Kefeng Xu, Sining Song and Chen Zhou (2021), “Quality Reference in Consumer Product Recalls,” *Decision Sciences*, 52 (4), 893-919.

JP5. Zhou, Chen, Shrihari Sridhar, Rafael Becerril Arreola, Tony (Haitao) Cui, and Yan Dong (2019), “Promotions as Competitive Reactions to Recalls and Their Consequences”, *Journal of the Academy of Marketing Science*, 47 (4), 702-722.

JP6. Dong, Yan, Moonwon Chung, Chen Zhou and Sriram Venkataraman (2019), “Banking on ‘Mobile Money’: The Implications of Mobile Money Services on the Value Chain,” *Manufacturing & Service Operations Management*, 21 (2), 290-307.

JP7. Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin (2017), “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings,” *Journal of Marketing*, 81 (5), 86-103.

JP8. Li, Xiaofei, Baolong Ma and Chen Zhou (2017), “Effects of Customer Loyalty on Customer Entitlement and Voice Complaints,” *Service Industries Journal*, 37 (13-14), 858-874.

JP9. Yang, Zhilin, Chen Zhou and Ling Jiang (2011), “When Do Formal Control and Trust Matter? A Context-based Analysis of the Effects on Marketing Channel Relationships in China”, *Industrial Marketing Management*, 40 (1), 86-96 (revised based on the second author’s master thesis).

JP10. Shou, Zhigang, Chenting Su, and Chen Zhou (2007), “Trust in Business Networks and Opportunistic Behaviors” (in Chinese), *Economics and Management in China*, 29 (11).

WORKING PAPERS

WP1. Rubel, Olivier, Chen Zhou, Rajdeep Grewal and Jagmohan S. Raju, “Structuring and Managing Customer Acquisition Funnels in Business Markets”, Under Review at *Journal of Marketing Research*.

WP2. Dong, Yan, Chen Zhou and Kejia Hu, “Cutting Some Slack on Those Empty Seats: Entry Deterrence of Strategic Inventory in U.S. Airline Markets”, final writing stage, targeted for *Manufacturing & Service Operations Management*.

SELECTED RESEARCH IN PROGRESS

RP1. Chung, Moonwon, Yan Dong, Manoj K. Mahotra and Chen Zhou, “The iPhone Effect: Inducing Value Chain Technology Migration with Exclusive Contracts,” writing draft under preparation, targeted for *Management Science*.

RP2. Zhou, Chen and Rajdeep Grewal, “Mergers and Acquisitions and Service Quality: Implications for Airlines and Passengers,” data analyses stage, targeted for *Marketing Science*.

RP3. Zhou, Chen, Paulo Albuquerque and Wendun Wang, “Variability of Brand Substitution across Markets”, data analyses stage, targeted for *Marketing Science*.

RESEARCH GRANTS

Received a Research Fund from **Darla Moore School of Business** (November 2019) for a research proposal entitled “Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools”.

Received a Research Fund from **Darla Moore School of Business** (March 2019) for a research proposal entitled “Who Does Crowd Funding Benefit”.

Received a Research Fund from **Darla Moore School of Business** (November 2018) for a research proposal entitled “Does Crowd Funding Improve Academic Performance”.

Received a Research Fund from **Darla Moore School of Business** (March 2017) for a research proposal entitled “To Charge or Not To Charge: Effectiveness of Monetization Strategies of Mobile Apps”.

Received a Research Fund from **Darla Moore School of Business** (November 2016) for a research proposal entitled “To Charge or Not To Charge: Effectiveness of Monetization Strategies of Mobile Apps”.

Received a Research Fund from **Darla Moore School of Business** (with Kenneth Erickson, April 2016) for a research proposal entitled “Exploratory Ethnographic Research on the Congaree Vista Cultural Arts District: Toward Understanding Multiple Views and Practices in Context”.

Received a Research Fund from **Darla Moore School of Business** (April 2015) for a research proposal entitled “Should I Invest in Services? Return on Services in the Context of Hybrid Offerings”.

Received a Research Fund from **Darla Moore School of Business** (December 2015) for a research proposal entitled “What Should I Do When My Competitor Has A Product-Harm Crisis? Competitive Reactions and Spillover Effects of Product-Harm Crises”.

Received a Grant from the **Marketing Science Institute** (MSI) (with Anindita Chakravarty - 2012) for a research proposal entitled “Role of Network Ties in Selecting Partners for Marketing Alliances: Implications for Shareholder Value”.

Received a Grant of \$1,000 from **Smeal Small Research Grants** (2011) for a research proposal entitled “Service Quality Study in US Airline Industry”.

INVITED PRESENTATIONS AND CONFERENCE PRESENTATIONS

Dong, Yan, Chen Zhou and Kejia Hu, “Cutting Some Slack on Those Empty Seats: Entry Deterrence of Strategic Inventory in U.S. Airline Markets”, virtual seminar of Wisconsin Milwaukee, September 2021.

Zhou, Chen, Manpreet Gill, and Qiang Liu, “Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools,” 2020 INFORMS Marketing Science Conference, 2020. 6.11-2020. 6.13.

Zhou, Chen, Manpreet Gill, and Qiang Liu, “Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools,” ESSEC, June 2019.

Zhou, Chen and Rajdeep Grewal, “Heterogeneity in Value Creation and Value Appropriation and Demand: A Study of Airlines,” 2018 Summer American Marketing Association Conference, Los Angeles, USA, 2018. 8.10-2018. 8.12.

Zhou, Chen, Shrihari Sridhar, Rafael Becerril Arreola, Tony (Haitao) Cui, and Yan Dong (2019), “Promotions as Competitive Reactions to a Recalls and Their Consequences”, Shanghai University of Finance and Economics, Shanghai, China, May 29, 2018.

Zhou, Chen and Rajdeep Grewal, “Heterogeneity in Value Creation and Value Appropriation and Demand: A Study of Airlines,” 2017 INFORMS Marketing Science Conference, Los Angeles, USA, 2017. 6.8-2017. 6.10.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, “Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings”, Shanghai University of Finance and Economics, Shanghai, China, May 25, 2017.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, "Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings", Wuhan University, Wuhan, China, May 23, 2017.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, "Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings", Beijing Institute of Technology, Beijing, China, May 19, 2017.

Dong, Yan, Chen Zhou and Isaac Elking, "Excess Inventory as A Market Entry Deterrence Mechanism: Evidence from the US Airline Markets," 2016 INFORMS Annual Meeting, Nashville, USA, 2016.11.13-2016.11.16.

Becerril Arreola, Rafael, Chen Zhou, Raji Srinivasan and Daniel Seldin, "Service Satisfaction-Market Share Relationships in Partnered Hybrid Offerings", 2016 Institute for the Study of Business Markets Biennial Academic Conference, Atlanta, USA, 2016. 8.3.-2016.8.4.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, "Promotions as Competitive Reactions to a Recall Crisis and Their Consequences," Beijing Institute of Technology, Beijing, China, June 29, 2016.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, "Promotions as Competitive Reactions to a Recall Crisis and Their Consequences," 2016 INFORMS Marketing Science Conference, Shanghai, China, 2016. 6.16-2016.6.18.

Zhou, Chen, Yan Dong, Rafael Becerril Arreola and Tony (Haitao) Cui, "Competitive Reactions and Spillover Effects of Product Recalls," 2015 INFORMS Annual Meeting, Philadelphia, USA, 2015. 11.1-2015.11.4.

Dong, Yan, Chen Zhou and Isaac Elking, "Excess Inventory as A Market Entry Deterrence Mechanism: Evidence from the US Airline Markets," POMS 26th Annual Conference, Washington DC, USA, 2015.5.8-2015.5.11.

Zhou, Chen, Rafael Becerril Arreola, Raji Srinivasan and Gina Pingitore, "Is There A Return on Relational Service Quality for Goods", 2014 INFORMS Marketing Science Conference, Atlanta, USA, 2014.6.12-2014.6.14.

Zhou, Chen, "Discrete Game for Service Quality Decision"
 University of South Carolina, April 2014
 VU Amsterdam, Tilburg University, HEC Paris, Erasmus University Rotterdam, November 2012
 University of Alberta, October 2012.

Zhou, Chen, Paulo Albuquerque and Rajdeep Grewal, "Discrete Game for Service Quality Decision", 2012 INFORMS Marketing Science Conference, Boston, USA, 2012.6.7-2012.6.9.

Zhou, Chen and Rajdeep Grewal, "A Structural Analysis on Service Quality and Pricing Tradeoff in Airlines", 2011 INFORMS Marketing Science Conference, Houston, USA, 2011.6.9-2011.6.11.

Zhou, Chen and Lan Xu, "Trust, Formal Control and Opportunism: A Role-Theoretic Perspective", 2007 AMA Summer Marketing Educators' Conference, Washington DC, USA, 2007.8.3-2007.8.6.

Zhou, Chen and Lan Xu, "Trust, Formal Control and Opportunism: A Role-Theoretic Perspective", 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30. .

Xu, Lan, Chen Zhou, and Nan Cui, "Why Does A Consumer Participate in the Cocreation: A Study on Consumers' Creative Motivation", 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30.

Shou, Zhigang, Chenting Su, Nan Zhou, and Chen Zhou, "Trust-Based Governance Mechanism in Social Network: Impact on Opportunism from Relational and Structural Embeddedness", 2007 INFORMS Marketing Science Conference, Singapore, 2007.6.28-2007.6.30.

Duan, Zhirong, Chen Zhou, and M. B. Neace, "Strategic Choices: Brand Building vs Sales Volume When Entering Foreign Markets: Case Study of Chinese Textile Firms", 2006 Academy of Management Annual Meeting, Atlanta, USA, 2006.8.11-2006.8.16.

Duan, Zhirong, Chen Zhou, and M. B. Neace, "The Internationalization of Chinese Clothing Enterprises: A Critique on Phases of the Internationalization Process of Companies in Developing Countries with Modifications", Pan-Pacific Conference XXII, Shanghai, China, 2005.5.25-2005.5.27.

COMPUTER SKILLS

MATLAB, R, SAS, STATA, SPSS, LYX

TEACHING

TEACHING INTERESTS

Global Marketing, Marketing Strategy, Marketing Analytics, Marketing Research, Data Management, Sales Management

TEACHING EXPERIENCE

Marketing Research (Standardized), University of South Carolina, Fall 2020, Instructor (average rating for instructor performance: 4.48/5)

Marketing Research (Standardized), University of South Carolina, Fall 2019, Instructor (average rating for instructor performance: 4.4/5)

Marketing Research (Standardized), University of South Carolina, Fall 2018, Instructor (average rating for instructor performance: 4.3/5)

Marketing Research (Standardized), University of South Carolina, Fall 2017, Instructor (average rating for instructor performance: 4.27/5)

Marketing Research, University of South Carolina, Fall 2016, Instructor (average rating for instructor performance: 4.42/5)

Marketing Research, University of South Carolina, Fall 2015, Instructor (average rating for instructor performance: 4.39/5)

Marketing Research, University of South Carolina, Fall 2014, Instructor (average rating for instructor performance: 4.31/5)

Customer Analytics Master Seminar, Erasmus University Rotterdam, Spring 2014, Instructor (4.01/5.00; university standard for good teaching: 3.75)

Global Marketing, Pennsylvania State University, Spring 2013, Instructor (6.40/7.00)

Marketing Research, Pennsylvania State University, Fall 2011, Instructor (4.89/7.00)

Marketing Research, Pennsylvania State University, Summer 2011, Instructor (5.00/7.00)

ISBM PhD Seminar Series, Analytical Models in Business-to-Business Marketing, Spring 2011, Technical Assistant

ISBM PhD Seminar Series, Relationship Marketing Theory and Research, Fall 2010, Technical Assistant

China Business Workshop, City University of Hong Kong, Spring 2008, Instructor

China Business Workshop, City University of Hong Kong, Spring 2007, Instructor

STUDENT ADVISING

University of South Carolina, Marketing Department

Doctoral Student Dissertation Committee

-Sina Aghaie 2018-2019

-Amirali Javadinia 2018-2019

Doctoral Student Comprehensive Exam Committee

-Zhenyu Jin 2020

-Gustavo Schneider 2018

-Sina Aghaie 2016

First year PhD Paper Committee

-Sina Aghaie 2015

University of South Carolina, Undergraduate Honor Thesis

Thesis Advisor

-Maggie Curley 2020

-Anne Stone 2017
Thesis Co-reader
-Nikolas Zalesky 2016

SERVICE

DEPARTMENT, SCHOOL AND UNIVERSITY SERVICE

University of South Carolina, Marketing Department
Co-organizer (with Linyun Yang) of Research Camp and Guest Speaker Series 2018 -
University of South Carolina, Marketing Department
Co-organizer (with Abhijit Guha) of Research Camp and Guest Speaker Series 2016 - 2018
Standardization of MKTG 352 (Marketing Research) Committee 2015 –
University of South Carolina
Committee on Admission 2015 - 2018

EDITORIAL SERVICE

Journal of Marketing Research (Adhoc Referee; Editorial Review Board member, 2019-2020)
Marketing Science (Adhoc Referee)
Journal of Academy of Marketing Science (Adhoc Referee)
Production and Operations Management (Adhoc Referee)
Journal of Business Research (Adhoc Referee)
Winter AMA Conference Proceedings, 2019 (Adhoc Referee)
Winter AMA Conference Proceedings, 2015 (Adhoc Referee)
Summer AMA Conference Proceedings, 2014 (Adhoc Referee)
Summer AMA Conference Proceedings, 2013 (Adhoc Referee)
Summer AMA Conference Proceedings, 2012 (Adhoc Referee)

CONFERENCE SPECIAL SESSION ORGANIZATIONS

Co-chair of the Market Research Track, 2018 Summer AMA Conference
Organizer and Chair of Special Session “New Methods for Understanding Consumers, Firms, and Market Trends”, 2018 Summer AMA, Boston, USA, 2018. 8.10.-2018.8.12.
Organizer and Chair of Special Session “Value Creation and Appropriation”, 2017 INFORMS Marketing Science Conference, Los Angeles, USA, 2017.6.8.-2017.6.10.
Organizer and Chair of Special Session “B2B Services Sourcing and Strategy”, 2016 Institute for the Study of Business Markets Biennial Academic Conference, Atlanta, USA, 2016. 8.3.-2016.8.4.
Organizer and Chair of Special Session “Competitive Response and Spillover Effects”, 2016 INFORMS Marketing Science Conference, Shanghai, China, 2016. 6.16-2016.6.18.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Institute for Operations Research and the Management Sciences

REFERENCES

Rajdeep Grewal
The Townsend Family Distinguished Professor of Marketing and Area Chair of Marketing
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Chapel Hill, NC, 27599-3490
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