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Biography

My main research interest areas are governance strategies in marketing channels, institutional theory, business network analysis, and online service marketing.

I have received **University Research Excellence Award** and College Research Excellence Award in 2013. My research papers have received such awards as *Emerald Citations of Excellence* for 2015, IBM Best Paper Award Finalist from Journal of Service Research, 2011; Best Paper Award (Supply Chain Track) from the Decision Science Institution and McGraw-Hill Irwin Distinguished Paper Award; and *three* Highly Commended Award from Emerald Literati Club (2015, 2013 & 2005). My papers have been widely cited (# of citations was 4,276 from ISI, 6,300 from Scopus, and 16,226 from Google Scholar as of 08/07/2022).

Since joined CityU in 2001, I have published over 110 articles in various decent academic journals, including Journal of Marketing, Journal of Marketing Research, Journal of International Business Studies, Journal of Operations Management, International Business Review, International Marketing Review, Journal of Advertising Research, Journal of Business Research, and Psychology and Marketing. In addition, I have had over 40 conference presentations and proceedings. I have been serving as an Editor-in-Chief of the **Journal of Business-to-Business Marketing** and Asian Journal of Business Research, an Associate Editor of the European Journal of Marketing, and a member of editorial board for Journal of Business Research, Industrial Marketing Management, International Journal of Physical Distribution and Logistics, Asia Pacific Journal of Marketing and Logistics, and EsicMarket (Spain), and as a special issue editor for Journal of Business Ethics (2009), Industrial Marketing Management (2010, 2014), Journal of Business Research (2013), International Marketing Review (2019), and International Journal of Emerging Markets (2020). I have served ad hoc reviewers for over 40 journals and conferences.

I have received 35 research grants and served as a principal investigator for 28 grants, including NSFC (China), CERG/GRFs (Hong Kong), and Hong Kong/Germany joint research scheme. Over years, I have been invited by more than 20 universities to deliver quality seminars.

In addition, I have built extensive connections with business communities especially those in China by providing business training and consulting services for many Chinese firms and multi-national enterprises.

Employment

Department of Marketing

City University of Hong Kong

1 Jul 2012 → present

Research outputs

When the Automated fire Backfires: The Adoption of Algorithm-based HR Decision-making Could Induce Consumer's Unfavorable Ethicality Inferences of the Company

Yan, C., Chen, Q., Zhou, X., Dai, X. & Yang, Z., Apr 2024, In: Journal of Business Ethics. 190, 4, p. 841–859 19 p.Scopus citations: 1

Does community attitude matter? The effects of local community environmental orientation on firms' environmental practices

Cai, S., Wang, Z. & Yang, Z., Mar 2024, In: Corporate Social Responsibility and Environmental Management. 31, 2, p. 929-947 19 p.Scopus citations: 1

Firms' multi-sided platform construction efforts and ESG performance: An information processing theory perspective

Ma, Y. M., Deng, Z., Teng, Y., Yang, Z. & Zheng, X., Nov 2023, In: Industrial Marketing Management. 115, p. 455-469

Government subsidization and enterprise productivity: A comparative analysis of the steel and photovoltaic industries

Qi, B., Yang, Z. & Deng, T., Nov 2023, In: Energy Strategy Reviews. 50, 101220.

The effect of cultural differences on the relationship between contract governance and opportunism

Wang, T., Han, L., Yang, Z. & Jia, Y., 31 Jul 2023, (Online published) In: European Journal of Marketing. Scopus citations: 2

The Role of User Experience in the Impact of Low-Carbon Building Characteristics on Consumer's Housing Purchase Intention

Qi, B., Deng, T. & Yang, Z., Jul 2023, In: Sustainability. 15, 13, 10194.

Performance implications of peer monitoring among suppliers

Hu, Q., Hu, J. & Yang, Z., 27 Jun 2023, In: Asia Pacific Journal of Marketing and Logistics. 35, 7, p. 1618-1638

Managing from a distance in international purchasing and supply

O'Connor, N. G., Du, Y., Yang, Z. & Akbari, M., Jun 2023, In: Operations Management Research. 16, 2, p. 594-619
Scopus citations: 1

Mass customization: the role of consumer preference measurement, manufacturing flexibility and customer participation

Shi, J., Huang, F., Jia, F., Yang, Z. & Rui, M., 26 May 2023, In: Asia Pacific Journal of Marketing and Logistics. 35, 6, p. 1366-1382
Scopus citations: 1

Does firms' carbon disclosure increase consumers' recycling willingness and firms' recycling performance?

Ma, Y. M., Teng, Y., Deng, Z. & Yang, Z., May 2023, In: Business Strategy and the Environment. 32, 4, p. 2451-2470 20
p. Scopus citations: 3

Is corporate greening beneficial? Exploring the relationship between perceived corporate environmental behavior and organizational citizenship behavior

Lu, H., Yang, F., Xu, S., Liu, X. & Yang, Z., May 2023, In: Business Strategy and the Environment. 32, 4, p. 2360-2372 13
p. Scopus citations: 3

The power of numbers: an examination of the relationship between numerical cues in online review comments and perceived review helpfulness

Li, H., Wang, X., Wang, S., Zhou, W. & Yang, Z., 25 Jan 2023, In: Journal of Research in Interactive Marketing. 17, 1, p. 126-139
Scopus citations: 12

Subscriptions versus one-off purchases: the impact of fee-charging models on consumer privacy concerns

Yan, C., Yang, Z. & Dai, X., 2023, In: International Journal of Bank Marketing. 41, 4, p. 835-859
Scopus citations: 1

Board Group Faultlines, Slack Resource, and Corporate Carbon Performance

Qi, B. & Yang, Z., Oct 2022, In: Sustainability (Switzerland). 14, 20, 13053. Scopus citations: 3

How Human-Chatbot Interaction Impairs Charitable Giving: The Role of Moral Judgment

Zhou, Y., Fei, Z., He, Y. & Yang, Z., Jul 2022, In: Journal of Business Ethics. 178, 3, p. 849-865
Scopus citations: 36

Guest editorial: Impact of artificial intelligence on business strategy in emerging markets: a conceptual framework and future research directions

Zhou, X., Yang, Z., Hyman, M. R., Li, G. & Munim, Z. H., 16 May 2022, In: International Journal of Emerging Markets. 17, 4, p. 917-929
Scopus citations: 7

Perceived power and smile intensity in service encounters

Yao, Q., Wan, Q., Li, S., Zhou, W. & Yang, Z., 11 Apr 2022, In: Marketing Intelligence and Planning. 40, 3
Scopus citations: 4

Correction to: Which Privacy Policy Works, Privacy Assurance or Personalization Declaration? An Investigation of Privacy Policies and Privacy Concerns

Zeng, F., Ye, Q., Yang, Z., Li, J. & Song, Y. A., Apr 2022, In: Journal of Business Ethics. 176, 4, p. 799-810

Which Privacy Policy Works, Privacy Assurance or Personalization Declaration? An Investigation of Privacy Policies and Privacy Concerns

Zeng, F., Ye, Q., Yang, Z., Li, J. & Song, Y. A., Apr 2022, In: Journal of Business Ethics. 176, 4, p. 781-798
Scopus citations: 7

Boundary spanner closeness to partner firm as relational governance in turbulent versus stable environments

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Scopus citations: 4

Trust Erosion During Industry-Wide Crises: The Central Role of Consumer Legitimacy Judgement

Chen, S., Zhang, J. A., Gao, H., Yang, Z. & Mather, D., Jan 2022, In: Journal of Business Ethics. 175, 1, p. 95-116
Scopus citations: 14

Understanding the differences between Chinese and Western business practices: insights into Confucian philosophy

Zhu, N., Yang, Z., Cai, S. & Sun, H., 2022, In: European Journal of International Management. 17, 2-3, p. 180-197
Scopus citations: 3

Political and community logics jointly affect 'social distancing' compliance

Cai, S., Wang, X., Zhou, X., Hyman, M. R. & Yang, Z., Nov 2021, In: Sustainable Cities and Society. 74, 103200.
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Team Size, Research Variety, and Research Performance: Do Coauthors' Coauthors Matter?

Zhu, N., Liu, C. & Yang, Z., Nov 2021, In: Journal of Informetrics. 15, 4, 101205.
Scopus citations: 17

Salespersons' self-monitoring, psychological capital and sales performance

Wang, X., Li, P., Zheng, Y., Jiang, L. & Yang, Z., 18 Oct 2021, In: Asia Pacific Journal of Marketing and Logistics. 33, 9, p. 1918-1933
Scopus citations: 6

Make the apps stand out: discoverability and perceived value are vital for adoption

Jiang, L., Zhou, W., Ren, Z. & Yang, Z., 28 Sept 2021, (Online published) In: Journal of Research in Interactive Marketing.
Scopus citations: 9

The strategic choice of contract types in business process outsourcing

Ge, L., Wang, X. & Yang, Z., 10 Aug 2021, In: Business Process Management Journal. 27, 5, p. 1569-1589
Scopus citations: 8

Contextual influences on marketing and consumerism: an East Asian perspective

Zhou, W., Yang, Z. & Hyman, M. R., 22 Jul 2021, In: International Marketing Review. 38, 4, p. 641-656
Scopus citations: 6

Curbing opportunism in marketing channels: The roles of influence strategy and perceived fairness

Jia, F., Wei, L., Jiang, L., Hu, Z. & Yang, Z., Jul 2021, In: Journal of Business Research. 131, p. 69-80
Scopus citations: 17

Perceptual difference of dependence and trust in marketing channel: reconsideration of dependence measurement

Jia, F. & Yang, Z., Feb 2021, In: Asian Business and Management. 20, p. 78-104
Scopus citations: 4

Does self-disclosure matter? A dynamic two-stage perspective for the personalization-privacy paradox

Zeng, F., Ye, Q., Li, J. & Yang, Z., Jan 2021, In: Journal of Business Research. 124, p. 667-675
Scopus citations: 38

On boundary spanners and interfirm embeddedness: The role of guanxi institution in China

Cai, S., Jun, M., Wang, X. & Yang, Z., Jan 2021, In: Journal of Purchasing and Supply Management. 27, 1, 100671.
Scopus citations: 9

Equilibrium in supply chain network with competition and service level between channels considering consumers' channel preferences

Zhang, G., Dai, G., Sun, H., Zhang, G. & Yang, Z., Nov 2020, In: Journal of Retailing and Consumer Services. 57, 102199. Scopus citations: 30

Enhancing compliance among channel members by modeling reward events: matching motivation and ability with model selection

Zheng, X., Li, X., Ren, X. & Yang, Z., Mar 2020, In: Journal of the Academy of Marketing Science. 48, 2, p. 331-349 19 p. Scopus citations: 7

"Boss ceiling effect": brand downgrading consumption of workplace employees

Jia, F., Yang, Z., Ji, L. & Xu, S., 2020, In: Asia Pacific Journal of Marketing and Logistics. 32, 7, p. 1589-1609

How and when AR technology affects product attitude

Xu, L., Zhang, L., Cui, N. & Yang, Z., 2020, In: Asia Pacific Journal of Marketing and Logistics. 32, 6, p. 1226-1241 Scopus citations: 13

The Joint Effects of Formal Institutions and Business Characteristics on Interfirm *Guanxi* in China: A Fuzzy Set Analysis

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***Guanxi: How China Works*. By Yanjie Bian. Medford, Mass.: Polity Books, 2019.**

Yang, Z., Nov 2019, In: American Journal of Sociology. 125, 3, p. 848-850

Is Sociability or Interactivity more Effective for Enhancing Performance? Findings from a Massively Multiplayer Online Role-Playing Game

Wang, D., Yang, Z. & Ding, Z., Nov 2019, In: Journal of Interactive Marketing. 48, p. 106-119 Scopus citations: 12

Whose Customer Satisfaction Matters? — Evidence of Stock Returns from the Perspective of Industry and Competitors

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"Monkey See, Monkey Do?": The Effect of Construal Level on Consumers' Reactions to Others' Unethical Behavior

He, Y., Zhang, J., Zhou, Y. & Yang, Z., May 2019, In: Journal of Business Ethics. 156, 2, p. 455-472 Scopus citations: 21

How does customer participation in service influence customer satisfaction? The mediating effects of role stressors

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The relationships between distance factors and international collaborative research outcomes: A bibliometric examination

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Challenges in gaining supply chain competitiveness: Supplier response strategies and determinants

O'Connor, N. G., Yang, Z. & Jiang, L., Jul 2018, In: Industrial Marketing Management. 72, p. 138-151 Scopus citations: 11

When does social exclusion increase or decrease food self-regulation? The moderating role of time orientation

Jiang, H., Yang, Z., Sun, P. & Xu, M., Jan 2018, In: Journal of Consumer Behaviour. 17, 1, p. 34-46 Scopus citations: 10

Measuring Customer Perceived Hi-Tech New Product Performance: A Study of PDA Products

Yang, Z., 2018, In: Asian Journal of Business Research. 8, 1, p. 107-129

The effects of government relation and institutional environments on channel performance

Jia, F., Yang, Z. & Jiang, L., 2018, In: Asia Pacific Journal of Marketing and Logistics. 30, 3, p. 587-604Scopus citations: 4

Hospital trust or doctor trust? A fuzzy analysis of trust in the health care setting

Zheng, S., Hui, S. F. & Yang, Z., Sept 2017, In: Journal of Business Research. 78, p. 217-225Scopus citations: 40

The Effects of Boundary Spanners' Personal Relationships on Interfirm Collaboration and Conflict: A Study of the Role of Guanxi in China

CAI, S., JUN, M. & YANG, Z., Jul 2017, In: Journal of Supply Chain Management. 53, 3, p. 19-40Scopus citations: 49

Brand Loyalty Versus Store Loyalty: Consumers' Role in Determining Dependence Structure of Supplier-Retailer Dyads

Zhang, C., Zhuang, G., Yang, Z. & Zhang, Y., 3 Apr 2017, In: Journal of Business-to-Business Marketing. 24, 2, p. 139-160Scopus citations: 8

Trust, Information Integration, and Coordination Costs: An Integrative Mode

Cai, S. & YANG, Z., Apr 2017, In: Asian Journal of Business Research. 7, 1, p. 79-93

Trust in Interorganizational Relationships: A Meta-Analytic Integration

Zhong, W., Su, C., Peng, J. & Yang, Z., Apr 2017, In: Journal of Management. 43, 4, p. 1050-1075Scopus citations: 95

Development and main contents of international branding research

Ju, X., Hu, Z. & Yang, Z., 2017, *Research Frontiers on the International Marketing Strategies of Chinese Brands*. Hu, Z., Chen, X. & Yang, Z. (eds.). Routledge, p. 17-38 (China Perspectives Series).

Research Frontiers on the International Marketing Strategies of Chinese Brands

Hu, Z. (ed.), Chen, X. (ed.) & Yang, Z. (ed.), 2017, Taylor & Francis Group. (China Perspectives Series)

Managing relationships with power advantage buyers: The role of supplier initiated bonding tactics in long-term buyer-supplier collaborations

Wang, Y., Wang, N., Jiang, L., Yang, Z. & Cui, V., Dec 2016, In: Journal of Business Research. 69, 12, p. 5587-5596
Scopus citations: 39

Main topics and research framework of Chinese firms' international branding strategies

Hu, Z. & Yang, Z., 5 Aug 2016, *Research Frontiers on the International Marketing Strategies of Chinese Brands*. Hu, Z., Chen, X. & Yang, Z. (eds.). London: Routledge, p. 1-16 (China Perspectives Series).

Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce?

Jiang, L., Jun, M. & Yang, Z., Jun 2016, In: Service Business. 10, 2, p. 301-317Scopus citations: 137

Organizational capabilities and business performance: When and how does the dark side of managerial ties matter?

Chung, H. F. L., Wang, C. L., Huang, P. & Yang, Z., May 2016, In: Industrial Marketing Management. 55, p. 70-82Scopus citations: 84

The joint-liability mechanism: controlling opportunism through peer monitoring among Chinese supplier groups

Hu, Q., Chan, S. F., Zhang, G. & Yang, Z., 2016, In: Journal of Business & Industrial Marketing. 31, 5, p. 640-653Scopus citations: 10

How does organizational learning matter in strategic business performance? The contingency role of guanxi networking

Chung, H. F. L., Yang, Z. & Huang, P., Jun 2015, In: Journal of Business Research. 68, 6, p. 1216-1224Scopus citations: 119

The Developmental Process of Unethical Consumer Behavior: An Investigation Grounded in China

Liu, Z., Yang, Z., Zeng, F. & Waller, D., May 2015, In: Journal of Business Ethics. 128, 2, p. 411-432Scopus citations: 23

Managing corporate crisis in China: Sentiment, reason, and law

Yang, Z. & Jiang, L. A., 1 Mar 2015, In: Business Horizons. 58, 2, p. 193-201Scopus citations: 15

THE ROLE OF THE *GUANXI* INSTITUTION IN SKILL ACQUISITION BETWEEN FIRMS: A STUDY OF CHINESE FIRMS

CAI, S. & YANG, Z., Oct 2014, In: Journal of Supply Chain Management. 50, 4, p. 3-23Scopus citations: 39

Institutional theory in business marketing: A conceptual framework and future directions

Yang, Z. & Su, C., Jul 2014, In: Industrial Marketing Management. 43, 5, p. 721-725Scopus citations: 63

Toward a gatekeeping perspective of insider-outsider relationship development in China

Gao, H., Knight, J. G., Yang, Z. & Ballantyne, D., Jul 2014, In: Journal of World Business. 49, 3, p. 312-320Scopus citations: 29

On the relationship between business environment and competitive priorities: The role of performance frontiers

Cai, S. & Yang, Z., May 2014, In: International Journal of Production Economics. 151, p. 131-145Scopus citations: 63

Market signals: web site investment and physical store existence

Wang, X., Chi Chow, W., Yang, Z. & Y.M. Lai, J., 2014, In: Asia Pacific Journal of Marketing and Logistics. 26, 1, p. 94-113Scopus citations: 7

The performance implications of perceptual differences of dependence in marketing channels: The mediating role of trust

Yang, Z., Jia, F. & Cai, S., 2014, In: Asia Pacific Journal of Marketing and Logistics. 26, 3, p. 344-364Scopus citations: 5

Understanding Asian business strategy: Modeling institution-based legitimacy-embedded efficiency

Yang, Z. & Su, C., Dec 2013, In: Journal of Business Research. 66, 12, p. 2369-2374Scopus citations: 20

Institutional Theory in Business Marketing, Industrial Marketing Management, Industrial Marketing Management

YANG, Z. (ed.) & Su, C. (ed.), Jun 2013, USA: -.

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YANG, Z. (ed.) & SU, C. (ed.), May 2013, USA: -.

Measuring consumer perceptions of online shopping convenience

Jiang, L., Yang, Z. & Jun, M., Apr 2013, In: Journal of Service Management. 24, 2, p. 191-214Scopus citations: 327

User reviews and uncertainty assessment: A two stage model of consumers' willingness-to-pay in online markets

Wu, J., Wu, Y., Sun, J. & Yang, Z., Apr 2013, In: Decision Support Systems. 55, 1, p. 175-185Scopus citations: 66

Customers' perceived benefits of interacting in a virtual brand community in China

Wang, Y., Chan, S. F. & Yang, Z., Feb 2013, In: Journal of Electronic Commerce Research. 14, 1, p. 49-66Scopus citations: 38

Inter-firm opportunism: A meta-analytic review and assessment of its antecedents and effect on performance

Wang, X. & Yang, Z., Jan 2013, In: Journal of Business and Industrial Marketing. 28, 2, p. 137-146Scopus citations: 85

Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry

Wang, Y., Wu, J. & Yang, Z., 2013, In: Journal of Business-to-Business Marketing. 20, 4, p. 227-244Scopus citations: 23

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Implicit Consumer Animosity: A Primary Validation

Cai, H., Fang, X., Yang, Z. & Song, H., Jul 2012, In: Journal of Applied Social Psychology. 42, 7, p. 1651-1674Scopus citations: 18

A two-path model on the effects of positivity and empathy reflected by online reviews: A choice mechanism perspective

Wang, X., Chow, C. W. & Yang, Z., Jun 2012, In: International Journal of Internet Marketing and Advertising. 7, 3, p. 260-277Scopus citations: 9

How to Publish Top Tier Journals: Build and Test a Solid Theoretical Model

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Dealing with institutional distances in international marketing channels: Governance strategies that engender legitimacy and efficiency

Yang, Z., Su, C. & Fam, K., May 2012, In: Journal of Marketing. 76, 3, p. 41-55Scopus citations: 222

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The role of brand image congruity in Chinese consumers' brand preference

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Mismatch between Trust and Interdependence: The Moderating Role of Power Imbalance

JIA, F. & YANG, Z., 27 Jun 2011.

Guānxi as a governance mechanism in business markets: Its characteristics, relevant theories, and future research directions

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Zeng, F., Yang, Z., Li, Y. & Fam, K., Apr 2011, In: Industrial Marketing Management. 40, 3, p. 395-404Scopus citations: 36

Cooperative norms, structural mechanisms, and supplier performance: Empirical evidence from Chinese manufacturers

Cai, S., Yang, Z. & Jun, M., Mar 2011, In: Journal of Purchasing and Supply Management. 17, 1, p. 1-10Scopus citations: 24

The Impact of Brand Credibility and Brand Personality on Purchase Intention: An Empirical Study in China

Wang, X. & YANG, Z., Mar 2011, In: Advances in International Marketing. 21, p. 137 - 153Scopus citations: 9

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Ding, M., Hauser, J. R., Dong, S., Dzyabura, D., Yang, Z., Su, C. & Gaskin, S. P., Feb 2011, In: Journal of Marketing Research. 48, 1, p. 116-127Scopus citations: 29

The effects of corporate-brand credibility, perceived corporate-brand origin, and self-image congruence on purchase intention: Evidence from China's auto industry

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Drivers of trust in relational service exchange: Understanding the importance of cross-cultural differences

Schumann, J. H., Wangenheim, F. V., Stringfellow, A., Yang, Z., Praxmarer, S., Jiménez, F. R., Blazevic, V., & 3 others Shannon, R. M., Shainesh, G. & Komor, M., Nov 2010, In: Journal of Service Research. 13, 4, p. 453-468Scopus citations : 53

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Wang, X., YANG, Z. L. & SU, C. T., 15 Oct 2009.

Foreign versus Local Non-Celebrity Endorser Effect in Emerging Economies: The Role of Ideal Identity Salience

Wang, X., YANG, Z. L., Su, C., Zhou, N. & YANG, H., 7 Aug 2009.

The impacts of brand personality and congruity on purchase intention: Evidence from the Chinese mainland's automobile market

Wang, X., Yang, Z. & Liu, N. R., Jul 2009, In: Journal of Global Marketing. 22, 3, p. 199-215Scopus citations: 54

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Fam, K., Waller, D. S. & Yang, Z., Apr 2009, In: Journal of Business Ethics. 88, SUPPL. 1, p. 43-58Scopus citations: 24

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Zeng, F., Hu, Z., Chen, R. & Yang, Z., 2009, In: Total Quality Management and Business Excellence. 20, 9, p. 953-969
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Impact of social capital and guanxi orientation on interfirm communication in marketing channels

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Cross-cultural differences in the development of trust in relational service exchange: An empirical analysis in the banking context in China and Germany

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Activities

Journal of Business-to-Business Marketing (Journal)

Zhilin YANG (Editor-in-Chief)

Jul 2022 → ...

Frontiers in Artificial Intelligence (Journal)

Zhilin YANG (Associate Editor-in-Chief)

2022 → ...

Sustainability (Journal)

Zhilin YANG (Editor-in-Chief)

2022 → 2023

Young Consumers (Journal)

Zhilin YANG (Editor-in-Chief)

2022 → 2023

International Journal of Emerging Markets (Journal)

Zhilin YANG (Editor-in-Chief)

2021 → 2022

International Marketing Review (Journal)

Zhilin YANG (Guest Editor)

2019 → 2020

China Business Culture Research Conference

Zhilin YANG (Co-Chair)

16 Oct 2016 → 17 Oct 2016

China Marketing International Conference 2016

Zhilin YANG (Co-Chair)

8 Jul 2016 → 11 Jul 2016

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)

1 Jul 2016 → 30 Jun 2017

Industrial Marketing Management (Journal)

Zhilin Yang (Editorial Board Member)

1 Jul 2016 → 30 Jun 2017

Journal of Business Research (Journal)

Zhilin Yang (Editorial Board Member)

1 Jul 2016 → 30 Jun 2017

European Journal of Marketing (Journal)

Zhilin YANG (Associate Editor)

Jul 2016 → Jun 2017

Chinese Business Culture Research Conference

Zhilin YANG (Co-Chair)

7 Nov 2015 → 8 Nov 2015

China Marketing International Conference 2015

Zhilin YANG (Co-Chair)

24 Jul 2015 → 27 Jul 2015

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)

Jul 2015 → Jun 2016

European Journal of Marketing (Journal)

Zhilin YANG (Associate Editor)

Jul 2015 → Jun 2016

Chinese Business Culture Research Conference 2014

Zhilin YANG (Co-Chair)

20 Dec 2014 → 21 Dec 2014

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)

Jul 2014 → Jun 2015

European Journal of Marketing (Journal)

Zhilin YANG (Associate Editor)

Jul 2014 → Jun 2015

China Business Culture Research Conference 2013

Zhilin YANG (Co-Chair)
25 Oct 2013 → 27 Oct 2013

China Marketing International Conference 2013

Zhilin YANG (Co-Chair)
12 Jul 2013 → 15 Jul 2013

Industrial Marketing Management (Journal)

Zhilin YANG (Co-Editor)
Jul 2013 → Apr 2014

Chinese Business Culture Research Conference 2012

Zhilin YANG (Co-Chair)
26 Oct 2012 → 29 Oct 2012

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)
Jul 2012 → Jun 2013

Chinese Business Culture Research Conference

Zhilin YANG (Co-Chair)
21 Oct 2011 → 24 Oct 2011

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)
Jul 2011 → Jun 2012

Industrial Marketing Management (Journal)

Zhilin YANG (Editor)
Jul 2011 → Jun 2012

Journal of Business Research (Journal)

Zhilin YANG (Editor)
Jul 2011 → Jun 2012

Journal of Business Research (Journal)

Zhilin YANG (Editor)
Feb 2011 → Jun 2011

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)
1 Jul 2010 → 30 Jun 2014

Asian Journal of Business Research (Journal)

Zhilin YANG (Editor-in-Chief)
Jul 2010 → Jun 2011

Industrial Marketing Management (Journal)

Zhilin YANG (Editor)
Jul 2009 → Dec 2010

Journal of Business Ethics (Journal)

Zhilin YANG (Editor)
Jul 2007 → Dec 2008

Prizes

Distinguished Paper Award - Supply Chain Management Track

Cai, Shaohan (Recipient), Zhilin YANG (Recipient) & JUN, Minjoon (Recipient), 17 Nov 2007

Emerald Citations of Excellence for 2015

YANG, Zhilin (Recipient), Dec 2015

Highly Commended Award

Zhilin YANG (Recipient), 11 Jun 2013

Highly Commended Award

YANG, Zhilin (Recipient), 2015

Highly Commended Award

YANG, Zhilin (Recipient), 2012

Highly Commended Award

YANG, Zhilin (Recipient), 2005

IBM Best Paper Award Finalist

Zhilin YANG (Recipient), 2011

Research Excellence Award (Certificate of Merit)

YANG, Zhilin (Recipient), 2013

Stanford's top 2% most highly cited scientists 2022

YANG, Zhilin (Recipient), Nov 2022

Stanford's top 2% most highly cited scientists 2023

YANG, Zhilin (Recipient), Oct 2023

The Best Paper Award in Marketing

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Grants

Projects

Ger/HKJRS: Antecedents and Consequences of Trust in Relational Service Exchange: Individualistic vs. Collectivistic Cultures

YANG, Z., Fam, K. & Wangenheim, F. V.
1/01/08 → 28/04/09

GRF: Best of Both Worlds: The Role of Supplier Influence Strategies in Customer Adoption of Innovations

YANG, Z., CAI, A. S. & WANG, X.
1/01/19 → 21/06/23

SRG: Dependence Asymmetry, Structural Trust, and Relational Behaviors in Chinese Seller-Buyer Relationships
SU, C., YANG, Z. & ZHOU, N.
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TDG(CityU): Developing CEM Simulations as a Powerful Courseware for Students to Learn Customer Experience Management
YANG, Z.
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SU, C., Ding, M. & YANG, Z.
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YANG, Z., BLISS, M. A. G. & O'CONNOR, N. G.

1/11/15 → 4/04/19

SRG: The Effect of Institutional Forces on Interfirm Governance Mechanisms and Exchange Outcomes

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1/05/12 → 7/03/14

NSFC-SRI: 外部突发事件对本土企业及跨国公司的市场战略影响

YANG, Z.

1/01/21 → ...

NSFC-SRI: 嵌入关系作为营销渠道中企业间治理机制：对其成因及后果的双边动态研究

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YANG, Z.

12/12/13 → 31/12/15

NSFC-SRI: 市场演变与品牌竞争动态：制度分析

YANG, Z.

1/01/17 → 31/12/20

2021	Lorem ipsum dolor sit amet
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