

## YUE PAN

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### EDUCATION

<b>Ph.D., Business Administration</b> University of Georgia, Athens, GA	2003
<b>MS, Statistics</b> University of Georgia, Athens, GA	2003
<b>M. Eng., Management Engineering</b> Tsinghua University, Beijing, China	1998
<b>B.A., English</b> Tsinghua University, Beijing, China	1996
<b>B. Eco., Management Engineering</b> Tsinghua University, Beijing, China	1996

### PROFESSIONAL ACADEMIC EXPERIENCES

Professor of Marketing (Tenured), University of Dayton, 2015- current  
Associate Professor of Marketing (Tenured), University of Dayton, 2009-2015  
Assistant Professor of Marketing (Tenure-track), University of Dayton, 2003-2009.

### RESEARCH ACTIVITIES

#### Refereed Journal Articles

Su, Lujun, Yue Pan, and Xiaohong Chen (2017), "Corporate Social Responsibility: Findings from the Chinese Hospitality Industry." *Journal of Retailing and Consumer Services*. 34, 240-247.

Pan, Yue and Jason Q. Zhang (2014), "The Composition of the Editorial Boards of General Marketing Journals." *Journal of Marketing Education*, 36(1), 33-44.

- Featured on the SAGE management blog:

<http://managementink.wordpress.com/2014/04/10/how-are-editorial-boards-comprised-for-marketing-journals/>

Pan, Yue and John Sparks (2012), "Predictors, Consequence, and Measurement of Ethical Judgments: Review and Meta-Analysis." *Journal of Business Research*, 65(1), 84-91.

Xie, Frank, Jane Cai, and Yue Pan (2012), "Perceived and Implicit Ranking of Academic Journals: An Optimization Choice Model." *Journal of Education for Business*, 87(5), 266-274.

Pan, Yue, Simon Sheng, and Frank Xie (2012), "Antecedents of Customer Loyalty: An Empirical Synthesis and Reexamination." *Journal of Retailing & Consumer Services*, 19(1), 150-158.

Pan, Yue and Jason Q. Zhang (2011), "Born Unequal: A Study of Perceived Persuasiveness of Online Consumer Product Reviews." *Journal of Retailing*, 87(4), 598-612.

Pan, Yue and Carl Chen (2011), "Author Affiliation Index: A New Approach to Marketing Journal Ranking." *Marketing Education Review*, 21(3), 275-287.

Pan, Yue and Jennifer Siemens (2011), "The Differential Effects of Retail Density: An Investigation of Goods versus Service Settings." *Journal of Business Research*, 64(2), 105-112. **(Lead article)**

Pan, Yue, Xuebao Song, Ayalla Goldschmidt, Warren French (2010), "A Cross-Cultural Investigation of Work Values among Young Executives in China and the U. S." *Cross Cultural Management: An International Journal*, 17(3), 283-298.

- **2011 Outstanding Paper Award Winner, Emerald Literati Network**

Sparks, John R. and Yue Pan (2010), "Ethical Judgments in Business Ethics Research: Definition and Research Agenda," *Journal of Business Ethics*, 91(3), 405-418.

Sheng, Shibin and Yue Pan (2009), "Bundling as a New Product Introduction Strategy: The Role of Brand Image and Bundle Features," *Journal of Retailing & Consumer Services*, 16(5), 367-376.

Kwak, Hyokjin, George Zinkhan, Yue Pan, and Trina Andras (2008), "Consumer Communications, Media Use and Purchase via the Internet: A Comparative, Exploratory Study," *Journal of International Consumer Marketing*, 20 (3/4), 55-68.

Sheng, Shibin, Yeqing Bao, and Yue Pan (2007), "Partitioning or Bundling? Perceived Fairness of the Surcharge Makes a Difference," *Psychology & Marketing*. 24(12), 1025-1041.

Pan, Yue, George Zinkhan, and Simon Sheng (2007), "The Subjective Well-Being of Nations: A Role for Marketing?" *Journal of Macromarketing*, 27 (4), 360-369.

Pan, Yue and George Zinkhan (2006), "Exploring the Impact of Online Privacy Disclosures on Consumer Trust," *Journal of Retailing*, 82 (4), 331-338.

Pan, Yue and George Zinkhan (2006), "Determinants of Retail Patronage: A Meta-Analytical Perspective," *Journal of Retailing*, 82 (3), 229-243.

Song, Ji Hee, George Zinkhan, and Yue Pan (2005), "Young Shoppers' Experiences with E-Shopping," *International Journal of Internet Marketing & Advertising*, 2(3), 219-236.

Dixit, Ashutosh, Karin Braunsberger, George Zinkhan, and Yue Pan (2005), "Information Technology-Enhanced Pricing Strategies (ITEPS): Implications for Public Policy and Social Welfare," *Journal of Business Research*, 58(9), 1169-1177.

Pan, Yue and George Zinkhan (2004), "Netvertising Characteristics, Opportunities and Challenges: A Research Agenda," *International Journal of Internet Marketing & Advertising*, 1(3), 283-299.

### **Books and Book Chapters**

Pan, Yue (2009), *Online and Offline Patronage Behavior in a Retail Setting: Explore and Apply*. Beau-Bassin, Mauritius: VDM Publishing House Ltd.

Pan, Yue and George Zinkhan (2004), "Two Models of Online Patronage: Why Do Consumers Shop on the Internet?" in *Web Systems Design and Online Consumer Behavior*, Yuan Gao (ed.), Idea Group Publishing, 43-68.

Zhao, Ping, Jing Hong, and Yue Pan (1999), *Advertising Management*. Beijing: Tsinghua University Press & Prentice Hall, Inc. (in Chinese)

### **Refereed Conference Proceedings**

Paulson, Erika, Riley Dugan, and Yue Pan (2016), "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements." *AMS 2016 Annual Conference Proceedings*.

Yue Pan (2013), "Adaptation Strategies under Conditions of Crowding," *Ideas in Marketing: Finding the New and Polishing the Old*. Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 36.

Li, Xun and Yue Pan (2011), "Information Privacy Concerns: A Review of Research Issues and Conceptual Models," Beijing, China: ACR - Asia Pacific Conference Proceedings, Vol. 9, 95.

Pan, Yue and Tian Xie (2008), "Antecedents and Consequences of Consumer Loyalty: An Empirical Synthesis and Reexamination," Sao Paulo, Brazil: Latin American Advances in Consumer Research, Vol. 2, Claudia R. Acevedo, Jose Mauro C. Hernandez and Tina M. Lowrey, eds., Vol. 2, 173.

Pan, Yue, Warren French, Ayalla Goldschmidt, Xuebao Song (2006), "An Exploration of Work Related Values among Young Executives in China and the United States," *Enhancing Knowledge Development in Marketing*, Vol. 17, Chicago: American Marketing Association, 177-178.

Sheng, Simon, Yeqing Bao, and Yue Pan (2006), "Partitioning or Bundling: An Investigation of the Boundary Condition," Society for Consumer Psychology 2006 Annual Conference Proceedings.

Pan, Yue and George Zinkhan (2004), "A Three-Phase Study of Online Privacy Disclosures," *Enhancing Knowledge Development in Marketing*, Vol. 15, Kenneth L. Bemhardt, James Boles, and Pam S. Ellen, eds., Chicago: American Marketing Association, 317-318.

Dixit, Ashutosh, George M. Zinkhan, Yue Pan, and Shaun Bank (2002), "How E-Commerce Redefines Pricing," *Enhancing Knowledge Development in Marketing*, Vol. 13, William J. Kehoe and John H. Lindgren, eds., Chicago: American Marketing Association, 409.

Pan, Yue, George M. Zinkhan, Xuebao Song, and Warren French (2002), "Exploring Determinants of Online Patronage Behavior in a Retail Setting", *Proceedings of the International Conference on E-Business 2002 Beijing (ICEB2002)*, Renchu Gan, Yu Chen, and Wayne Huang, eds., Beijing Institute of Technology Press, 610-615.

Pan, Yue and George M. Zinkhan (2002), "Determinants of Online Patronage Behavior in a Retail Setting," *Developments in Marketing Science*, Vol. XXV, Harlan E. Spotts, ed., Fort Myers, FL: Academy of Marketing Science, 102.

Pan, Yue, George M. Zinkhan, and Margy Conchar (2002), "Investigating Correlates of the Subjective Well-being of Nations: An Exploration of Missing Data Techniques," *Managing Change in the Information Age: Marketing's Role in Dynamic Cross-Functional Organizations*, K. Evans and L. Scheer, eds., Chicago: American Marketing Association, 346-353.

Pan, Yue and Anupam Jaju (2001), "Impact of Top Management's Myopic Behavior on Organizational Market Orientation: A Conceptual Model," *Developments in Marketing Science*, Vol. XXIV, Melissa Moore and Robert Moore, eds., San Diego, CA: Academy of Marketing Science, 166-172.

Pan, Yue and Melvin Crask (2001), "A Comparative Study of Online Shoppers and Store-Prone Shoppers," *Developments in Marketing Science*, Vol. XXIV, Melissa Moore and Robert Moore, eds., San Diego, CA: Academy of Marketing Science, 145-149.

Pan, Yue, Mary Zimmer and Warren French (2000), "Internet Use by American and Chinese Consumers in the U.S.," in *Managing Global Business in the Internet Age*, Vol. I, C. Jayachandran and Guijun Lin, eds., 317-327.

## **Working Papers**

Kishore Gopalakrishna Pillai, Melanie Provost, and Yue Pan (2002), "Marketing to and Serving Customers through the Internet", MSI Working Paper Series, Report No. 01-122.

## **Invited Talks and Conference Presentations**

2016. "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements," Academy of Marketing Science Annual Conference, Lake Buena Vista, Florida.

2014. "Antecedents of the Perceived Persuasiveness of Online Product Reviews"  
- University of International Business and Economics, China.  
- Ningbo University of Technology, China

2013. "The Helpfulness of User-Generated Product Reviews"  
- Central South University, China.  
- Beijing Institute of Technology, China

2013. "Shopper's Adaptation Strategies under Conditions of Crowding: Theory, Evidence and Implications," Academy of Marketing Science Annual Conference, Monterey Bay, California.

2013. "The helpfulness of user-generated product reviews: a retailer's perspective", in Evans, J.R. (ed.), *Planning and Implementing a Retail Strategy: The Marketing & Management Collection*, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM1783568-Pan>)

2009. "Born Unequal: A Study of Perceived Persuasiveness of Online Consumer Product Reviews," The Emergence and Impact of User-Generated Content Conference, the Wharton School, Philadelphia, PA.

2008. "Antecedents and Consequences of Customer Loyalty," ACR Latin American 2008 Conference, Sao Paulo, Brazil.

2006. "Partitioning or Bundling: An Investigation of the Boundary Condition," Society for Consumer Psychology Annual Winter Conference, Miami, FL.

2004. "Online Privacy Issues and Privacy Disclosures," 2004 Summer AMA, Boston.

2003. "Online Security and Privacy Issues," invited talk at the Univ. of Georgia, Athens, GA.

2002. "Determinants of Internet Shopping," AMS annual conference, Fort Myers, FL.

2002. "Correlates of Subjective Well-Being of Nations," Winter AMA Educators' conference, Austin, TX.

2002. "Online Patronage Behavior: Determinants, Outcomes, and Consumer Satisfaction," Winter AMA Educators' conference, Austin, TX.

2001. "Impact of Top Management's Myopic Behavior on Organizational Market Orientation," AMS annual conference, San Diego, CA.

2001. "Online Shoppers and Store-Prone Shoppers," AMS annual conference, San Diego, CA.

2000. "Internet Use by American and Chinese Consumers in the U.S.," the 5th International Conference on Global Business & Economic Development. Beijing, China.

### **Research in Progress**

Pan, Yue, "Shoppers' Adaptation Strategies under Conditions of Crowding: Theory, Evidence and Implications." Targeting the *Journal of Consumer Research*.

Hirunyawipada, Tanawat, Yue Pan, and Satish Jayachandran, "Corporate Sustainability and Firm Performance: A Meta-Analysis." Targeting the *Journal of Marketing*.

Hirunyawipada, Tanawat and Yue Pan, "Marketing Accountability and Performance." Outlet undecided.

Hirunyawipada, Tanawat, Jun Yang, Mohammadali Zolfagharian, and Yue Pan. "Care and Cure in Service Context." Outlet undecided.

### **CURRENT RESEARCH INTERESTS**

Retail patronage  
Internet marketing  
Cross-cultural perspectives

### **MAJOR TEACHING INTERESTS**

Advertising  
Integrated marketing communications  
Electronic commerce  
Marketing research  
Consumer behavior  
Principles of marketing  
Statistics

## **GRANTS AND AWARDS**

1. SBA Summer Faculty Research Grant, University of Dayton, 2016
2. University of Dayton, Hanley Sustainability Institute Scholarship Grants, 2015
3. 2014 K. C. Wang Research Scholarship
4. 2013 National Social Science Fund of China (with Li Zhang, Wenyi Chai, Tao Qin, Piqiang Teng, and Yalong Li), Grant #13BTQ027
5. 2011 Outstanding Paper Award, Emerald Literati Network
6. Research Fellows Grants-in-Aid, University of Dayton Research Council, 2009
7. Winner of the User-generated Content Research Competition (MSI research grant #4-1569), Marketing Science Institute and the Wharton Interactive Media Initiative, 2009.
8. Visiting scholar traveling fund, Department of Logistics, Hong Kong Polytechnic University, December, 2006.
9. Selected for inclusion in the AcademicKeys Who's Who in Business Higher Education (WWBHE)
10. Selected for inclusion in Marquis Who's Who in America.
11. Summer Research Grants for Pre-Tenure Women, University of Dayton, 2005, 2006
12. Research Council Seed Grant, University of Dayton, 2005, 2006, 2007
13. SBA Summer Faculty Research Grant, University of Dayton, 2005, 2007, 2009
14. Graduate Student Outstanding Teaching Award, University of Georgia, 2003
15. Doctoral Dissertation Competition Winner (Mary Kay Award), Academy of Marketing Science, 2002
16. University of Georgia Delegate, AMA-Sheth Doctoral Consortium, 2002
17. Graduate School Dissertation Completion Scholarship, University of Georgia, 2002
18. Cohen Scholarship, Terry College of Business, University of Georgia, 2002-2003 (One of two recipients)
19. Research Award, Terry College of Business, University of Georgia, 2000, 2001, 2002
20. Comer Research Fellowship, Terry College of Business, University of Georgia, 1999, 2000, 2001, 2002
21. Ni Tianzen Scholarship, Tsinghua University, 1995
22. Outstanding Undergraduate Students Award, Tsinghua University, 1993, 1994

## **SELECTED UNIVERSITY SERVICE**

Department Post-Sabbatical Review Committee, 2017  
Chair, MKT Tenure-Track Faculty Search Committee, 2016  
Chair, SBA P&T Committee, 2016 – present  
UD Research Council, 2015-2018  
Department Post-Sabbatical Review Committee, 2016  
SBA P&T Committee member, 2015 – 2016  
Department Pre-Sabbatical Review Committee, 2015  
MGT Tenure-Track Faculty Search Committee, 2015  
MGT Tenure-Track Faculty Search Committee, 2014  
Guest speaker, Research Fellows Program, 2014  
Chair, Department Sabbatical Review Committee, 2013

Chair, School of Business Administration Graduate Committee, 2012 – 2013 (member since 2011)  
 MBA Study Group faculty advisor, 2012 – current  
 Department Heuristics Committee Representative, 2011 – current  
 Faculty advisor, UD Balloon Club, 2011 – 2014  
 Discussant, Learning Teaching Forum, 2003 – 2009  
 Member, Department Sabbatical Review Committee, 2012  
 Mentor, Women's Center mentoring program, 2010 - 2011  
 MKT Tenure-Track Faculty Search Committee, 2011  
 MKT Tenure-Track Faculty Search Committee, 2009  
 Chair, Management & Marketing Department P&T Committee, 2009 - 2010  
 Member, Research Fellows Program, 2009  
 School of Business Administration Undergraduate Committee, 2008 - 2010  
 MKT Tenure-Track Faculty Search Committee (1), 2008  
 MKT Tenure-Track Faculty Search Committee (2), 2008  
 ENT Tenure-Track Faculty Search Committee, 2008  
 MKT Lecturer Search Committee, 2006  
 MGT Lecturer Search Committee, 2006  
 MKT Tenure-Track Faculty Search Committee, 2006  
 Faculty advisor for the SBA's Asia Study Abroad Program, 2004

## **PROFESSIONAL SERVICE**

### **Reviewer for:**

*International Business Research* (Editorial Board), 2012-2015  
*International Journal of E-adoption (IJE)* (Editorial Board), 2008-current  
*Journal of Retailing* (Ad-hoc reviewer)  
*Journal of the Academy of Marketing Science* (Ad-hoc reviewer)  
*Journal of Business Research* (Ad-hoc reviewer)  
*Journal of Advertising* (Ad-hoc reviewer)  
*European Journal of Marketing* (Ad-hoc reviewer)  
*International Journal of Contemporary Hospitality Management* (Ad-hoc reviewer)  
*International Journal of Hospitality Management* (Ad-hoc reviewer)  
*Journal of Marketing Education* (Ad-hoc reviewer)  
*International Journal of Retail & Distribution Management* (Ad-hoc reviewer)  
*Cross-Cultural Management: An International Journal* (Ad-hoc reviewer)  
*Journal of Retailing and Consumer Services* (Ad-hoc reviewer)  
*Service Industries Journal* (Ad-hoc reviewer)  
*African Journal of Business Management* (Ad-hoc reviewer)  
 2017 AMS World Marketing Congress  
 Academy of Marketing Science 2016 Conference  
 Society for Marketing Advances 2012 Conference  
 PDMA 2012 Research Forum  
 AMA 2009 Summer Marketing Educators' Conference  
 Society for Marketing Advances 2007 Conference



Society for Consumer Psychology 2007 Annual Conference  
Book chapters: *Web Systems Design and Online Consumer Behavior* (2003)  
The 2002 American Marketing Association Winter Marketing Educators' Conference  
The 2002 Society for Marketing Advances Conference  
The 2001 Academy of Marketing Science Annual Conference  
The 2000 Academy of Marketing Science Annual Conference

**Discussant for:**

Society for Marketing Advances 2007 Conference  
The 5th International Conference on Global Business & Economic Development, Beijing, China.

**Track chair for:**

China Marketing International Conference 2013, Xuzhou, China  
China Marketing International Conference 2014, Wuhan, China

**MEDIA COVERAGE/INTERVIEWS**

“Black Friday and Cyber Monday sales,” WHIO, November 28, 2016.  
“Forecast for the winter travel season and tips for travelers,” WalletHub.com, October 5, 2016.  
“Online Companies’ Privacy Practices and Consumers’ Privacy Concerns,” WHIO-TV, February 8, 2011.

**REFERENCES**

Available upon request.