
Shichun (Alex) Xu

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Department of Marketing and Logistics
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Academic Positions

2007 – Present	Assistant Professor Department of Marketing and logistics University of Tennessee
2003 – 2007	Graduate Research and Teaching Assistant, Department of Marketing and Supply Chain Management Michigan State University
1994 – 1998	Instructor Shandong University of Science and Technology

Education

Ph.D.	Michigan State University, East Lansing, MI 2007
MBA	University of Arkansas, Fayetteville, AR 2002
M.A.	Shanghai JiaoTong University, Shanghai, China 2001
B. A.	Shandong University of Technology, Jinan, China 1994

Research Interests

- International marketing strategy
 - Innovation and new product development
 - Marketing and strategic alliances
 - Channel relationships
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Publications and Research

Refereed Journal Publications

David A. Griffith, S. Tamer Cavusgil, **Shichun Xu**, "Emerging Themes in International Business Research," *Journal of International Business Studies* (Forthcoming)

Shichun Xu, Goksel Yalcinkaya, Steven Seggie, "Authors and Institutions in Leading International Business Journals," *Asian Pacific Journal of Management* (Forthcoming)

Shichun Xu, S. Tamer Cavusgil, Chris White, "The Impact of Strategic Fit Among Strategy, Structure, and Processes on Multinational Corporation Performance: A Multi-method Assessment," *Journal of International Marketing* Vol. 14, No. 2 (2006) 1-31.

Shichun Xu, Book Review: "Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability," by James D. Lenskold, *European Journal of Marketing*, Vol. 38, No. 11/12, (2004) 1599-1601.

Referred Conference Proceedings

Xu, Shichun, "Who is Winning Out: Retrospection on the Two-Decade Standardization/Adaptation Debate and Future Foreseeing" *2004 AMA Summer Marketing Educator's Conference Proceedings*.

Xu, Shichun, "Strategic Fit on Standardization Global Marketing Strategy: An Implementation Perspective" *2005 AMA Summer Marketing Educator's Conference Proceedings*.

Xu, Shichun and Brian Chabowski, "Not All Marriages Start with Love: A Conceptual Framework of Obligatory Relationship Marketing" *2005 AMA Summer Marketing Educator's Conference Proceedings*.

Chabowski, Brian and **Shichun Xu**, "The Celebrity Endorser and Brand Performance: Can Hofstede's Measures Provide Explanation?" *AIB 2005 Annual Conference Proceedings*.

Xu, Shichun, "Entry Mode Revisited: An Exploration-Exploitation Perspective" *2006 AMA Winter Marketing Educator's Conference Proceedings*.

Xu, Shichun, S. Tamer Cavusgil, and Attila Yaprak, "Determinants of Superior Firm Performance in the International Context: An Empirical Examination of Key Organizational Factors" *2006 AMA Summer Marketing Educator's Conference Proceedings* (forthcoming).

Hult, G. Tomas M., David J. Ketchen, Jr., Anna Shaojie Cui, Andrea M. Prud'homme, Steven H. Seggie, Michael A. Stanko, **Shichun Xu**, and S. Tamer Cavusgil (2006), "An Assessment of the Use of Structural Equation Modeling in International Business Research," *2006 AIB Annual conference proceedings* (forthcoming).

Book Chapters

Hult, G. Tomas M., David J. Ketchen, Jr., Anna Shaojie Cui, Andrea M. Prud'homme, Steven H. Seggie, Michael A. Stanko, **Shichun Xu**, and S. Tamer Cavusgil (2006), "An Assessment of the Use of Structural Equation Modeling in International Business Research," in *Research Methodology in Strategy and Management*, Vol. 3, David J. Ketchen and Donald D. Bergh, eds., Oxford, United Kingdom: Elsevier JAI.

Research Grants

- \$1,200.00, Knowledge Internalizations in R&D Alliances: MSU CIBER
 - \$5,000.00, R&D Portfolio Effects on Innovation: MSU CIBER
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Teaching Experience

University of Tennessee 2007

Department of Marketing and logistics

- MKT 345 Marketing Analytics

Michigan State University 2004-2007

Department of Marketing and Supply Chain Management

- MSC 317 Quantitative Business Research Methods (Marketing Research).
- MSC 300 Introduction to Marketing.
- MSC 327 Managerial Marketing.

Washington State University 2002-2003

International Business Institute

Teaching Assistant

- International Business (Both Online and Classroom)

Shandong University of Technology, China 1994-1998

Department of English

Requiring lecture preparation, exam and quiz preparation, homework assignments, and grading

- English Reading
 - English Listening/Comprehension
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Professional Activities

Reviewer

- Academy of International Business Annual Conference 2006
- Academy of International Business Annual Conference 2005
- American Marketing Association Winter Educators' Conference 2006

- American Marketing Association Summer Educators' Conference 2005
- American Marketing Association Summer Educators' Conference 2004

Presenter

- American Marketing Association Winter Educators' Conference 2006
- American Marketing Association Summer Educators' Conference 2005
- American Marketing Association Summer Educators' Conference 2004
- American Marketing Association Summer Educators' Conference 2003

Membership

- Internationalizing Doctoral Business Education 2004
- Internationalizing Doctoral Business Education 2006

Research Assistant

- Department of Marketing and Supply Chain Management, Eli Broad Graduate School of Management, Michigan State University 2003—present.

Awards and Honors

- Graduate Dissertation Completion Fellowship, Michigan State University, 2007
- Annual Albert Haring Symposium Fellow, Indiana University, March 2006, Designated
- University Student-Advising Excellence Award, Shandong University of Technology 1997
- Distinction Recognition in Marketing Major Comprehensive Exam
- Beta Gamma Sigma

Affiliations

- American Marketing Association (AMA)
 - Academy of International Business (AIB)
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