

Mike CHAO, Ph.D.

Professor of Marketing of the Cotsakos College of Business

Director, Russ Berrie Institute for Professional Sales

William Paterson University of New Jersey (WPU)

HIGHER EDUCATION BACKGROUND

Doctor of Philosophy in Business Administration (August 2002-May 2006)

John Cook School of Business, Saint Louis University

Master of Business Administration (August 2000-December 2001)

College of Business Administration, University of Missouri-Columbia

Bachelor of Commerce in Business Administration (September 1994-June 1998)

College of Commerce, National Chengchi University (Taipei, Taiwan)

ACADEMIC EXPERIENCE

Professor of Marketing (with tenure)

Cotsakos College of Business, William Paterson University (Fall 2017-present)

Associate Professor of Marketing

Cotsakos College of Business, William Paterson University (Fall 2012-Summer 2017)

Assistant Professor of Marketing and International Business

Zicklin School of Business, Baruch College, City University of New York (CUNY)

(Fall 2006-Summer 2012)

Instructor of Marketing and International Business

John Cook School of Business, Saint Louis University (Spring 2005-Spring 2006)

Senior Instructor of Marketing

College of Business Administration, University of Missouri-St. Louis (Fall 2004)

Teaching Assistant/Research Assistant

Department of Marketing and Boeing Institute of International Business

John Cook School of Business, Saint Louis University (August 2002-May 2006)

PROFESSIONAL EXPERIENCE

Consultant

Boeing Leadership Center, Saint Louis, Missouri (August 2003-May 2006)

BOOK CHAPTER

Bela Florenthal and **Mike Chen-ho Chao**, "Corporate Communicative Engagement in Micro-blogging: Cross-Cultural Analysis of Weibo and Twitter," (2015), *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, edited by Janée N. Burkhalter and Natalie T. Wood: IGI Global.

JOURNAL PUBLICATIONS

(Affiliated with WPU: I joined WPU in Fall 2012 and got tenure/promotion in 2017)

Nagaraj, P, **Chao, M.** Regulatory institutional distance and the United States multinational corporations' research and development investment decisions. *Thunderbird Int. Bus. Rev.* 2021; 63: 191– 200.

Yifeng Nancy Chen, **Mike Chao** & Yuejie Pan (2020) Does cooperative goal interdependence facilitate market orientation? A top management's firm–customer perspective in China. *Asia Pacific Business Review*, 26:5, 588-612.

Xuehua Wang, Xiaoyu Wang, Jing Lei, and **Mike Chen-ho Chao**, “The Clothes that Make You Eat Healthy: The Impact of Clothes Style on Food Choice,” (2020), *Journal of Business Research*, 131: 787-799 (**JBR is included in the Social Science Citation Index**).

Xuehua Wang and **Chenho Chao**, “Nostalgia Decreases Green Consumption: The Mediating Role of Past Orientation,” (2020), *BRQ Business Research Quarter*, 23(4), 270-284 (**BRQ is included in the Social Science Citation Index**).

Rania Semaan, Stephen Gould, **Mike Chen-ho Chao**, and Andreas F. Grein, ““We Don't All See It the Same Way”: The Biasing Effects of Country-of-Origin and Preference Reversals on Product Evaluation,” (2019), *European Journal of Marketing*, 53(5), 989-1014 (**EJM is included in the Social Science Citation Index**).

Xuehua Wang, Hean Tat Keh, and **Chen-Ho Chao**, “Nostalgia and Consumer Preference for Indulgent Foods: The Role of Social Connectedness,” (2018), *International Journal of Consumer Studies*, 42(3), 316-326.

Nancy Chen, **Mike Chen-ho Chao**, Henry Xie, and Dean Tjosvold, "Transforming Cross-cultural Conflict into Collaboration: The Integration of Western and Eastern Values," (2018), *Cross Cultural & Strategic Management*, 25(1), 70-95.

Fuan Li, **Mike Chen-ho Chao**, Yi Feng Chen, and Sixue Zhang, “Moral Judgment in a Business Setting: The Role of Mangers' Moral Foundation, Ideology and Level of Moral Development,” (2018), *Asia Pacific Journal of Management*, 35(1), 121-143 (**APJM is included in the Social Science Citation Index**).

Shan Feng, Rajneesh Suri, **Mike Chen-ho Chao**, and Umit Koc, “Presenting Comparative Prices Vertically or Horizontally: Does It Matter?” (2017), *Journal of Business Research*, 76, 209-218 (**JBR is included in the Social Science Citation Index**).

Ru-Shiun Liou, **Mike Chen-ho Chao**, and Alan Ellstrand, “Unpacking Institutional Distance: Addressing Human Capital Development and Emerging-Market Firms’ Ownership Strategy in an Advanced Economy,” (2017), *Thunderbird International Business Review*, 59(3), 281-295.

Yoshiko DeMotta, **Mike Chen-ho Chao**, and Thomas Kramer, “The Effect of Dialectical Thinking on the Integration of Contradictory Information,” (2016), *Journal of Consumer Psychology*, 26(1), 40-52 (**JCP is one of the Financial Times Top 50 Journals and is included in the Social Science Citation Index**).

Ru-Shiun Liou, **Mike Chen-ho Chao**, and Monica Yang, “Emerging Economies and Institutional Quality: Assessing the Differential Effects of Institutional Distances on Ownership Strategy,” (2016), *Journal of World Business*, 51, 600-611 (**JWB is included in the Social Science Citation Index**).

Mike Chen-ho Chao, Fuan Li, and Haiyang Chen, “Perceived Ethicality of Moral Choice: The Impact of Ethics Codes, Moral Development, and Relativism,” (2016), *Nankai Business Review International*, 7(2), 258-279.

Mike Chen-ho Chao and Bela Florenthal, “A Comparison of Global Companies’ Performance on Twitter and Weibo,” (2016), *International Journal of Business Environment*, 8(3).

Bela Florenthal and **Mike Chen-ho Chao**, “A Cross-Cultural Comparison of a Global Brand’s Strategies on Micro-Blogging Sites: Sina Weibo vs. Twiter,” (2016), *International Journal of Online Marketing*, 6(4), 57-75.

Mike Chen-ho Chao and Shan Feng, “Insider vs. Outsider: Choosing Local Market Knowledge Source in the Emerging Market,” (2014), *International Business Research*, 7(11), 85-93.

Mike Chen-ho Chao, Shan Feng and Fuan Li, “The Journey from Market Orientation to New Product Performance in the Host Country: A Knowledge and Learning

Perspective,” (2014), *Journal of Marketing Development and Competitiveness*, 8(1), 62-73.

I Han, **Mike Chen-ho Chao**, Cheng-min Chuang, “Internal Resources, External Resources and Environment, and Firm Performance: A Study on Taiwanese Small and Medium Sized Firms,” (2012), *Chiao Da Management Review*, 32(2), 135-169.

Mike Chen-ho Chao, Seung H. Kim, Hongxin Zhao, and Chin-Chun Hsu, “Performance Implications of MNEs’ Diversification Strategies and Institutional Distance,” (2012), *Thunderbird International Business Review*, 54(5), 667-681.

JOURNAL PUBLICATIONS

(Affiliated with other institutions)

Mike Chen-ho Chao, Nitish Singh, Chin-Chun (Vincent) Hsu, YiFeng Nancy Chen, and Jenyi Chao, "Web Site Localization in the Chinese Market," (2012), *Journal of Electronic Commerce Research*, 13(1), 33-49 (**JECR is included in the Social Science Citation Index**).

Mike Chen-ho Chao and Vikas Kumar, “The Impact of Institutional Distance on the International Diversity- Performance Relationship,” (2010), *Journal of World Business*, 45(1), 93-103 (**JWB is included in the Social Science Citation Index**).

Mike Chen-ho Chao and John E. Spillan, “The Journey from Market Orientation to Firm Performance: A Comparative Study of U.S. and Taiwanese SMEs,” (2010), *Management Research Review*, 33(5), 472-483.

Nancy Yi Feng Chen, **Mike Chen-ho Chao**, and Dean Tjosvold, “Developing the Strategic Resources of Chinese Entrepreneurial Firms,” (2010), *Leadership & Organization Development Journal*, 31(3), 213-229 (**LODJ is included in the Social Science Citation Index**).

Nitish Singh, **Mike Chen-ho Chao**, and Ik-Whan G. Kwon, “A Multivariate Statistical Approach to Socialization and Consumer Activities of Young Adults: A Cross-Cultural Study of Ethnic Groups in America,” (2006), *Marketing Management Journal*, 16(2), 67-80.

Ik-Whan G. Kwon, Donald R. Rickert, and **Mike Chen-ho Chao**, “The Use of the World Wide Web and Internet in Pharmacy Practice: An Exploratory Study,” (2006),

Journal of Pharmacology and Toxicology, 1(1), 1-11.

Nitish Singh, Georg Fassott, **Mike Chen-ho Chao**, and Jonas A. Hoffmann, “Understanding International Web Site Usage: A Cross-National Study of German, Brazilian, and Taiwanese Online Consumers,” (2006), *International Marketing Review*, 23(1), 83-97 (**IMR is included in the Social Science Citation Index**).

Yi Feng Chen and **Mike Chen-ho Chao**, “Social Capital and Intangible Resources of Entrepreneurial Firms in China,” (2006), *Chinese Public Affairs Quarterly*, 2(4), 344-357.

John E. Spillan, **Mike Chen-ho Chao**, and I Han, “Moving Towards an Understanding of Taiwanese SME Managers’ Perceptions of the Marketing Concept,” (2005), *Journal of International Marketing and Marketing Research*, 30(3), 147-163.

Lyn S. Amine, **Mike Chen-ho Chao**, and Mark J. Arnold, “Exploring the Practical Effects of Country of Origin, Animosity, and Price / Quality Issues: Two Case Studies of Taiwan and Acer in China,” (2005), *Journal of International Marketing*, 13(2), 114-150 (**JIM is included in the Social Science Citation Index**).

Janet Y. Murray and **Mike Chen-ho Chao**, “A Cross-Team Framework of International Knowledge Acquisition on New Product Development Capabilities and New Product Market Performance,” (2005), *Journal of International Marketing*, 13(3), 54-78 (**JIM is included in the Social Science Citation Index**).

Lyn S. Amine and **Mike Chen-ho Chao**, “Managing Country Image to Long-Term Advantage: The Case of Taiwan and Acer,” (2005), *Place Branding*, 1(2), 187-204.

CONFERENCE PRESENTATIONS

(Affiliated with WPU)

Xuehua Wang and **Mike Chen-ho Chao**, “Nostalgia decreases green consumption: The mediating role of past orientation.” 2019 China Marketing International Conference and China Creation Exhibition. Baiyun International Convention Center, Guangzhou, China, July 23, 2019.

Xuehua Wang, **Mike Chen-ho Chao**, Feng Shan, and Chin-Chun Hsu, “Uncertainty Avoidance and Superstitious Consumption.” 2018 China Marketing International Conference, SUFE, Shanghai, China, July 2018.

Mike Chen-ho Chao, Nancy Chen, and Dean Tjosvold, “Does Cooperative Goal Interdependence Facilitate Market Orientation? A Top Management’s Firm–Customer Perspective” Academy of International Business 2018 Annual Meeting, Minneapolis, MN, United States, June 26, 2018.

Fuan Li., **Mike Chen-ho Chao**, Yifeng Chen, and Sixue Zhang (2017), “Moral Judgement in a Business Setting: the Role of Mananger's Moral Foundation, Ideology, and Level of Moral Development.” Paper presented at 2017 China Marketing International Conference, Beijing, China (**This paper won one of the Best Paper Awards**).

Yi-feng Nancy Chen, Yuen Lam Bavik, and **Mike Chen-ho Chao**, “Goal Interdependence Approach to Market Orientation in Entrepreneurial Firms,” Academy of Management 2016 Annual Meeting, Anaheim, CA, August 5-9, 2016.

Shan Feng, **Mike Chen-Ho Chao**, Rajneesh Suri and Rajiv Kashyap, “Presenting Comparative Prices Vertically or Horizontally: Does it Matter?” 2016 Academy of Marketing Science World Marketing Congress, Paris, France, July 19-23, 2016.

Rajiv Kashyap, Raza Mir, Shan Feng and **Mike Chen-Ho Chao**, “Microfoundations of a Dynamic Market Knowledge Capability,” 2016 Academy of Marketing Science World Marketing Congress, Paris, France, July 19-23, 2016.

Mike Chen-ho Chao and Bela Florenthal, “A Comparison of Global Companies’ Performance on Twitter and Weibo,” 2016 China Marketing International Conference, Qingdao, China, July 8-11, 2016.

Mike Chen-ho Chao and Priya Nagaraj, “MNCs’ R&D Location Choice: The Perspective of Regulatory Institutional Distance,” 2016 China Marketing International Conference, Qingdao, China, July 8-11, 2016.

Y. Henry Xie, **Mike Chen-ho Chao**, Yi-Feng (Nancy) Chen, and Qian (Jane) Xie, “Conspicuous Consumption – Determinants on Chinese vs. Western Consumers,” 2016 China Marketing International Conference, Qingdao, China, July 8-11, 2016.

Priya Nagaraj and **Mike Chen-ho Chao**, “Regulatory Distance and R&D Expenditure by US MNCs,” 2016 Conference of Eastern Economic Association, Washington D. C., February, 2016.

Mike Chen-ho Chao, Yu Henry Xie, and Yi-Feng (Nancy) Chen, “The Paradox of Western and Chinese Values in Cross-Cultural Conflict Management,” 2015 China Marketing International Conference, Xi’an, China, July 24-17, 2015.

Yoshiko DeMotta, **Mike Chen-ho Chao**, and Thomas Kramer, “The Effect of Dialectical Thinking on the Integration of Contradictory Information,” 2015 China Marketing International Conference, Xi’an, China, July 24-17, 2015.

Mike Chen-ho Chao, “Firm Preference for Internally Sourced vs. Externally Sourced Local Market Knowledge,” 9th Asia Academy of Management and 8th Taiwan Academy of Management Joint Conference, Hong Kong, June 22-24, 2015.

Yoshiko DeMotta, **Mike Chen-ho Chao**, and Thomas Kramer, “Going to Extremes: Dialectical Thinking in the Context of Contradictory Information” 2014 Association for Consumer Research (ACR) North American Conference, Baltimore, MD, October 23-26, 2014.

Ru-Shiun Liou, **Mike Chen-ho Chao**, and Monica Yang, “Buying to Catch Up: Assessing Destinations in Emerging Market Multinationals’ Ownership Strategy” 2014 Annual Meeting of the AOM (Academy of Management), Philadelphia, PA, August 1-5, 2014.

Mike Chen-ho Chao, “Insider vs. Outsider: Choosing Local Market Knowledge Source in the Emerging Market” 2014 China Marketing International Conference, Wuhan, China, July 11-14, 2014.

Mike Chen-ho Chao and Fuan Li, “The Impacts of General Ethical Values, Relativism, and Moral Maturity on Chinese Manager’s Moral Judgment” 2014 China Marketing International Conference, Wuhan, China, July 11-14, 2014.

Ru-Shiun Liou, Alan Ellstrand, **Mike Chen-ho Chao**, and Kevin Lee, “Institutional Distance and Ownership Strategy: An Examination of Emerging Market

Multinational Companies' Cross-border M&As in a Developed Market," Academy of International Business- U.S. Southwest Chapter Meeting, Dallas, Texas, March 12-15 2014.

Bela Florenthal and **Mike Chen-ho Chao**, "A Cross-cultural Comparison of Micro-blogging Sites: Sina Weibo vs. Twitter," Marketing EDGE Direct/Interactive Marketing Research Summit, Chicago, Illinois, October 12-13, 2013.

Mike Chen-ho Chao and Fuan Li, "The Impacts of Culture, Institutions, and Self-Regulation on the Differences of Micro-Social Contracts: Can Chinese Marketers Accept American Marketing Association's Code of Ethics?" 1st China Marketing International Conference, Xuzhou, China, July 12-15, 2013.

Mike Chen-ho Chao, Shan Feng, and Fuan Li, "The Journey from Market Orientation to New Product Performance in the Host Country: A Knowledge and Learning Perspective," 42nd AMS (Academy of Marketing Science) Annual Conference, Monterey Bay, California, U.S.A., May 15-19, 2013.

Fuan Li, Xuelian Yang, and **Mike Chen-ho Chao**, "Integrity and Relationship Commitment: The Moderating Effect of National Culture," 50th Annual Meeting of Eastern Academy of Management, Baltimore, Maryland, U.S.A., May 8-11, 2013.

CONFERENCE PRESENTATIONS

(Affiliated with other institutions)

Stephen Gould, **Mike Chen-ho Chao**, Andreas Grein, and Rania Semaan, "The Biasing Effects of Country-of-Origin: A Cross-Cultural Application of Preference Reversals," 2012 Annual Conference of the AIB (Academy of International Business), Washington, DC, U.S.A., June 30-July 3, 2012.

Yifeng Chen, **Mike Chen-ho Chao**, Dean Tjosvold, Y. Henry Xie, and Zuobin Ye, "Cross-cultural Conflict Management: An Experimental Study on Western and Chinese Values," 2011 Annual Conference of the AIB (Academy of International Business), Nagoya, Japan, June 24-28, 2011.

Yifeng Chen, Dean Tjosvold, Y. Henry Xie, **Mike Chen-ho Chao**, and Zuobin Ye, "Newcomer Socialization in China: Effects of Team Values and Goal Interdependence," 2011 Annual Conference of the AIB (Academy of International Business), Nagoya, Japan, June 24-28, 2011.

Mike Chen-ho Chao, Y. Henry Xie, and Yifeng Nancy Chen, "Individual Traits and Conspicuous Consumption of Chinese Consumers," Academy of International Business Southeast Asia 2011 Conference, Taipei, Taiwan, December 1-3, 2011.

Yu Henry Xie and **Mike Chen-ho Chao**, "Paradox of Country-of-Origin Effects? Acceptance of Brands from Emerging Markets in Developed Markets," Atlantic Marketing Association 2011 Annual Conference, Charleston, SC, September 14-17, 2011.

Rania Semaan, **Mike Chen-ho Chao**, and Andy Grein, "The Impact of Negative Information on Perceptions of Own Country Products: A New Perspective on Country of Origin and its Influence on Consumer Behavior", North America Association for Consumer Research (ACR) Conference, Jacksonville, FL, October 7, 2010.

Nitish Singh, **Mike Chen-ho Chao** and Chin-Chun Hsu, "Web Site Localization in the Chinese Market", 2010 Global Marketing Conference at Tokyo, Tokyo, Japan, September 12, 2010.

Mike Chen-ho Chao, Rania Semaan and Andy Grein, "The Impact of Negative Information on Perceptions of Own Country Products: A New Perspective on Country of Origin and its Influence on Consumer Behavior", 2010 Annual Conference of the AIB (Academy of International Business), Rio de Janeiro, Brazil, June 29, 2010.

Yoshiko DeMotta, **Mike Chen-ho Chao**, and Thomas Kramer, "The Impact of Culture on Product Evaluation: A Dialectical Perspective," Asia-Pacific Association for Consumer Research (AP-ACR) Conference, Hyderabad, India, January 2-4, 2009.

Yoshiko DeMotta and **Mike Chen-ho Chao**, "The Impact of Culture on Advertising Evaluation and Product Choice: A Dialectical Thinking Perspective," 2008 Conference on Trends in Global Business, New Haven, CT, October 9-11, 2008.

Mike Chen-ho Chao, Seung H. Kim, and Hongxin John Zhao, "International and Product Diversifications, MNE Performance, and Institutional Distance," 2008 Annual Meeting of the AOM (Academy of Management), Anaheim, CA, August 8-13, 2008.

Mike Chen-ho Chao and Gary Muddyman, “The Localization of MNEs’ Web Sites for Chinese Online Consumers: A Content Analysis,” 2008 Annual Conference of the AIB (Academy of International Business), Milan, Italy, June 30-July 3, 2008.

Mike Chen-ho Chao and Vikas Kumar, “The Impacts of Institutional Distance and Home Country Economic Openness on the Relationship between International Diversity and Firm Performance,” EIBA (European International Business Academy) Conference, Catania, Italy, December 13-15, 2007.

Yi Feng Chen, **Mike Chen-ho Chao**, and Zoubin Ye, “Goal Interdependence, Social Capital, and Intangible Resources of Entrepreneurial Firms in China,” 2007 Annual Meeting of the AOM (Academy of Management), Philadelphia, PA, August 3-8, 2007.

Mike Chen-ho Chao, Seung H. Kim, Hongxin John Zhao, and Chin-Chun Hsu, “International Diversity, Product Diversity, Institutional Distance and Firm Performance of Multinational Corporations: An Integrated Framework,” 2007 Annual Conference of the AIB (Academy of International Business), Indianapolis, Indiana, June 25-28, 2007.

Yi Feng Chen, **Mike Chen-ho Chao**, Dean Tjosvold, and Yuejie Pan, “Improving Market Orientation of Entrepreneurial Firms with Cooperative Goals: An Empirical Study in China,” 2007 Annual Conference of the AIB (Academy of International Business), Indianapolis, Indiana, June 25-28, 2007.

Mike Chen-ho Chao and Vikas Kumar, “The Multinationality-Performance Relationship: An Institutional Theory Perspective,” Fourth Annual AIB/JIBS Conference on Emerging Research Frontiers in International Business, San Diego, CA, November 29-December 2, 2006.

Nitish Singh, Boris Bartikowski, Georg Fassott, **Mike Chen-ho Chao**, and Jonas A. Hoffmann, “A Cross-National Analysis of Global and National Identity as a Basis for International Web Site Usage,” 2006 AMA (American Marketing Association) Summer Marketing Educators’ Conference, Chicago, IL, August 4-7, 2006.

John E. Spillan, **Mike Chen-ho Chao**, and Peter Magnusson, “Targeting Market

Orientation Strategy among SMEs: An Exploratory Study of U.S. and Taiwanese Firms,” 2006 Annual Conference of the AIB (Academy of International Business), Beijing, China, June 23-26, 2006.

Mike Chen-ho Chao, I Han, Seung H. Kim, and Cheng-Min Chuang, “Strategic Resources, Social Capital, Environmental Turbulence, and Performance: An Empirical Study,” 2005 Annual Meeting of the AOM (Academy of Management), Honolulu, Hawaii, August 5-10, 2005.

Mike Chen-ho Chao and I Han, “The Journey from Market Orientation to Performance: A Contingent Framework,” 2005 AMA (American Marketing Association) Summer Marketing Educators’ Conference, San Francisco, CA, July 29-August 1, 2005.

Janet Y. Murray and **Mike Chen-ho Chao**, “Market Orientation, Product Innovation, and New Product Performance in Foreign Markets,” 2005 Annual Conference of the AIB (Academy of International Business), Quebec City, Canada, July 9-12, 2005.

John E. Spillan, **Mike Chen-ho Chao**, and I Han, “Moving towards an Understanding of Small Business Managers’ Perceptions of the Marketing Concept,” 2005 Annual Conference of the AIB (Academy of International Business), Quebec City, Canada, July 9-12, 2005.

Mike Chen-ho Chao and David Boggs, "Antecedents and Outcomes of Choosing Local Market Knowledge Source in the Emerging Market: Insider vs. Outsider," 2005 Annual Conference of the AIB-SW (Academy of International Business-U.S. Southwest Chapter), Dallas, TX, March 3-5, 2005.

Lyn S. Amine and **Mike Chen-ho Chao**, “Managing Country Image to Long-Term Advantage: The Case of Taiwan and Acer,” 2004 Annual Meeting of the AGB (Association for Global Business), Cancun, Mexico, October 18-21, 2004 (**Best Paper Award**).

Janet Y. Murray and **Mike Chen-ho Chao**, “Antecedents and Outcomes of International Knowledge Transfer: An Integrated Framework and Research Propositions,” 2004 Annual Conference of the AIB (Academy of International Business), Stockholm, Sweden, July 10-13, 2004.

Lyn S. Amine and **Mike Chen-ho Chao**, “Exploring the Practical Effects of Country of Origin, Animosity, and Price/Quality Issues: The Case of Taiwan’s Acer in China,” 2004 Annual Conference of the AIB (Academy of International Business), Stockholm, Sweden, July 10-13, 2004.

Lyn S. Amine, Daniel Baack, **Mike Chen-ho Chao**, and Henry Yu Xie (listed alphabetically), “Toward an Integrative Framework of Consumer Behavior in International Marketing,” 2004 Annual Conference of the AMS (Academy of Marketing Science), Vancouver, B.C., Canada, May 26-29, 2004.

Nitish Singh, **Mike Chen-ho Chao**, and Ik-Whan Kwon, “Socialization and Consumer Activities of Young Adults: A Cross-Cultural Study of Ethnic Groups in America,” 2004 AMA (American Marketing Association) Winter Marketing Educators’ Conference, Scottsdale, AZ, February 6-9, 2004.

Nitish Singh, Georg Fassott, **Mike Chen-ho Chao**, and Jenyi Chao, “Targeting Global Online Consumers: An Application and Extension of Technology Acceptance Model,” 2004 AMA (American Marketing Association) Winter Marketing Educators’ Conference, Scottsdale, AZ, February 6-9, 2004.

Janet Y. Murray and **Mike Chen-ho Chao**, “International Success of E-commerce Corporations (ECCs): Using Resource-based View to Extend the E-commerce Systems Success Model,” 2003 Annual Conference of the AIB-NE (Academy of International Business-U.S. Northeast Chapter), Manchester, NH, October 2-4, 2003.

Mike Chen-ho Chao and Hongxin John Zhao, “What Factors Help Taiwanese Firms Have Better Human Resource Management and Performance in China: A Resource-based View,” 15th Annual International Association of Business Disciplines (IABD) Conference, Orlando, Florida, April 3-6, 2003.

UNIVERSITY SERVICES

(Affiliated with WPU)

University Level

Member, Academic Assessment Committee (Fall 2020-2021)

Member, Promotion Committee (2019-2020; 2022-2023)

Member, Range Adjustment Committee (Spring 2021)

Member, Institutional Review Board (IRB) (Fall 2014-Spring 2020)

Member, Marketing and Public Relations Advisory Committee (Fall 2014-present)

Member, University Core Curriculum (UCC) Council (Fall 2013-Spring 2017)

Member, Student Success Team (Spring 2014)

College Level

Member, Curriculum Committee (Fall 2015-Spring 2019)

Member, Assurance of Learning (AOL) Committee (Fall 2014-Spring 2019)

Member, Undergraduate Curriculum Task Force (Fall 2013-Spring 2019)

Department Level

Student Advisement (Fall 2013-present)

Advisor, Sales Club (Spring 2021-present)

Advisor, Marketing Club (Spring 2013-Spring 2019)

Chair, Curriculum Committee (Fall 2012-Spring 2019)

Member, Search Committee (Spring 2015)

UNIVERSITY SERVICES

(Affiliated with other institutions)

Member, Graduate Learning Assurance Committee, Zicklin School of Business, Baruch College, CUNY (Fall 2007-Spring 2012)

Secretary, Taiwanese Students Association, University of Missouri-Columbia (2001-2002)

PROFESSIONAL SERVICES

Associate Editor: *Corporate Management Review*

Editorial Board Member: *American Business Review*

Special Issue Co-Editor, *Journal of Asia Pacific Business*

Ad Hoc Reviewer (e.g., *International Marketing Review*, *Journal of International Marketing*, *Journal of World Business*, and *Journal of Management Studies*)

Ad Hoc Reviewer for Social Sciences and Humanities Research Council of Canada

Track Chair, "International Marketing" Track, 2016 China Marketing International Conference, Qingdao, China, July 8-11, 2016

Track Chair, "International Marketing" Track, 2015 China Marketing International Conference, Xi'an, China, July 24-27, 2015

Track Chair, “International Marketing” Track, 2014 China Marketing International Conference, Wuhan, China, July 11-14, 2014

Track Chair, “Marketing in Emerging and Transition Economies” Track, 2013 China Marketing International Conference, Xuzhou, China, July 12-15, 2013

Track Chair, “Service Marketing” Track, 2011 The International Joint Conference on Service Sciences, Taipei, Taiwan, May 25-27, 2011

Track Chair, “Consumer Behavior across Cultures” Track, 2008 AMS (Academy of Marketing Science) Cultural Perspectives in Marketing Conference, New Orleans, LA, January 16-19, 2008

Session Chair, Session Discussant, and Ad Hoc Reviewer for numerous AIB (Academy of International Business), AOM (Academy of Management), AMA (American Marketing Association), AMS (Academy of Marketing Science), BALAS (Business Association of Latin American Study), and CIMaR (Consortium for International Marketing Research) conferences

Assistant for the 2005 World Congress of the World Agricultural Forum at St. Louis, MO (from May 16 to 18)

HONORS AND AWARDS

“Best Paper Award” Recipient

“Moral Judgement in a Business Setting: the Role of Manager's Moral Foundation, Ideology, and Level of Moral Development,” 2017 China Marketing International Conference, Beijing, China (with Fuan Li, Yifeng Chen, and Sixue Zhang)

“2016 Research and Postgraduate Studies Panel Research Funding, Lingnan University” Recipient (around \$6,250)

“2014 Research and Postgraduate Studies Panel Research Funding, Lingnan University” Recipient (around \$6,250)

“2010 Teaching Excellence Award” Recipient (Zicklin School of Business, Baruch College, CUNY)

“PSC CUNY Research Award” Recipient (\$3,200 in Cycle 40 and \$4,100 in Cycle 41)

“Aaronson Faculty Research Grant” Recipient

“Interpublic Faculty Research Grant” Recipient

“Boeing Institute of International Business Travel Stipend” Recipient

Junior Faculty Consortium, 2007 Annual Conference of the AIB (Academy of International Business), Indianapolis, Indiana, June 25-28, 2007

“Best Paper Award” Recipient

“Managing Country Image to Long-Term Advantage: The Case of Taiwan and Acer,”
2004 Annual Meeting of the AGB (Association for Global Business), Cancun, Mexico,
October 18-21, 2004 (with Lyn S. Amine)

“Top 64 Professors Using Technology in the Classroom”

University of Missouri-St. Louis (Fall 2004)

2001 “Outstanding MBA Graduate Award” Recipient

College of Business Administration, University of Missouri-Columbia