

Shuai Yan

(November 2024)

Department of Marketing
Colorado State University
Fort Collins, CO

Cell phone: +1 515-715-3001
Office: +1 970-491-6466
E-mail: s.yan@colostate.edu

ACADEMIC EMPLOYMENT

Colorado State University, College of Business, Fort Collins Assistant Professor of Marketing	2024-Present
University of Stavanger, Business School, Norway Assistant Professor of Marketing	2022-2024

EDUCATION

Iowa State University, Debbie and Jerry Ivy College of Business, Ames, IA Ph.D., Marketing	2017-2022
Quinnipiac University, Lender School of Business, Hamden, CT Master of Business Administration	2013-2014
Tianjin Foreign Studies University, Tianjin, China M.A., Business English	2012-2015
Tianjin University of Science and Technology, Tianjin, China B.A., Business English	2008-2012

RESEARCH

Research Interests

- Substantive: Role of business-to-government (B2G) relationships and political marketing strategies in achieving marketing and financial outcomes; additional interest in digital marketing and digital customer misconduct
- Methodological: Empirical modeling using econometrics and event study

Research Forthcoming and Under Review (Abstracts in appendix)

1. **Yan, Shuai**, Ju-Yeon Lee, and Hui Feng, "Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance," (Dissertation Essay 2, invited for the *third-round review at Journal of Marketing*).
 - Winner of the *Best Paper Award in the "Marketing Strategy and Dynamics" Track, 2022 AMA Winter Conference.*
 - Winner of the *2021 ISBM Doctoral Dissertation Award Competition (Outstanding Submission).*
2. Lee, Ju-Yeon, Shrihari Sridhar, **Shuai Yan**, and Narendra Bosukonda, "Digital Customer Misconduct: An Emergent Theory-Driven Framework," (Invited for the *second-round review at Journal of the Academy of Marketing Science*).
3. **Yan, Shuai**, Ju-Yeon Lee, and Brett W. Josephson, "The Effect of Customer Asset Strategies on Acquisition Performance in Business-to-Government Markets," *Journal of the Academy of Marketing Science*, 52(3), 789-814 (From Dissertation).

Invited Commentaries

4. Steinhoff, Lena, Robert W. Palmatier, Kelly D. Martin, Grace Fox, Conor M Henderson, Julian K. Saint Clair, **Shuai Yan**, Ju-Yeon Lee, Taylor Perko, and Colleen M. Harmeling (2022), "Commentaries on Relationship Marketing: The Present and Future of Customer Relationships in Services," *SMR-Journal of Service Management Research*, 6 (1), 2-27.
 - Contributed to the section, "Sharing Economy and Marketing Implications of the COVID-19 Pandemic."

Working Papers and Research in Progress

5. Lee, Ju-Yeon, Christine Moorman, Robert W. Palmatier, and **Shuai Yan**, “Effects of Customer-Centric Organizational Strategies on Firm Performance,” (Analyzing data, targeted submission to *Journal of Marketing*)

Conference Presentations († Denotes the presenter)

1. Yan†, Shuai, Ju-Yeon Lee, and Hui Feng (June 2023), “Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance,” *China Marketing International Conference*, As Invited Special Guest Speaker, Chengdu, China.
2. Yan†, Shuai, Ju-Yeon Lee, and Hui Feng (May 2023), “Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance,” *Theory + Practice in Marketing (TPM) Conference*, Lausanne, Switzerland.
3. Yan, Shuai, Ju-Yeon Lee†, and Hui Feng (August 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *ISBM Academic Conference*, Chicago, IL.
4. Yan†, Shuai, Ju-Yeon Lee, and Hui Feng (February 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *AMA Winter Academic Conference*, Las Vegas, NV.
5. Yan†, Shuai, Ju-Yeon Lee, and Hui Feng (June 2021), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *AMS Annual Conference*, Virtual
6. Yan, Shuai, Ju-Yeon Lee, and Brett W. Josephson† (February 2020), “Effects of Customer and Product Configurations on Acquisition Performance: Insights from Business-to-Government Markets,” *AMA Winter Academic Conference*, San Diego, CA.
7. Elahee, Mohammad, Shuai Yan†, and Shan Lu (March 2014), “Animosity of Young Chinese Consumer toward Japanese and US Products: An Empirical Analysis,” *Northeast Decision Science Institute Conference*, Philadelphia, PA

Invited Presentations

- Colorado State University, College of Business, 2023
- Saint Louis University, Chaifetz School of Business, 2023
- San Francisco State University, Lam Family College of Business, 2023
- University of Stavanger, Business School, 2021
- Penn State Behrend, Black School of Business, 2021

HONORS, AWARDS, AND GRANTS

Honors and Awards

- **Consortium Fellow**, *Marketing Strategy Consortium*, University of Cologne 2024
- **Best Paper Award in the “Marketing Strategy and Dynamics” Track**, 2022
AMA Winter Conference
- **Outstanding Submission and Winner**, Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition 2021
- **Research Excellence Award**, Graduate College, Iowa State University 2021
- **Consortium Fellow**, *Academy of Marketing Science Doctoral Consortium* 2021
- **Symposium Fellow**, *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska-Lincoln 2020
- **Consortium Fellow**, *Marketing Strategy Consortium*, Indiana University 2019

Research Grants

• Research Support Bonus , Business School, University of Stavanger	Kr. 60,000	2023
• Research Bootstrap Grant , Ivy College of Business, Iowa State University	\$6,000	2021
• Research Support , Institute for the Study of Business Markets (ISBM)	\$5,000	2021
• Research and Travel Grant , Ivy College of Business, Iowa State University	\$2,000	2021
• Research and Travel Grant , Ivy College of Business, Iowa State University	\$2,000	2020
• Professional Development Grant , Graduate and Professional Student Senate, Iowa State University	\$200	2019
• Research and Travel Grant , Ivy College of Business, Iowa State University	\$1,200	2018
• Research and Travel Grant , Ivy College of Business, Iowa State University	\$1,200	2017

Programming Skills

SAS (proficient in SQL function), STATA, R, SPSS, EViews, MATLAB

TEACHING

Teaching Interests (managerially focused courses at undergraduate, graduate, and MBA levels)

Marketing Analytics	Innovation	Social Media/Digital Marketing
Marketing Strategy	Principles of Marketing	Marketing Research

Teaching Experience (Course ratings in parentheses)

Colorado State University

Undergraduate

Marketing Strategy and Management (Capstone course)

- FL 2024

University of Stavanger

Graduate

New Product & Innovation Management

- SP 2023 (4.37/5.00)
- SP 2024 (4.00/5.00)

Undergraduate

Marketing Analytics

- FL 2023 (4.57/5.00)

Iowa State University

Undergraduate

Strategic Marketing Management (Capstone course)

- SP 2022 (4.00/5.00)

Social Media Marketing

- FL 2021 (4.14/5.00)

Principles of Marketing

- SP 2021 (4.14/5.00)
- FL 2020 (4.19/5.00)
- FL 2019 (4.29/5.00)

INDUSTRIAL EXPERIENCE

Financial Specialist

2015-2017

Tianjin Julong Group, Tianjin, China

- Largest Chinese company in palm oil industry
- Responsible for financing the palm plantations in Indonesia. Manage financing assets and work with other potential investors, financial institutes, and government agencies.

SERVICE

Department Service

Thesis Supervisor

- Master of Science in Business Administration, University of Stavanger
 - Thesis Title: *Exploring the Influence of Consumer Behavior, Psychology, and Personality on Purchase Intention: A Study on the Impact of Color, Font Type, and Material in Coffee Packaging*
 - Thesis Title: *What factors affect consumers brand engagement towards social media marketing, and what is the effectiveness of the factors?*
- Bachelor in Business Administration, University of Stavanger
 - Thesis title: *Which factors will have the strongest impact on students' purchase intentions towards apparel?*

Committee Member

- Department Chair Search Committee, Colorado State University, 2024
- Ph.D. Student Recruitment Committee, University of Stavanger, 2022-2023

Professional Service

Ad Hoc Review

- *American Marketing Association (Summer) Conference, 2021*
 - Marketing Strategy Track
 - B2B Marketing, Supply Chain Management and Sales Management Track
- *Academy of Marketing Science Annual Conference, 2021*
 - Marketing Strategy Track
- *American Marketing Association (Winter) Conference, 2021*
 - Marketing Strategy Track
- *American Marketing Association (Winter) Conference, 2020*
 - Marketing Strategy and Implementation Track

Conference Session Chair

- Marketing and Firm Performance Session, *Theory + Practice in Marketing (TPM) Conference*, Lausanne, Switzerland, May 2023
- Strategic Management of Customer and Brand Assets Session, *AMA Winter Academic Conference*, Las Vegas, NV, Feb 2022

REFERENCES

Ju-Yeon Lee

John and Connie Stafford Professor in Business
Associate Professor of Marketing
Ivy College of Business
Iowa State University
3216 Gerdin Business Building
Ames, IA 50011
Phone: 515-294-5402
Email: leejy@iastate.edu

Hui Feng

Associate Professor of Marketing
Ivy College of Business
Iowa State University
3337 Gerdin Business Building
Ames, IA 50011
Phone: 515-294-3815
Email: huifeng@iastate.edu

Brett W. Josephson

Associate Dean for Executive Development
Associate Professor of Marketing
School of Business
George Mason University
248 Enterprise Hall
Fairfax, VA 22030
Phone: 703-993-4207
Email: bjoosephs@gmu.edu