

# Shuai Yan

(November 2025)

Department of Marketing  
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## ACADEMIC EMPLOYMENT

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<b>Colorado State University, College of Business, Colorado</b> Assistant Professor of Marketing	2024-Present
<b>University of Stavanger, Business School, Norway</b> Assistant Professor of Marketing	2022-2024

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## EDUCATION

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

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## RESEARCH

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### Research Publication and Under Review

- 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).*
- Lee, Ju-Yeon, Shrihari Sridhar, Narendra Bosukonda, and **Shuai Yan** (2025), "Platform Customer Misconduct: A Conceptual Framework for Research and Practice," *Journal of the Academy of Marketing Science*, Forthcoming.
- Yan, Shuai**, Ju-Yeon Lee, and Brett W. Josephson (2024), "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 and Chapters

- 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."
- Yan, Shuai**, Hye Jee Yang, Ju-Yeon Lee, and Kelly D. Martin (2025), *Multifaceted Firm-Government Relationships: A Review and Research Agenda*. In Rajdeep Grewal Editor (Ed.), *Handbook of Interorganizational Relationships*.
  - Invited for second-round review.

## Working Papers and Research in Progress

6. 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 *Marketing Letters*)

## Conference Presentations († Denotes the presenter)

1. Lee, Ju-Yeon, Shrihari Sridhar, Narendra Bosukonda, and Shuai Yan<sup>†</sup> (May, 2025), “Platform Customer Misconduct: A Conceptual Framework for Research and Practice,” Marketing Strategy Consortium, Columbia, SC.
2. Yan, Shuai, Ju-Yeon Lee<sup>†</sup>, and Hui Feng (February 2025), “Effects of Government-to-Contractor Revolving Door Directors on Customer Relationship Performance,” *AMA Winter Academic Conference*, Phoenix, AZ.
3. Yan<sup>†</sup>, 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.
4. Yan<sup>†</sup>, 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.
5. Yan, Shuai, Ju-Yeon Lee<sup>†</sup>, and Hui Feng (August 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *ISBM Academic Conference*, Chicago, IL.
6. Yan<sup>†</sup>, 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.
7. Yan<sup>†</sup>, 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
8. Yan, Shuai, Ju-Yeon Lee, and Brett W. Josephson<sup>†</sup> (February 2020), “Effects of Customer and Product Configurations on Acquisition Performance: Insights from Business-to-Government Markets,” *AMA Winter Academic Conference*, San Diego, CA.
9. Elahee, Mohammad, Shuai Yan<sup>†</sup>, 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

- West Virginia University, John Chambers College of Business & Economics, 2025
- 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

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## HONORS, AWARDS, AND GRANTS

### Honors and Awards

- **Consortium Fellow**, *Marketing Strategy Consortium*, University of South Carolina 2025
- **Consortium Fellow**, *Marketing Strategy Consortium*, University of Cologne 2024
- **Best Paper Award in the “Marketing Strategy and Dynamics” Track**, AMA Winter Conference 2022

- **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

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## TEACHING

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### 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)

#### *University of Stavanger*

Graduate

New Product & Innovation Management (average rating 4.19/5.00)

Undergraduate

Marketing Analytics (average rating 4.57/5.00)

#### *Iowa State University*

Undergraduate

Strategic Marketing Management (average rating 4.00/5.00)

Social Media Marketing (average rating 4.14/5.00)

Principles of Marketing (average rating 4.21/5.00)

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## INDUSTRIAL EXPERIENCE

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### 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

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### Professional Service

#### *Editorial Review Board*

- Journal of the Academy of Marketing Science (Academic Journal)

#### *Ad-Hoc Reviewer*

- Marketing Intelligence and Planning (Academic Journal)
- Humanities and Social Sciences Communications (Academic Journal)
- 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

#### *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

### Department Service

#### *Committee Member*

- Distinguished Speaker Series Committee, Colorado State University, 2025
- Department Chair Search Committee, Colorado State University, 2024
- Doctoral Student Recruitment Committee, University of Stavanger, 2022-2023

#### *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?*