

Yongchuan (Kevin) Bao

Assistant Professor

Education

PhD, University of Southern California, Marketing, 2004
MA, University of Southern California, Economics, 2004
Masters, University of Southern California, Urban Planning, 1998
BA, Fudan University, Economics, 1994

Teaching Interests

Marketing Research, Marketing of High Technologies, Marketing Strategies

Research Interests

Product Innovations, Marketing of High Technologies, Private Labels

Honors/Awards

Scholarship/Research

2010: Best Paper Proceedings Award at the Academy of Management Annual Conference 2010, Academy of Management Annual Conference.
2009: Best Paper of the Retailing and Entrepreneurship Track at the Society for Marketing Advances Conference 2009, New Orleans, Society for Marketing Advances.
2008: Best Paper in the track of business-to-business and new product development at the Association of Collegiate Marketing Educators Conference 2008, Association of Collegiate Marketing Educators.

Grants, Fellowships, or Contracts

2009 - "Research Grant of Sawyer Business School."
2006 - "University Initiative and the Dean's Faculty Research Fund," College of Business and Economics, California State University Fullerton.
2006 - "University Initiative and the Dean's Faculty Research Fund," College of Business and Economics, California State University Fullerton.

ACADEMIC EXPERIENCE

Courses Taught

High Tech Marketing
Hon. Marketing Research
Marketing Research

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Bao, Y., Sheng, S., Zhou, K. Z. (in press). Network-Based Market Knowledge and Product Innovativeness. *To appear in Marketing Letters, in press.*
Bao, Y., Chen, X., Zhou, K. Z. (in press). External Learning, Market Dynamics, and Radical Innovation: Evidence from China's High-Tech Firms. *To appear in Journal of Business Research, In Press.*
Bao, Y., Bao, Y., Sheng, S. (2011). Motivating Purchase of Private Brands: Effects of Store Image, Product Signatureness, and Quality Variation. *Journal Of Business Research, 64(2).*
Bao, Y., Sheng, S., Bao, Y., Stewart, D. (in press). Assessing Quality Perception of Private Labels: Intransient Cues and Consumer Characteristics. *To appear in Journal of Consumer Marketing, 28(Fall/Winter).*

- Greene, S., Bao, Y. (. (2009). Addressing AACSB Global and Technology Requirements: Exploratory Assessment of A Marketing Management Assignment. *Journal of Teaching in International Business*, 20(4).
- Bao, Y. (2009). Organizational Resistance to Performance-Enhancing Technological Innovations: A Motivation-Threat-Ability Framework. *Journal Of Business & Industrial Marketing*, 24(2).
- Bao, Y. (2008). Vaporware: A Tug of War Between Market Freezing and Cannibalization. *International Journal of Technology Marketing*, 3(2).

Conference Proceedings

- Bao, Y., Chen, X., Zhou, K. (2010). *A Contingency View of External Learning and Radical Innovations: Evidence from China's High-Tech Firms*. Academy of Management Conference 2010.
- Bao, Y., Bao, Y., Sheng, S. (. (2009). *Improving Quality Perception of Private Brands: Effects of Intangible Cues and Risk Aversion*. Society for Marketing Advances. <http://>
- Bao, Y., Bao, Y., Sheng, S. (. (2009). *Private Brand Strategies: Creating a Favorable Consumer Quality Perception*. Global Marketing Summit at NanKai University. <http://>
- Bao, Y., Bao, Y., Sheng, S. (. (2009). *Improving Quality Perception of Private Brands: Effects of Intangible Cues and Risk Aversion*. Society for Marketing Advances. <http://>
- Bao, Y., Bao, Y., Sheng, S. (. (2009). *Private Brand Strategies: Creating a Favorable Consumer Quality Perception*. Global Marketing Summit at NanKai University.
- Bao, Y. (2008). *Organizational Resistance to Technological Innovations: An Information Processing Perspective*. Association of Collegiate Marketing Educators Conference.
- Bao, Y. (2007). *Creating Favorable Consumer Perception of Private Brand Quality*. Marketing Management Association Annual Conference.
- Greene, S., Bao, Y. (2006). *Addressing AACSB Global and Technology Requirements: An Assessed Marketing Management Assignment*. Marketing Educator Association Annual Conference.
- Bao, Y., Tellis, G. (2003). *Vaporware: Wisdom or Wasteland?*. Marketing Science Annual Conference.
- Bao, Y., Dawid, H., Tellis, G. (2002). *Competitive Preannouncement: A Strategic Analysis*. Marketing Science Annual Conference.
- Bao, Y., Dawid, H., Tellis, G. (2002). *Optimal Preannouncement of Radical Innovations*. INFORMS Annual Conference.

Non-Refereed Presentations or Papers

International

- Bao, Y., Bao, Y., Sheng, S. (. (2009). *Private Brand Strategies: Creating a Favorable Consumer Quality Perception*. Presented at Global Marketing Summit at NanKai University, Tianjing, China-PRC.

Presentation of Refereed Papers

International

- Bao, Y., Chen, X., Zhou, K. Z. (2011, August). *Network-based Market Knowledge and Product Innovativeness*. San Francisco. American Marketing Association Summer Conference
- Bao, Y., Chen, X., Zhou, K. (2010, August). *A Contingency View of External Learning and Radical Innovations: Evidence from China's High-Tech Firms*. Montreal, Canada. Academy of Management Annual Conference
- Bao, Y., Bao, Y., Sheng, S. (. (2009, November). *Improving Quality Perception of Private Brands: Effects of Intangible Cues and Risk Aversion*. Presented at Society for Marketing Advances, New Orleans, Louisiana.
- Bao, Y., Tellis, G. (2003). *Vaporware: Wisdom or Wasteland?*. Presented at Marketing Science Annual Conference, Baltimore, Maryland.
- Bao, Y., Dawid, H., Tellis, G. (2002). *Competitive Preannouncement: A Strategic Analysis*. Presented at Marketing Science Annual Conference, Edmonton, Canada.

National

- Bao, Y. (2008). *Organizational Resistance to Technological Innovations: An Information Processing Perspective*. Presented at Association of Collegiate Marketing Educators Conference, Houston, Texas.
- Greene, S., Bao, Y. (2006). *Addressing AACSB Global and Technology Requirements: An Assessed Marketing Management Assignment*. Presented at Marketing Educator Association Annual Conference, San Francisco, California.

Regional

- Bao, Y. (2007). *Creating Favorable Consumer Perception of Private Brand Quality*. Presented at Marketing Management Association Annual Conference, Chicago, Illinois.

SERVICE ACTIVITIES

College/School Assignments

Committee Member

- 2009: Technology Committee; Serving on the committee as the liaison for Department of Marketing.
- 2008: Technology Committee; Serving on the committee as the liaison for Department of Marketing.

Other Institutional Service Activities

- 2009: Faculty Fellow at the Center for Innovation & Change Leadership.

University Assignments

Committee Member

- 2007: Library Committee; Involved in discussions and decisions related to the library administration at California State University Fullerton.

Department Assignments

Committee Member

- 2010: Faculty Recruitment Sub-Committee.
- 2007: Curriculum Committee; Participating in designing curriculum and related policies for marketing department at California State University Fullerton.

Faculty Advisor

- 2009: Faculty Advising; Advising undergraduate students.

Other Institutional Service Activities

- 2009: Faculty Representative at the University Open House; Serving as one of the department representative at the University Open House.
- 2009: Keeper of Journal List; In charge of maintaining and updating departmental journal list.
- 2008: Keeper of Journal List; In charge of maintaining and updating departmental journal list.

Student Placement

- 2009: Writing Recommendation Letters; Writing recommendation letters for undergraduates.

Professional Service

Other Professional Service Activities

- 2009: Society for Marketing Advances; Serving as the session chair for the Retailing and Entrepreneurship track at the Society of Marketing Advances Conference 2009, New Orleans.

Reviewer, Journal Article

- 2010: Association of Collegiate Marketing Educators Conference.
- 2010: Hawaii International Conference on System Sciences (HICSS); Upon requests from scholars from information systems, I reviewed two articles for the conference..
- 2009: AMA Winter Marketing Educators Conference.
- 2009: Industrial Marketing Management.

2008: AMA Winter Marketing Educators Conference.
2008: Industrial Marketing Management.
2008: International Journal of Technology Marketing.
2007: Industrial Marketing Management.
2007: Product Development and Management Association.