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## *Yongchuan (Kevin) Bao*

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### **Intellectual Contributions:**

#### **Refereed Articles**

Bao, Y. (2008). Vaporware: A Tug of War Between Market Freezing and Cannibalization. *International Journal of Technology Marketing*, 3 (2).

Bao, Y. (in press, 2008). Organizational Resistance to Technological Innovations: An Information Processing Perspective. *Journal of Business & Industrial Marketing*, In Press.

#### **Refereed Proceedings**

##### **Full Paper**

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*.

##### **Abstract Only**

Bao, Y. (in press, 2002). Optimal Preannouncement of Radical Innovations. *INFORMS Annual Conference*.

#### **Presentation of Refereed Papers**

##### **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.

#### **Presentation of Non-Refereed Papers**

##### **International**

Bao, Y. & Tellis, G. (2003). *Vaporware: Wisdom or Wasteland?* Marketing Science Annual Conference, Baltimore, Maryland.

Bao, Y. (2002). *Competitive Preannouncement: A Strategic Analysis*. Marketing Science Annual Conference, Edmonton, Canada.

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**Last updated:** 14-Sep-08 (08:05 PM)