

Curriculum Vitae

YUJIE (JACK) WEI

Professor of Marketing
 Department of Marketing & Real Estate
 Richards College of Business (AACSB Accredited)
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EDUCATION

May 2007	Ph.D. in Marketing, Georgia State University, Atlanta, Georgia
January 1990	Graduate Diploma (equivalent to M.A.) in Applied Linguistics, University of Science and Technology Beijing, Beijing, China
July 1988	B.A. in English, Shaanxi Normal University, Xi'an, China

ACADEMIC EXPERIENCE

Aug. 2017 – Present	Professor of Marketing University of West Georgia, Carrollton, Georgia
Aug. 2012 – 2017	Associate Professor of Marketing (tenured) University of West Georgia, Carrollton, Georgia
2007 – 2012	Assistant Professor of Marketing Georgia University of West Georgia, Carrollton,
2003 – 2007	Georgia State University, Atlanta, Georgia Graduate Teaching / Research Assistant
1995 – 2001	University of Science & Technology Beijing (USTB), Beijing, China Associate Professor of English
1990 – 1995	University of Science & Technology Beijing (USTB), Beijing, China Assistant Professor of English
Mar. – July 1999	University of North Carolina at Chapel Hill, NC Visiting Scholar
1999 – Mar. 2000	Georgetown University, Washington D.C. Visiting Scholar

RESEARCH INTERESTS

Digital and Social Media Marketing
 Marketing Strategy
 International Marketing
 Consumer Behavior

ACADEMIC RESEARCH

Refereed Journal Articles

- Wei, Yujie, Naveen Donthu, and Chunling Yu (in print), "The Role of User Autonomy in Branding on Social Networking Sites: A Perspective of Self-Determination Theory," *Journal of Digital & Social Media Marketing*.
- Jiao, Ruoshui and Yujie Wei (2020), "Brand Acceptance through Reverse Socialization - an Example of iPhone in China," *Qualitative Market Research, An Internal Journal*, 23(1), 1-20.
- Wei, Yujie, Faye McIntyre, Detmar Straub (2020), "Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand? --- A Perspective of Cultivation Theory," *Journal of Promotion Management*, 26(4), 504-523.
- Wei, Yujie and Feisal Murshed (2019), "Reference Group Influence on User Connections with Social Networking Sites: A Study of Facebook," *International Journal of Electronic Marketing & Retailing*, 10(4).
<https://www.inderscienceonline.com/doi/abs/10.1504/IJEMR.2019.104211>
- Wei, Yujie, Blaise Bergiel, Lingfang Song (2019), "Effects of Parental Cultural Capital on Purchase Intention of Cognac," *International Journal of Wine Business Research*, 31(3): 344-361.
- Song, Lingfang, Yujie Wei, and Blaise Bergiel (2018), "Cross-cultural Study on American and Chinese Customers of Cognac," *Wine Economics & Policy*, 7(1), 24-34.
- Wei, Yujie, Typhaine Lebegue, and Salil Talpade (2016), "The Role of Susceptibility to Interpersonal Influence on Self Connection with Social Networking Sites: A Cross-Cultural Comparison of France and the United States," *Journal of Digital and Social Media Marketing*, 4(4), 391-409.
- Wei, Yujie and Beheruz N. Sethna (2016), "Effects of Cognitive Overweight Status and Food Motives on Food Choice: Implications for Public Policy and Marketing," *Health Marketing Quarterly*, 33(4), 386-401.
- Wei, Yujie, Faye McIntyre, and Richard Soparnot (2015), "Effects of Relationship Benefits and Relationship Proneness on Relationship Outcomes: A Three-Country Comparison," *Journal of Strategic Marketing*, 23(5), 436-456.
- Wei, Yujie, Mary K. Rickard, and Cheryl Brown (2015), "The Effects of Consumer Weight Level on Attitude towards Food and Advertisements," *Journal of Food Products Marketing*, 21 (4): 426-441.

- Minna Rollings, David Nickell and Yujie Wei (2014), "Understanding Salespeople's Learning Experiences through Blogging: A Social Learning Approach," *Industrial Marketing Management*, 43(6), 1063-1069.
- Wei, Yujie, Pingping Song, and Brian Rutherford (2014), "Corporate blogs, social media links and firm performance: A study of Fortune 500 Companies," *Journal of Digital and Social Media Marketing*, 2(2), 159-175.
- Wei, Yujie, Naveen Donthu, and Kenneth Bernhardt (2013), "Effects of Age, Dispositional Time Perceptions, and Time View Manipulations on Product Attribute Evaluation," *Journal of Business Research*, 66(11), 2171-2177.
- Wei, Yujie and Chunling Yu (2012), "How Do Reference Groups Influence Self-Brand Connections among Chinese Consumers? Implications for Advertising," *Journal of Advertising*, 41(3), 41-53.
- Wang, Xia, Chunling Yu, and Yujie Wei (2012), "Peer Communication on Social Media and Its Impact on Purchase Intention: A Consumer Socialization Framework", *Journal of Interactive Marketing*, 26(4), 198-208.
- Rutherford, Brian, Yujie Wei, Jungkun Park, and Won-Moo Hur (2012), "Increasing Job Performance and Reducing Turnover: An Examination of Chinese Female Retail Employees," *Journal of Marketing Theory and Practice*, 20(4), 421-434.
- Wei, Yujie, Zhiyuan Li, and Joel Haynes (2012), "Are Chinese Consumers Created Equally Relational?" *Management Research Review*, 36(1), 60-75.
- Wei, Yujie, Naveen Donthu, and Kenneth L. Bernhardt (2011), "Volunteerism of Older Adults in the United States," *International Review on Public & Nonprofit Marketing*, 9(1), 1-18.
- Wei, Yujie, Faye S. McIntyre, and Salil Talpade (2011), "A Cross-cultural Study of Relationship Proneness and Implications for Relationship Marketing," *International Journal of Customer Relationship Marketing & Management*, 2 (3), 57-78.
- Wei, Yujie, Detmar Straub, and Amit Poddar (2011), "The Power of Many: Managing Internet Group Purchasing," *Journal of Electronic Commerce Research*, 12 (1), 19-43.
- Wei, Yujie and Salil Talpade (2009), "Materialism of Mature Consumers in China and U.S.A.: A Cross-Cultural Study," *Journal of International Business and Cultural Studies*, 1 (1), 1-17.
- Poddar, Amit, Naveen Donthu, and Yujie Wei (2009), "Website Orientations, Website Quality and Purchase Intention: The Role of Website Personality," *Journal of Business Research*, 62, 441-450.

- Wei, Yujie, Beverly Wright, Haizhong Wang, and Chunling Yu (2009), "An Evaluation of the Consumer Ethnocentric Scale (CETSCALE) among Chinese Consumers," *International Journal of Global Management Studies*, 2 (1), 13-25.
- Wei, Yujie (2008), "Does 'Country of Origin' Affect Attitudes of Chinese Consumers? --- Mediating Effect of Brand Sensitivity and Moderating Effect of Product Cues," *Journal of Asia Business Studies*, 3(1), 54-64.
- Wang, Haizhong, Yujie Wei, and Chunling Yu (2008), "Global Brand Equity Model: Combining Customer-based with Product-market Outcomes Approaches," *Journal of Product & Brand Management*, 17 (4/5), 305-316.
- Yu, Chunling, Haizhong Wang, and Yujie Wei (2006), "Contemporary Marketing Practice and Marketing Innovation of Chinese Firms," *China Soft Science* (Special Issue), 274-279.

CONFERENCE PROCEEDINGS

- Wei, Yujie, "Applying the Functional Theory of Attitudes to Understanding of Purchase Intentions of Cognac--- A Cross-Cultural Study", presented at 2019 Western & Business Management International Research Conference, Sept. 20-21, 2019 in Dijon, France.
- Wei, Yujie, Faye McIntyre, Detmar Straub, "Does Micro-Blogging Lead to a More Positive Attitude Toward a Brand?", presented at 2019 Summer AMA conference, Aug. 9-11, Chicago.
- Wei, Yujie and Ruoshui Jiao, "Reciprocal Socialization and Consumer Brand Adoption," presented at 2019 Summer AMA conference, Aug. 9-11, Chicago.
- Wei, Yujie, Blaise Bergiel, and Lingfang Song, "Parental Cultural Capital, Value Orientations, Attitude toward Brand Country of Origin, and Purchase Intention of Global Brand," presented at 2017 summer AMA conference, Aug. 4-6, 2017, San Francisco.
- Wei, Yujie and Kenneth Bernhardt, "Disloyalty Syndrome among Chinese Consumers --- A Historical Perspective," --- A Historical Perspective," presented at 2017 summer AMA conference, Aug. 4-6, 2017, San Francisco.
- Wei, Yujie and Feisal Murshed, "Reference Group Influence on User Connections with Social Networking Sites: A Study of Facebook," presented at SMA conference, Nov. 2-5, 2016, Atlanta.
- Wei, Yujie, Hongyan Jiang, and Haizhong Wang, "Consumer Ambivalence Toward the Acquired Brand and Mitigating Effects of Acquisition Strategy, Brand Biography, and Moral Identity," 2016 Summer AMA conference, Aug. 5-7, 2016, Atlanta.

- Song, Lingfang, Yujie Wei, and Blaise Bergiel, "Cross-cultural study on American and Chinese Customers of Cognac," presented at the 21st Euro-Asia International Research Seminar, June 22-24, 2016, Busan, France.
- Wei, Yujie, Hongyan Jiang, and Haizhong Wang, "Cross-border 'The Weak Acquires the Strong', Strategy and Its Influence on Consumer Attitudes Toward the Acquired Brand: Mitigating Effects of Acquisition Strategy," The 5th Theory + Practice in Marketing (TPM) Conference, June 10-12, 2015, Atlanta.
- Rollins, Minna, David Nickell and Yujie Wei (2014), "Learning by Blogging: Understanding Salespeople's Learning Experiences on Social Media," HISCSS 47, Hawaii International Conference Proceedings, Jan. 6-9, Hawaii, USA.
- Yu, Chunling and Yujie Wei, "Influences on brand extension evaluations: Product and consumer innovativeness," (Abstract) 2013 Summer Educator's American Marketing Association Conference Proceedings.
- Wei, Yujie, Typhaine Lebeque, and Salil Talpade (2013), "The Role of Susceptibility to Interpersonal Influence on Self Connection with Social Networking Sites: A Cross-Cultural Comparison of France and the United States," (Abstract) 2013 AAA.
- Wei, Yujie, Tarak Talpade, Hans Yu, and Salil Talpade (2012), "*Influence of Consumer Characteristics on Self-Website Connections in the Social Media Context*," presented at the annual conference of Society of Business Industry and Economics Destin, FL.
- Wei, Yujie, Minna Halonen-Rollins, and David Nickell (2012), " *Blogging Keeps Me Networked: Understanding Salespeople's Learning Experiences on Social Media*," Presented at CBIM, Atlanta, Georgia.
- Wei, Yujie and Yali Zhao (2012), "Does Cultural Capital Helps Sell An Even and Country? ---- A Case Study of 2008 Beijing Olympic Games," (Abstract) 2012 Global Awareness Society International Conference, May 24-26, 2012, New York.
- Wei, Yujie, Zhiyuan Li, and Joel Haynes (2011), "Are Chinese Consumers Created Equally Relational?" (Abstract) 2011 Summer Educator's American Marketing Association Conference Proceedings, p.56.
- Wei, Yujie, Mary Kay Rickard, and Cheryl Brown (2011), "The Effects of Consumer Weight Level on Attitude towards Food and Advertisements," (Abstract) The 15th Biennial World Marketing Congress of Academy of Marketing Science Proceedings, p.941.
- Wei, Yujie (2011), "The Effects of Brand Name, Coo, and Price on Perceived Quality and Willingness to Purchase: A Study of Female Chinese Consumers," (Summary Brief) Society for Marketing Advances Conference Proceedings, 102.

- Wei, Yujie, Salil Talpade, Faye S. McIntyre (2010), "Relationship Proneness and Effectiveness of Relationship Investment: Implications for International Retailing," (Summary Brief) Society for Marketing Advances Conference Proceedings, 136-137.
- Wei, Yujie, Carolyn Curasi, and Chunling Yu (2010), "The Impact of Physical Health Status on Consumer Behavior: A Study of Mature Consumers in China," (Summary Brief) Society for Marketing Advances Conference Proceedings, 204-205.
- Wei, Yujie, Naveen Donthu, and Kenneth Bernhardt (2010), "Effects of Age, Dispositional Time Perceptions, and Time View Manipulations on Product Attribute Evaluation," (Abstract) 2010 Summer Educator's American Marketing Association Conference Proceedings, 556-557.
- Rutherford, Brian, Yujie Wei, Jungkun Park, and Won-Moo Hur (2009), "Increasing Job Performance and Reducing Turnover Intentions within the Retail Sales Force: An Examination of Female Employees in China," (Abstract) 2009 Summer Educator's American Marketing Association Conference Proceedings, 203-204.
- Wei, Yujie (2009), "Opportunity, Location and Harmonious Relationships ---- Managing Global Marketing in China," 2009 Spring Marketing Management Conference Proceedings, 8-11.
- Wei, Yujie and Chunling Yu (2007), "An Empirical Study on Life Satisfaction and Consumption of Chinese Ageing People," 6th International Management Conference Proceedings, 999-1004.
- Poddar, Amit, Naveen Donthu, and Yujie Wei (2006), "Website Orientations, Website Quality and Purchase Intention: The Role of Website Personality," (Abstract) 2006 Summer Educator's American Marketing Association Conference Proceedings, p. 384.
- Wei, Yujie (2006), "Does 'Country of Origin' Affect Attitudes of Chinese Consumers? --- Mediating Effect of Brand Sensitivity and Moderating Effect of Product Cues," (Abstract) 2006 Winter Educator's American Marketing Association Conference Proceedings, 220-221.
- Bernhardt, Kenneth L. and Yujie Wei (2004), "Customer Satisfaction and Loyalty Measurement: A Two-Sided Approach," (Abstract) 2004 Academy of Marketing Science Annual Conference Proceedings.

Regional Conference Publications

- Wang, Haizhong, Ping Zhao, Chunling Yu, and Yujie Wei (2005), "Chinese Consumer Ethnocentrism and Product Preferences", paper presented at the first Annual conference of *China Journal of Marketing Science* in Beijing, China.

BOOKS

Wei, Yujie, Yali Zhao, Xiuquan Huang, Xiaoyan Tang, & Jian Zhang (1995). *Handbook of English Advertisements*. Mechanical Industrial Publishing House, Beijing, China.

RESEARCH GRANTS

Wei, Yujie, Social Media Marketing Technology Fee Project. \$9,000.

Received from the University of West Georgia.

Yu, Chunling and Wei, Yujie (2012-2013). *Consumer Perception of Global Brands in China*, \$90,000. Received from Natural Science Foundation China (NSFC).

Yu, Chunling and Wei, Yujie (2008-2009). *Word-of-Mouth Influence in an Online Environment*. \$30,000. Received from Natural Science Foundation China (NSFC).

GRADUATE AND UNDERGRADUATE COURSES TAUGHT

Principles of Marketing (Undergraduate)

Business Research (Undergraduate)

International Marketing (Undergraduate)

Marketing Management (Undergraduate)

Social Media & Online Marketing (Undergraduate & Graduate)

Marketing Strategy (MBA)

Strategic Marketing (Georgia WebMBA)

Marketing Research & Information Systems (MBA)

International Business Strategy (MBA)

HONORS AND AWARDS

2019	Faculty Teaching Award, Richards College of Business, UWG
2015	Citation of Excellence 2015 by Emerald Publishing
2014	Value Recognition of Best of the West, Richards College of Business
2014	Strategic Imperative Recognition of Best of the West, Richards College of Business
2013	Outstanding Faculty for the Year (Cohort 32), Georgia WebMBA Program
2013	Faculty Research Award, Richards College of Business, UWG
2012	Outstanding Faculty for the Year (Cohort 21), Georgia WebMBA Program
2012	Faculty Teaching Award, Richards College of Business, UWG
2011	Faculty Research Scholar Grant, Richards College of Business, UWG
2009	Highly Commended Award, Literati Network Award for Excellence
2009	Faculty Research Award, Richards College of Business, UWG
2006	Research Award for Dissertation from Georgia State University
1998	Teaching Excellence Award, Beijing Municipal Education Department, China

PROFESSIONAL SERVICE ACTIVITIES

2017 – Present	Editorial Board for Social Media and Technology Management for the <i>Journal of Global Scholars of Marketing Science</i>
2019	Academic reviewers for <i>Asia Pacific Management Review</i> .
2016 – Present	Academic reviewer for <i>Journal of Business Research</i>
2011 – Present	Academic reviewers for <i>Journal of International Marketing</i>
2017	Academic reviewer for <i>Qualitative Market Research</i>
2015 – 2017	Academic Reviewer for <i>International Journal of Information Management</i>
2014	Academic reviewer for <i>Journal of Business & Industrial Marketing</i>
2012	Academic reviewer for <i>Journal of Electronic Commerce Research</i>
2011	Academic reviewer for <i>Management Research Review</i>
2011	Academic reviewer for <i>Journal of Brand Management</i>
2010	Academic reviewer for <i>International Journal of Management in Education</i>
2016 – Present	Academic reviewer for HICSS Conference
2015	Academic reviewer for <i>B-Quest</i>
2015	Session Chair for Theory & Practice in Marketing (TPM) Conference
2014	Academic reviewer for HICSS-47 Conference
2010	Session Chairs for American Marketing Association (AMA) Conference
2011	Co-chair, Global and Cross-cultural Issues Track, Society for Marketing Advances (SMA)
2010	Session Chair for SMA Conference
2008 – Present	Paper reviewers for AMA Conferences
2011	Paper reviewer for Society for Consumer Psychology Conference (SCP)
2005 – 2016	Paper reviewers for SMA Conferences

PROFESSIONAL CONSULTING EXPERIENCE

2009–2010	722 Consulting (Asia) Limited Analyzed sales data and internal data provided by the client; Created and designed segmentation strategies; developed marketing strategies to attract more customers; Co-presented market analysis results to the CEO of the client company.
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PROFESSIONAL DEVELOPMENT ACTIVITIES

2020	AACSB Accreditation Workshop, Richards College of Business at UWG
2019	Faculty Development Workshop, Richards College of Business at UWG
2018	Faculty Development Workshop, Richards College of Business at UWG
2017	Faculty Development Workshop, Richards College of Business at UWG

- 2016 Faculty Development Workshop, Richards College of Business at UWG
- 2015 Certificate of Completion of Quality Matters
- 2015 Thomas J. Tobin's Ethical Student Conduct, Richards College of Business
- 2011 Harvard Business Case Method Seminar, Georgia State University
(Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
- 2011 Teaching International Business Workshop, Georgia State University
Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
- 2011 Grant Writing Workshop, Georgia State University (Sponsored by Southeast U.S. Higher Education Consortium for International Business Education)
- 2010 Research Exchange Program with School of Business and Management, ESEM, France
- 2010–2011 Teaching Workshops, Richards College of Business at UWG

SERVICE ACTIVITIES

University Service

- 2019– 10– 21 Panelist for Major Things of Advising Center of UWH
- 2018– Present Member, Senate Budget Committee
- 2013– 2018 Assistance to Registrar's Office with the translation of ZUEL
Exchange students' transcripts
- 2010 – Present Member, UWG Dispute Resolution Committee
- 2008 – 2010 Member, Faculty and Administrative Staff Committee
- 2008 – 2009 Member, Technology Planning Committee
- 2009 Participant, "The Institution as a Brand – Advertising a University", a project led by Dr. Michael Ruffner, Vice President for University Advancement, UWG

College Service

- 2019– 11 Participant, RCOB International Research Conference
- 2017– Present Member, Tenure & Promotion Committee, RCOB.
- 2015– Present Member, Post Tenure Committee, RCOB.
- 2013 – 2018 Liaison and Assisted in coordinating the RCOB Exchange Programs with SUIBE
- 2010 – 2013 Developed an international exchange program with the Shanghai Institute of Foreign Trade (SIFT), 2010 – 2012
- 2010 – 2012 Assisted in coordinating the RCOB Exchange Program with ZOEL in China

2010 – 2012 Participant, RCOB Exchange Program with ESEAM in France
 2007 – Present Member of the Graduate Faculty, UWG

Department Service

2012 – 2017 Member of Tenure and Promotion Committee
 2009 – Present Panelist, Dr. James Burton's Sales Management class
 2016 Member of Search Committee for new faculty
 2009 – 2017 Assisted in China Study Abroad Program
 2009 – 2018 Presented on Chinese culture to students of China Study Program
 2007 – 2009 Advised over 30 undergraduate students each semester

MISCELLANEOUS SERVICES

2020– Spring Supervise an undergraduate class for social media and online Marketing project for West Georgia Habitat for Humanity
 2019– Summer Supervised a graduate class for social media marketing project for UWG's Health Service Center
 2019– Spring Supervised an Intern for Rickman Architecture Design Company
 2016 Presentation to all faculty members of Jinjiang College of Sichuan University
 2016 Research presentation to graduate students of Sichuan Normal University
 2014 Attended Georgia WebMBA Webinar for students
 2014 Speaker for MBA student orientation
 2013–2016 Liaison for periodic meetings between Atlanta Chinese Communities and exchange Chinese students at UWG
 2010 Research presentation to faculty and students of the Marketing Department at Shanghai Institute of Foreign Trade, Shanghai, China
 2010 Research presentation to faculty and students of the Marketing Department at the Anhui Institute of Technology, Anhui, China
 2008 Presentation to 150 salespeople and managers of Xinjiang Cement Group (Ltd.) in China
 1993 – 1999 Director, English Program of the Department of Foreign Languages at University of Science and Technology Beijing (USTB), China

(Updated on September 9, 2020)