

# YUE PAN

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## EDUCATION

|  |                       |
|--|-----------------------|
| <b>Ph.D., Business Administration</b>  | University of Georgia |
| <b>MS, Statistics</b>                  | University of Georgia |
| <b>M. Eng., Management Engineering</b> | Tsinghua University   |
| <b>B.A., English</b>                   | Tsinghua University   |
| <b>B. Eco., Management Engineering</b> | Tsinghua University   |

## PROFESSIONAL ACADEMIC EXPERIENCES

Associate Dean, Graduate Programs and Accreditation, SBA, 2023 - current  
Professor of Marketing (Tenured), University of Dayton, 2015- current  
Associate Professor of Marketing (Tenured), University of Dayton, 2009-2015  
Assistant Professor of Marketing (Tenure-track), University of Dayton, 2003-2009.

## RESEARCH ACTIVITIES

### Refereed Journal Articles

Pan, Yue, Kathrin Hanek, and Lujun Su (2023). "Editorial: Application of Psychological Theories to the Study of Consumer and Organizational Behavior in a Post-Pandemic World." *Frontiers in Psychology*, Vol. 14.

Pan, Yue (2022). "Retail Crowding and Its Impact on Shoppers' Patronage Behavior." EBSCO's inaugural edition of *Pathways to Research in Business and Economics*.

Hirunyawipada, Tom, and Yue Pan (2020), "When Will Going Green Enhance Firm Performance?" *Journal of Marketing Theory and Practice*, 28(3), 226-241.

Su, Lujun, Yue Pan, and Xiaohong Chen (2017), "Corporate Social Responsibility: Findings from the Chinese Hospitality Industry." *Journal of Retailing and Consumer Services*, 34, 240-247.

Pan, Yue and Jason Q. Zhang (2014), "The Composition of the Editorial Boards of General Marketing Journals." *Journal of Marketing Education*, 36(1), 33-44.

- Featured on the SAGE management blog:

<http://managementink.wordpress.com/2014/04/10/how-are-editorial-boards-comprised-for-marketing-journals/>

Pan, Yue and John Sparks (2012), "Predictors, Consequence, and Measurement of Ethical Judgments: Review and Meta-Analysis." *Journal of Business Research*, 65(1), 84-91.

Xie, Frank, Jane Cai, and Yue Pan (2012), "Perceived and Implicit Ranking of Academic Journals: An Optimization Choice Model." *Journal of Education for Business*, 87(5), 266-274.

Pan, Yue, Simon Sheng, and Frank Xie (2012), "Antecedents of Customer Loyalty: An Empirical Synthesis and Reexamination." *Journal of Retailing & Consumer Services*, 19(1), 150-158.

Pan, Yue and Jason Q. Zhang (2011), "Born Unequal: A Study of Perceived Persuasiveness of Online Consumer Product Reviews." *Journal of Retailing*, 87(4), 598-612.

Pan, Yue and Carl Chen (2011), "Author Affiliation Index: A New Approach to Marketing Journal Ranking." *Marketing Education Review*, 21(3), 275-287.

Pan, Yue and Jennifer Siemens (2011), "The Differential Effects of Retail Density: An Investigation of Goods versus Service Settings." *Journal of Business Research*, 64(2), 105-112. **(Lead article)**

Pan, Yue, Xuebao Song, Ayalla Goldschmidt, Warren French (2010), "A Cross-Cultural Investigation of Work Values among Young Executives in China and the U. S." *Cross Cultural Management: An International Journal*, 17(3), 283-298.

- **2011 Outstanding Paper Award Winner, Emerald Literati Network**

Sparks, John R. and Yue Pan (2010), "Ethical Judgments in Business Ethics Research: Definition and Research Agenda," *Journal of Business Ethics*, 91(3), 405-418.

Sheng, Shibin and Yue Pan (2009), "Bundling as a New Product Introduction Strategy: The Role of Brand Image and Bundle Features," *Journal of Retailing & Consumer Services*, 16(5), 367-376.

Kwak, Hyokjin, George Zinkhan, Yue Pan, and Trina Andras (2008), "Consumer Communications, Media Use and Purchase via the Internet: A Comparative, Exploratory Study," *Journal of International Consumer Marketing*, 20 (3/4), 55-68.

Sheng, Shibin, Yeqing Bao, and Yue Pan (2007), "Partitioning or Bundling? Perceived Fairness of the Surcharge Makes a Difference," *Psychology & Marketing*, 24(12), 1025-1041.  
Pan, Yue, George Zinkhan, and Simon Sheng (2007), "The Subjective Well-Being of Nations: A Role for Marketing?" *Journal of Macromarketing*, 27 (4), 360-369.

Pan, Yue and George Zinkhan (2006), "Exploring the Impact of Online Privacy Disclosures on Consumer Trust," *Journal of Retailing*, 82 (4), 331-338.

Pan, Yue and George Zinkhan (2006), "Determinants of Retail Patronage: A Meta-Analytical Perspective," *Journal of Retailing*, 82 (3), 229-243.

Song, Ji Hee, George Zinkhan, and Yue Pan (2005), "Young Shoppers' Experiences with E-Shopping," *International Journal of Internet Marketing & Advertising*, 2(3), 219-236.

Dixit, Ashutosh, Karin Braunsberger, George Zinkhan, and Yue Pan (2005), "Information Technology-Enhanced Pricing Strategies (ITEPS): Implications for Public Policy and Social Welfare," *Journal of Business Research*, 58(9), 1169-1177.

Pan, Yue and George Zinkhan (2004), "Netvertising Characteristics, Opportunities and Challenges: A Research Agenda," *International Journal of Internet Marketing & Advertising*, 1(3), 283-299.

### **Books and Book Chapters**

Pan, Yue (2009), *Online and Offline Patronage Behavior in a Retail Setting: Explore and Apply*. Beau-Bassin, Mauritius: VDM Publishing House Ltd.

Pan, Yue and George Zinkhan (2004), "Two Models of Online Patronage: Why Do Consumers Shop on the Internet?" in *Web Systems Design and Online Consumer Behavior*, Yuan Gao (ed.), Idea Group Publishing, 43-68.

Rajeev Batra, John Myers, David Aaker (1999), *Advertising Management*. Zhao, Ping, Jing Hong, and Yue Pan (trans.). Beijing: Tsinghua University Press & Prentice Hall, Inc. (in Chinese)

### **Refereed Conference Proceedings**

Hirunyawipada, Tanawat and Yue Pan (2019), "When Will Going Green Enhance Firm Performance?" Proceedings of the 2019 Academy of Marketing Science World Marketing Congress.

Paulson, Erika, Riley Dugan, and Yue Pan (2017), "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements." *Creating Marketing Magic and Innovative Future Marketing Trends*, Maximilian Stieler

(Ed.), *Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference*, 1287-1290.

Yue Pan (2013), "Adaptation Strategies under Conditions of Crowding," *Ideas in Marketing: Finding the New and Polishing the Old*. Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 36.

Li, Xun and Yue Pan (2011), "Information Privacy Concerns: A Review of Research Issues and Conceptual Models," Beijing, China: ACR - Asia Pacific Conference Proceedings, Vol. 9, 95.

Pan, Yue and Tian Xie (2008), "Antecedents and Consequences of Consumer Loyalty: An Empirical Synthesis and Reexamination," Sao Paulo, Brazil: Latin American Advances in Consumer Research, Vol. 2, Claudia R. Acevedo, Jose Mauro C. Hernandez and Tina M. Lowrey, eds., Vol. 2, 173.

Pan, Yue, Warren French, Ayalla Goldschmidt, Xuebao Song (2006), "An Exploration of Work Related Values among Young Executives in China and the United States," *Enhancing Knowledge Development in Marketing*, Vol. 17, Chicago: American Marketing Association, 177-178.

Sheng, Simon, Yeqing Bao, and Yue Pan (2006), "Partitioning or Bundling: An Investigation of the Boundary Condition," Society for Consumer Psychology 2006 Annual Conference Proceedings.

Pan, Yue and George Zinkhan (2004), "A Three-Phase Study of Online Privacy Disclosures," *Enhancing Knowledge Development in Marketing*, Vol. 15, Kenneth L. Bemhardt, James Boles, and Pam S. Ellen, eds., Chicago: American Marketing Association, 317-318.

Dixit, Ashutosh, George M. Zinkhan, Yue Pan, and Shaun Bank (2002), "How E-Commerce Redefines Pricing," *Enhancing Knowledge Development in Marketing*, Vol. 13, William J. Kehoe and John H. Lindgren, eds., Chicago: American Marketing Association, 409.

Pan, Yue, George M. Zinkhan, Xuebao Song, and Warren French (2002), "Exploring Determinants of Online Patronage Behavior in a Retail Setting", *Proceedings of the International Conference on E-Business 2002 Beijing (ICEB2002)*, Renchu Gan, Yu Chen, and Wayne Huang, eds., Beijing Institute of Technology Press, 610-615.

Pan, Yue and George M. Zinkhan (2002), "Determinants of Online Patronage Behavior in a Retail Setting," *Developments in Marketing Science*, Vol. XXV, Harlan E. Spotts, ed., Fort Myers, FL: Academy of Marketing Science, 102.

Pan, Yue, George M. Zinkhan, and Margy Conchar (2002), "Investigating Correlates of the Subjective Well-being of Nations: An Exploration of Missing Data Techniques," *Managing Change in the Information Age: Marketing's Role in Dynamic Cross-Functional*

*Organizations*, K. Evans and L. Scheer, eds., Chicago: American Marketing Association, 346-353.

Pan, Yue and Anupam Jaju (2001), "Impact of Top Management's Myopic Behavior on Organizational Market Orientation: A Conceptual Model," *Developments in Marketing Science*, Vol. XXIV, Melissa Moore and Robert Moore, eds., San Diego, CA: Academy of Marketing Science, 166-172.

Pan, Yue and Melvin Crask (2001), "A Comparative Study of Online Shoppers and Store-Prone Shoppers," *Developments in Marketing Science*, Vol. XXIV, Melissa Moore and Robert Moore, eds., San Diego, CA: Academy of Marketing Science, 145-149.

Pan, Yue, Mary Zimmer and Warren French (2000), "Internet Use by American and Chinese Consumers in the U.S.," in *Managing Global Business in the Internet Age*, Vol. I, C. Jayachandran and Guijun Lin, eds., 317-327.

### **Working Papers**

Kishore Gopalakrishna Pillai, Melanie Provost, and Yue Pan (2002), "Marketing to and Serving Customers through the Internet", MSI Working Paper Series, Report No. 01-122.

### **Invited Talks and Conference Presentations**

2019. "When Will Going Green Enhance Firm Performance?" 22<sup>nd</sup> AMS World Marketing Congress, Edinburgh, Scotland.

2016. "Understanding a Changing Landscape: New Evidence Concerning the Role of Distinctiveness in Multiracial Advertisements," Academy of Marketing Science Annual Conference, Lake Buena Vista, Florida.

2014. "Antecedents of the Perceived Persuasiveness of Online Product Reviews"  
- University of International Business and Economics, China.  
- Ningbo University of Technology, China

2013. "The Helpfulness of User-Generated Product Reviews"  
- Central South University, China.  
- Beijing Institute of Technology, China

2013. "Shopper's Adaptation Strategies under Conditions of Crowding: Theory, Evidence and Implications," Academy of Marketing Science Annual Conference, Monterey Bay, California.

2013. "The helpfulness of user-generated product reviews: a retailer's perspective", in Evans, J.R. (ed.), *Planning and Implementing a Retail Strategy: The Marketing & Management Collection*, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM1783568-Pan>)

2009. "Born Unequal: A Study of Perceived Persuasiveness of Online Consumer Product Reviews," The Emergence and Impact of User-Generated Content Conference, the Wharton School, Philadelphia, PA.

2008. "Antecedents and Consequences of Customer Loyalty," ACR Latin American 2008 Conference, Sao Paulo, Brazil.

2006. "Partitioning or Bundling: An Investigation of the Boundary Condition," Society for Consumer Psychology Annual Winter Conference, Miami, FL.

2004. "Online Privacy Issues and Privacy Disclosures," 2004 Summer AMA, Boston.

2003. "Online Security and Privacy Issues," invited talk at the Univ. of Georgia, Athens, GA.

2002. "Determinants of Internet Shopping," AMS annual conference, Fort Myers, FL.

2002. "Correlates of Subjective Well-Being of Nations," Winter AMA Educators' conference, Austin, TX.

2002. "Online Patronage Behavior: Determinants, Outcomes, and Consumer Satisfaction," Winter AMA Educators' conference, Austin, TX.

2001. "Impact of Top Management's Myopic Behavior on Organizational Market Orientation," AMS annual conference, San Diego, CA.

2001. "Online Shoppers and Store-Prone Shoppers," AMS annual conference, San Diego, CA.

2000. "Internet Use by American and Chinese Consumers in the U.S.," the 5th International Conference on Global Business & Economic Development. Beijing, China.

## **Research in Progress**

1. Chaudhuri, Malika, Tanawat Hirunyawipada, Yue Pan. R&R at a leading journal. (Manuscript title and journal name omitted for peer review).
2. Chaudhuri, Malika, Tanawat Hirunyawipada, Yue Pan. Under 1<sup>st</sup> review at a leading journal. (Manuscript title and journal name omitted for peer review).
3. Hirunyawipada, Tanawat, Mohammadali Zolfagharian, Yue Pan, and Malika Chaudhuri. R&R at a leading journal. (Manuscript title and journal name omitted for peer review).

## **TEACHING EXPERIENCE**

### **Undergraduate**

MKT 301: Principles of Marketing (3-credit-hour, University of Dayton)  
MKT 421: Advertising (3-credit-hour, University of Dayton)  
MKT 450: Buyer Behavior and Marketing Research (6-credit-hour capstone course, University of Dayton)  
MKT 440: Global Marketing (3-credit-hour, University of Dayton)  
Marketing Research (3-credit-hour, University of Georgia)

## **Graduate**

MBA 639: Special Topics in Advertising (3-credit-hour, University of Dayton)  
MBA 630: Marketing Essentials (1.5-credit-hour, University of Dayton)

## **GRANTS AND AWARDS**

1. University of Dayton, COIL Fellowship, 2021
2. Dean's Faculty Grant (for the proposed research titled "Service Provider Alliance: An Investigation of Hospital-Physician Partnership and Service Performance"), Department of Management & Marketing and SBA Dean Office, 2018
3. SBA Summer Faculty Research Grant, University of Dayton, 2005, 2007, 2009, 2016
4. University of Dayton, Hanley Sustainability Institute Scholarship Grants, 2015
5. K. C. Wang Research Scholarship, 2014
6. National Social Science Fund of China (with Li Zhang, Wenyi Chai, Tao Qin, Piqiang Teng, and Yalong Li), Grant #13BTQ027, 2013
7. Outstanding Paper Award, Emerald Literati Network, 2011
8. Research Fellows Grants-in-Aid, University of Dayton Research Council, 2009
9. Winner of the User-generated Content Research Competition (MSI research grant #4-1569), Marketing Science Institute and the Wharton Interactive Media Initiative, 2009.
10. Visiting scholar traveling fund, Department of Logistics, Hong Kong Polytechnic University, December, 2006.
11. Summer Research Grants for Pre-Tenure Women, University of Dayton, 2005, 2006
12. Research Council Seed Grant, University of Dayton, 2005, 2006, 2007
13. Graduate Student Outstanding Teaching Award, University of Georgia, 2003
14. Doctoral Dissertation Competition Winner (Mary Kay Award), Academy of Marketing Science, 2002
15. University of Georgia Delegate, AMA-Sheth Doctoral Consortium, 2002
16. Graduate School Dissertation Completion Scholarship, University of Georgia, 2002
17. Cohen Scholarship, Terry College of Business, University of Georgia, 2002-2003 (One of two recipients)
18. Research Award, Terry College of Business, University of Georgia, 2000, 2001, 2002
19. Comer Research Fellowship, Terry College of Business, University of Georgia, 1999, 2000, 2001, 2002

## **SELECTED UNIVERSITY SERVICE**

University Assessment Committee, 2023 - current  
Graduate Leadership Council, 2023 – current

GAQAS, 2023 - current  
SBA Faculty Affairs Committee, 2021 - 2022 (Chair: 2022)  
UD Faculty Board, 2020 – 2022  
Department P&T Committee, 2009 – 2022 (Chair: 2009-2010)  
Appeal Committee, 2021  
Chair, MKT Tenure-Track Faculty Search Committee (2 positions), 2021  
SBA Dean Search Committee, 2021  
Sabbatical Review Committee, 2021  
UD Research Council, 2015 - 2021  
SBA P&T Committee, 2015 – 2021 (Chair: 2016–2017, 2019-2020)  
MKT Tenure-Track Faculty Search Committee (2 positions), 2019 – 2020  
Schaefer Chair Faculty Search Committee, 2018 – 2019  
Host for visiting scholar Dr. Wei Jia, 2018 – 2019  
Department Pre-Sabbatical Review Committee, 2019  
Department Post-Sabbatical Review Committee, 2019  
SBA Graduate Committee, 2018  
Department Pre-Sabbatical Review Committee, 2017  
Department Post-Sabbatical Review Committee, 2017  
Department Heuristics Committee Representative, 2011 – 2017  
Chair, MKT Tenure-Track Faculty Search Committee, 2016  
Department Post-Sabbatical Review Committee, 2016  
Department Pre-Sabbatical Review Committee, 2015  
MGT Tenure-Track Faculty Search Committee, 2015  
MGT Tenure-Track Faculty Search Committee, 2014  
Guest speaker, Research Fellows Program, 2014  
Chair, Department Sabbatical Review Committee, 2013  
SBA Graduate Committee, 2011 – 2013 (Chair: 2012-2013)  
Host for visiting scholar Dr. Yongbing Jiao, 2012-2013  
MBA Study Group faculty advisor, 2012  
Faculty advisor, UD Balloon Club, 2011 – 2014  
Discussant, Learning Teaching Forum, 2003 – 2009  
Department Sabbatical Review Committee, 2012  
Mentor, Women's Center mentoring program, 2010 - 2011  
MKT Tenure-Track Faculty Search Committee, 2011  
MKT Tenure-Track Faculty Search Committee, 2009  
Member, Research Fellows Program, 2009  
SBA Undergraduate Committee, 2008 - 2010  
MKT Tenure-Track Faculty Search Committee (1), 2008  
MKT Tenure-Track Faculty Search Committee (2), 2008  
ENT Tenure-Track Faculty Search Committee, 2008  
MKT Lecturer Search Committee, 2006  
MGT Lecturer Search Committee, 2006  
MKT Tenure-Track Faculty Search Committee, 2006  
Faculty advisor for the SBA's Asia Study Abroad Program, 2004



## PROFESSIONAL SERVICE

### Journal Issues Edited:

Guest editor. Yue Pan, Kathrin Hanek & Lujun Su. *Frontiers in Psychology*. 2023. Special issue on “Application of Psychological Theories to the Study of Consumer and Organizational Behavior in a Post-Pandemic World.”

### Reviewer for:

*International Journal of E-adoption (IJEa)* (Editorial Board), 2008-current  
*International Business Research* (Editorial Board), 2012-2015  
*Journal of Retailing* (Ad-hoc reviewer)  
*Journal of the Academy of Marketing Science* (Ad-hoc reviewer)  
*Journal of Business Ethics* (Ad-hoc reviewer)  
*Journal of Business Research* (Ad-hoc reviewer)  
*Journal of Advertising* (Ad-hoc reviewer)  
*Marketing Letters* (Ad-hoc reviewer)  
*European Journal of Marketing* (Ad-hoc reviewer)  
*International Journal of Contemporary Hospitality Management* (Ad-hoc reviewer)  
*International Journal of Hospitality Management* (Ad-hoc reviewer)  
*Journal of Marketing Education* (Ad-hoc reviewer)  
*International Journal of Retail & Distribution Management* (Ad-hoc reviewer)  
*Cross-Cultural Management: An International Journal* (Ad-hoc reviewer)  
*Journal of Retailing and Consumer Services* (Ad-hoc reviewer)  
*Service Industries Journal* (Ad-hoc reviewer)  
*African Journal of Business Management* (Ad-hoc reviewer)  
Routledge (book proposal reviewer)  
2017 AMS World Marketing Congress  
Academy of Marketing Science 2016 Conference  
Society for Marketing Advances 2012 Conference  
PDMA 2012 Research Forum  
AMA 2009 Summer Marketing Educators' Conference  
Society for Marketing Advances 2007 Conference  
Society for Consumer Psychology 2007 Annual Conference  
Book chapters: *Web Systems Design and Online Consumer Behavior* (2003)  
The 2002 American Marketing Association Winter Marketing Educators' Conference  
The 2002 Society for Marketing Advances Conference  
The 2001 Academy of Marketing Science Annual Conference  
The 2000 Academy of Marketing Science Annual Conference

### Discussant for:

Society for Marketing Advances 2007 Conference  
The 5th International Conference on Global Business & Economic Development, 2000

**Track chair for:**

China Marketing International Conference 2013, Xuzhou, China  
China Marketing International Conference 2014, Wuhan, China

**External reviewer for P&T case (Candidates' names omitted for privacy):**

University of Texas Rio Grande Valley, 2019  
University of Alabama in Huntsville, 2018  
Ohio University, 2016  
Loyola University of Maryland, 2015  
University of San Francisco, 2012

**MEDIA COVERAGE/INTERVIEWS**

“Car Insurance Companies,” WalletHub.com, July 19, 2023  
“WalletHub Economic Index,” WalletHub.com, March 26, 2023  
“Best Places for Valentine’s Day,” WalletHub.com, January 12, 2022  
“Best Travel Credit Cards,” WalletHub.com, March 17, 2017  
“Black Friday and Cyber Monday sales,” WHIO, November 28, 2016.  
“Forecast for the winter travel season and tips for travelers,” WalletHub.com, October 5, 2016.  
“Online Companies’ Privacy Practices and Consumers’ Privacy Concerns,” WHIO-TV, February 8, 2011.

**REFERENCES**

Available upon request.