

CURRICULUM VITAE

QIMEI CHEN

Harold and Sandy Noborikawa Chair of Entrepreneurship, Marketing, and Information Technology
Professor of Marketing
Shidler College of Business
University of Hawaii at Manoa
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EDUCATION

Ph. D. University of Minnesota (Twin Cities) 2001
M.A. University of Minnesota (Twin Cities) 1999
B.A. Nanjing Normal University (China) 1994

ACADEMIC POSITIONS

University of Hawaii at Manoa, Shidler College of Business, Honolulu, Hawai'i
Since 2020, Harold and Sandy Noborikawa Chair of Entrepreneurship, Marketing, and Information Technology

2013-2020, Jean E. Rolles Distinguished Professor
2010-2013, Shidler College Distinguished Professor
Since 2010, Professor of Marketing
2006-2009, Shidler College Distinguished Associate Professor
2006-2009, Associate Professor of Marketing
2001-2005, Assistant Professor of Marketing

Japan-America Institute of Management Science, Honolulu, Hawai'i
2002-03 Summer, 2006-07 Summer, Affiliated MBA faculty

University of Minnesota at Twin Cities, Carlson School of Management, Dept. of IDSc
2000-2001, Teaching Specialist

University of Minnesota at Twin Cities, Carlson School of Management, Dept. of IDSc
1998-2001, Research Associate

University of Minnesota at Twin Cities, Mithun Office of Advertising, SJMC
1997-2000, Research Assistant

ADMINISTRATIVE POSITIONS

University of Hawaii at Manoa, Shidler College of Business, Honolulu, Hawai'i
2019-2021, Senior Associate Dean for Academic Affairs
2014-2019, Associate Dean for Academic Affairs
2006-2014, Chair, Department of Marketing

TEACHING EXPERIENCE

IDSC 3001 Management of Information Systems
MKT 321 Marketing Research and Data Analytics
MKT 362 Internet Marketing
MKT 363 Database Marketing/Customer Relationship Management
MKT 372 Marketing for New Ventures
EMBA, VEMBA, NIMBA Distance Education, DLEMBA BUS623: Marketing Management
CHEMBA MKT 690: Advanced Seminar in Marketing: Chinese Marketing Systems
USIMBA, VEMBA, NIMBA, Day MBA, Night MBA
MKT 658: Advanced Seminar in Marketing: US Marketing in the Information Age
MKT 702: Cross-Cultural Consumer Behavior Ph.D. Seminar

GRANTS/AWARDS/HONORS

2020 College of Expert Reviewers appointed by European Science Foundation
2017 Distance Learning--EMBA Professor of the Spring 2017 Semester
2016 Shirley M. Lee Research Award, Shidler College of Business
2014 Shirley M. Lee Research Award, Shidler College of Business`
2013 Winner of the *Journal of Consumer Research* Best Article Award
2013 Co-Investigator, NIH/FDA Grant (\$500,000) with P. Pokhrel, T. Herzog, P. Fagan and I Pagano from University of Hawaii Cancer Center
2009 University Fellow, Hong Kong Baptist University
2008 S. Tamer Cavusgil Award, American Marketing Association
2007 Shirley M. Lee Research Award, Shidler College of Business
2006 University Research Council Excellence in Research Award (top-two runner-up)
2005, Advisory Professor, *Fudan University*, Shanghai, China
2004-2005 UH CBA Distinguished Research Award
2005 UH CBA Faculty Productivity Grant
2005 UH CBA Faculty Research Grant
2005 CIBER Research Grant, CBA, UH at Manoa
2004 CIBER Research Grant, CBA, UH at Manoa
2004 University Research Council Faculty Travel Fund, UH at Manoa
2003 MSI (Marketing Science Institute) Research Award
2002 CIBER Research Grant, CBA, UH at Manoa
2001 CIBER Research Grant, CBA, UH at Manoa
2000-2001 Elliston Scholarship, College of Liberal Arts, U of Minnesota
2000-2001 Graduate School Fellowship, U of Minnesota
2000 Joseph M. Juran Fellowship Award, Joseph M. Juran Center for Leadership in Quality
2000 Ralph D. Casey Dissertation Research Award, U of Minnesota
2000 Mark Kriss Graduate Research Award, U of Minnesota
2000 Distinguished service award from Management of Information Science Research Center, Carlson School of Management, U of Minnesota

WORK EXPERIENCE & EXTERNAL CONSULTANT EXPERIENCE

- Siemens AG
- MediaOne Group (Comcast MO Group)
- Nielsen
- General Mills
- 3M
- DDB Worldwide
- OmniTrak Group

PUBLICATIONS

1st Most Cited Marketing Paper across all top 20 Marketing Journals in the past 4 years

(www.marketingscience.org, Spring 2014)

#1 Most Cited Article in the history of the *Journal of Consumer Research*

<http://jcr.oxfordjournals.org/articles/most-cited>

2nd Most Cited Contributor in Internet-related Research in advertising journals. (*Journal of Advertising*, Fall 2006)

9th Most Cited Contributor in Internet-related Research in all leading journals in marketing, advertising and communication combined among 1,045 scholars. (*Journal of Advertising*, Fall 2006)

9th Key Influencer in the field of Internet advertising research (*Journal of Advertising*, Spring 2008)

Journal Publications

1. Hu, Miao, Jie Chen, Dana L. Alden and Qimei Chen. " The Coalescence Effect: How a Combination of Foreign and Local Appeals Enhances Customer Engagement through Perceived Brand Globalness." *Journal of International Marketing*, 31, no. 1 (2023): 49-68.
2. Chen, Qimei, Miao Hu, Yi He, Ingrid Lin and Anna S. Mattila. "Understanding guests' evaluation of green hotels: The interplay between willingness to sacrifice for the environment and intent vs. quality-based market signals," *International Journal of Hospitality Management*, Volume 104, July (2022), 103229.
3. You, Ya, Yi He, Qimei Chen, and Miao Hu. "The interplay between brand relationship norms and ease of sharing on electronic word-of-mouth and willingness to pay." *Information & Management* 58, no. 2 (2021): 103410.
4. Chen, Qimei, Yi He, Miao Hu, and Jaisang Kim. "Navigating Relationship Norms: An Exploration of How Content Strategies Improve Brand Valuation over Time." *Journal of Advertising* 49, no. 4 (2020): 459-476.
5. He, Yi, Ya You, and Qimei Chen. "Our conditional love for the underdog: The effect of brand positioning and the lay theory of achievement on WOM." *Journal of Business Research* 118 (2020): 210-222.
6. Hu, Miao, Jie Chen, Qimei Chen, and Wei He. "It pays off to be authentic: An examination of direct versus indirect brand mentions on social media." *Journal of Business Research* 117 (2020): 19-28.
7. Pohlmann, Attila. and Qimei Chen (2020), "BTS: further development and validation of the consumption gender scale", *Journal of Consumer Marketing*, Vol. 37 No. 3, pp. 329-340.

8. He, Y., Ju, I., Chen, Q., Alden, D., Zhu, H. and Xi, K. (2020), "Managing negative word-of-mouth: the interplay between locus of causality and social presence", *Journal of Services Marketing*, Vol. 34 No. 2, pp. 137-148.
9. Ju, Ilyoung, Yi He, Qimei Chen, Wei He, Bin Shen, and Sela Sar (2017) "The Mind-Set to Share: An Exploration of Antecedents of Narrowcasting Versus Broadcasting in Digital Advertising." *Journal of Advertising*, 46(4): 473-486.
10. He, Yi, Miao Hu, Qimei Chen, Dana L. Alden, Wei He (2017) "No Man is an Island: the Effect of Social Presence on Negative Word of Mouth Intention in Service Failures," *Customer Needs and Solution*, 4(4), 56-67.
11. Zhu, Linlin, Yi He, Qimei Chen and Miao Hu (2017) "It's the Thought that Counts: The Effects of Construal Level Priming and Donation Proximity on Consumer Response to Donation Framing," *Journal of Business Research*, 76(July): 44-51.
12. He, Yi, Qimei Chen, Ruby P. Lee, Yonggui Wang, and Attila Pohlmann (2017), "Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment," *Journal of Interactive Marketing*, 38, 1-11. **(Lead Article)**
13. Nariswari, Angeline and Qimei Chen (2016) "Siding with the underdog: is your customer voting effort a sweet deal for your competitors?" *Marketing Letters*. 27(4, December), 701-713.
14. Alden Dana L., James Kelly, James Youn and Qimei Chen, (2016) "Predictors of Brand Website Interactivity in the U.S., China, and South Korea," *Journal of Business Research*. 69(12, December), 5909-5916.
15. He, Yi, Qimei Chen, and Dana L. Alden (2016) "Time Will Tell: Managing Post-Purchase Changes in Brand Attitude," *Journal of the Academy of Marketing Science*. 44(6, November), 791-805.
16. Lee, Ruby P., Qimei Chen and Nathan Hartmann (2016), "Enhancing Stock Market Return with New Product Preannouncements: The Role of Information Quality and Innovativeness," *Journal of Product Innovation Management*. 33(4, July), 455-471. (A- in Shidler List)
17. Pokhrel, P., Fagan, P., Herzog, T.A., Chen, Q., Muranaka, N., Kehl, L., & Unger, J.B. (2016) "E-cigarette Advertising Exposure and Implicit Attitudes among Young Adult Non-smokers." *Drug and Alcohol Dependence*. 1:163: 134-140.
18. He, Yi, Qimei Chen, Ruby Lee and Leona Tam (2016) "Managing Sub-Branding Affect Transfer: The Role of Consideration Set Size and Brand Loyalty," *Marketing Letters*, 27(1), 103-113.
19. Alden Dana L., John Friend, Angela Lee, Marieke De Vries, Ryosuke Osawa, and Qimei Chen, (2015) "Culture and Medical Decision Making: Health Care Consumer Perspectives in Japan and the U.S.," *Health Psychology*. 34(12), 1133-1144.
20. Sheng Maggie, Nathan Hartmann, Qimei Chen and Irene Chen (2015). The Synergetic Effect of MNC Management's Social Cognitive Capability on Tacit Knowledge Management -

- Product Innovation Ability Insights from Asia. *Journal of International Marketing*, 23 (2), 94-110.
21. Chen, Qimei, Yi He and Dana Alden (2014) "Social Presence in Service Failure: Why it Might not be a Bad Thing," *Customer Needs and Solution*, 1(4), 288-297.
 22. Zhao, Xinshu, John G. Lynch and Qimei Chen (republish 2014) "Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis," *Journal of Consumer Research: Celebrating 40 years of the Journal of Consumer Research* at <http://jcr.oxfordjournals.org/content/jcrs-40th-anniversary>
 23. He Yi, Qimei Chen and Xiongwen Lu, (2013) "Brand Adaptation and Revitalization," *International Journal of Strategic Management*. 13(3), P. 107.
 24. He, Yi, Qimei Chen and Dana L. Alden, (2012) "Consumption in the Public Eye: The Influence of Social Presence on Service Experience," *Journal of Business Research*, 65(3), 302-310.
 25. He, Yi, Qimei Chen and Dana L. Alden, (2012) "Social Presence and Service Satisfaction: The Moderating Role of Culture Value-Oriented," *Journal of Consumer Behavior*, 11(2), 170-176.
 26. Lee, Ruby P., Gillian Naylor, and Qimei Chen (2011) "Linking Customer Resources to Firm Success," *Journal of Business Research*, 64(4), 394-400.
 27. Zhao, Xinshu, John G. Lynch and Qimei Chen (2010) "Reconsidering Baron and Kenny: Myths and Truths About Mediation Analysis," *Journal of Consumer Research*. 37(August), 197-206. **(Lead Article)**
Winner of the Journal of Consumer Research 2013 Best Article Award
Most cited paper published in marketing journals 2010 to 2014.
Most cited paper in Journal of Consumer Research.
 28. Alden, Dana, Yi He and Qimei Chen (2010), "Service Recommendations and Customer Evaluations in the International Marketplace: Cultural and Situational Contingencies," *Journal of Business Research*. 63 (1), 38-44.
 29. Merz, Michael, John Peloza, and Qimei Chen (2010), "Standardization or Localization? Using Corporate Philanthropy to Build the Reputation of Global Firms," *International Journal of Nonprofit and Voluntary Sector Marketing*, 15, 233-252.
 30. Chen, Qimei, Dana L. Alden and Yi He, (2010) "The Boomerang Effect of Self-Referencing in Negative Health Message Communication," *Journal of Academy of Business and Economics*, 10(2)
 31. Phillips, Joanna, David A. Griffith, Stephanie M. Noble and Qimei Chen (2010), "Synergistic Effects of Operant Knowledge Resources," *Journal of Services Marketing*, 24(5), 400-411.
 32. Lee, Ruby P. and Qimei Chen (2009), "The Immediate Impact of New Product Introductions on Stock Price – The Role of Firm Resources and Size," *Journal of Product Innovation Management*, 26(1), 97-107.

33. Lee, Ruby, Qimei Chen and Xiongwen Lu, (2009) "In Search of Platforms to Increase Market Responsiveness: Evidence from Foreign Subsidiaries" *Journal of International Marketing*, 17(2), 59-73.
34. Alden, Dana and Qimei Chen (2009), "The Role of Negative Emotions on Adolescent Evaluation of Clinical Reproductive Healthcare Services," *Journal of Applied Social Psychology*, 39(9), 2023-2044.
35. Chen, Qimei, Yi He, Xinshu Zhao and David Griffith (2008), "Sources of Product Information for Chinese Rural Consumers—The first glance," *International Journal of Advertising*, 27(1), 67-97.
36. Chen, Qimei, Shelly Rodgers and Yi He, (2008) "A Critical Review of E-Satisfaction," *American Behavioral Scientist, Special Issue on "Psychology and the New Media,"* 52(1), 38-59.
37. Lee, Ruby, Qimei Chen, Dackwan Kim and Jean L. Johnson (2008), "Knowledge Transfer Between Multinational Corporations' Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes," *Journal of International Marketing*, 16(2), 1-31. **(Lead Article)**
Winner of the 2008 S. Tamer Cavusgil Award. The S. Tamer Cavusgil Award is for the paper published in *Journal of International Marketing* during 2008 making the greatest contribution to marketing practice. In addition, this article is also featured in a *Marketing News* cutting edge article entitled "The Ties That Bind" on June 15, 2008
38. Chen, Qimei, Hong-Mei Chen and Rick Kazman, (2007) "Investigating Antecedents of Technology Acceptance of Initial eCRM Users Beyond Generation X: the Role of Cultural Self-Construal," *Electronic Commerce Research*, 7(3/4), 315-340.
39. Rodgers, Shelly, Qimei Chen, Ye Wang, Ruth Rettie and Frank Alpert (2007), "The Web Motivation Inventory: Replication, Extension and Application to Internet Advertising" *International Journal of Advertising*, 26(4), 447-476.
40. Shen, Fuyuan, and Qimei Chen (2007), "Contextual Priming and Applicability: Implications for Ad Attitude and Brand Evaluations," *Journal of Advertising*, 36(1), 69-81.
41. Rodgers, Shelly, Qimei Chen, Margaret Duffy, and Kenneth Fleming (2007), "Media Usage as Health Segmentation Variables," *Journal of Health Communication*, 12(2), 1-16.
42. Chen, Hong-Mei, Qimei Chen and Rick Kazman (2007) "The Affective and Cognitive Impacts of Perceived Touch on Online Customer's Intention to Return in the Web-based eCRM Environment," *Journal of Electronic Commerce in Organizations*, 5(1), 69-91.
43. Chen, Qimei, and Shelly Rodgers (2006), "Development of an Instrument to Measure Web Site Personality," *Journal of Interactive Advertising*, 7(1).
44. Griffith, David A., Stephanie M. Noble and Qimei Chen (2006) "The Performance Implications of Entrepreneurial Proclivity: A Dynamic Capabilities Approach," *Journal of Retailing*, 82(1), 51-62.
 (This article received a Research Brief by: Siemens, Jennifer C. (2006) "Minding the Store: Are

Entrepreneurial Retailers More Successful?" *Academy of Management Perspectives*, 20(4), 116-118.)

45. Chen, Qimei, Shelly Rodgers and William D. Wells (2005) "Learning from Pop Culture: A Study Comparing Actual and Fictional Cell Phone Users Validates the New Research Method of Telethnography" *Marketing Research*, 17(4), 26-31.
46. Rodgers, Shelly, and Qimei Chen (2005) "Internet Community Group Participation: Psychosocial Benefits for Women with Breast Cancer" *Journal of Computer-Mediated Communication, Special Issue on Online Communities: Design, theory and practice*, 10(4).
47. Chen, Qimei, David A. Griffith and Fuyuan Shen (2005) "The Effects of Interactivity on Cross-Channel Communication Effectiveness," *Journal of Interactive Advertising. Special Issue on Interactivity and Its Relationship to Advertising, Marketing and Communication*, 5(2) Spring.
48. Chen, Qimei, David A. Griffith and Fang Wan (2004) "The Behavioral Implications of Consumer Trust across Brick-and-Mortar and Online Retail Channels" *Journal of Marketing Channels*, 11(4), 59-85.
49. Chen, Qimei, Shelly Rodgers and William D. Wells (2004) "Better than Sex: A Gender Scale for Market Segmentation," *Marketing Research*, Winter, 16-21.
50. Griffith, David and Qimei Chen (2004) "The Influence of Virtual Direct Experience on Online Ads Message Effectiveness," *Journal of Advertising*, 33(1), 55-69.
51. Chen, Qimei and Hong-Mei Chen (2004) "Exploring the Success Factors of eCRM Strategies in Practice," *Journal of Database Marketing and Customer Strategy Management*, 11(4), 333-343.
52. Rodgers, Shelly and Qimei Chen (2002) "Investigating Practitioners' Post-Adoption Attitudes Toward Internet Advertising," *Journal of Advertising Research*. 42(5); pp. 95-104.
53. Chen, Qimei, Sandra Clifford and William D. Wells (2002) "Attitude Toward the Site II—New Evidence," *Journal of Advertising Research*, 42(2); pp. 33-45.
54. Williams, Jennifer, Qimei Chen and Ronald J. Faber (2002) "Across Time and Space: A Comparison of American and Chinese Nostalgic Advertising Appeals," *Kentucky Journal of Communication*, 21(2), 93-116.
55. Wells, William D. and Qimei Chen (2000) "The Dimensions of Commercial Cyberspace," *Journal of Interactive Advertising*, 1(1) Fall.
56. Chen, Qimei and William D. Wells (1999) "Attitude Toward the Site," *Journal of Advertising Research*, 39(5); pp. 27-38.
57. Chen, Qimei and William D. Wells (1998) "The Wisdom of Two Sages: Design Business Model by Combining Sun Tzu and Confucius," *Asian Journal of Communication*, 8(2): pp.168-193.

Book Chapters

1. Pohlmann, Attila, and Qimei Chen (2017) "Easy Loving: Understanding Affect in Social Media." In *Digital Advertising*, pp. 439-445. Routledge.
2. Lee, Ruby, P. and Qimei Chen (2009) "Between Information System Integration and Performance, What are the Missing Links?" in "*Handbook of Business Practices and Growth in Emerging Market*", World Scientific Publishing Company PTE Ltd.
3. Chen, Hong-Mei, Qimei Chen and Rick Kazman "From High Tech to High Touch: The Effects of Perceived Touch on Online Customers' Intention to Return," in "*Consumer Behavior, Organizational Development and Electronic Commerce: Emerging Issues for Advancing Modern Socioeconomic (Advances in Electronic Commerce Book Series)*", Hershey, PA: IGI Global.
4. Rodgers, Shelly and Qimei Chen (2007) "The Interactive Advertising Model: Additional Insights," in D. W. Schumann and E. Thorson (eds.) *Internet Advertising: Theory and Practice*, Chapter 11, Mahwah, NJ.: Lawrence Erlbaum Associates.
5. Chen, Qimei (2004) "Objective and Perceived Complexity and Their Impacts on Internet Communication," in *Web Systems Design and Online Consumer Behavior*, (ed.) Yuan Gao: Idea Group, Inc., 93-116.
6. Chen, Qimei and William D. Wells (2000) "Attitude Toward the Site," reprinted in *Internet Marketing: Readings and Online Resources* (ed.) Paul Richardson: Irwin/McGraw-Hill Inc.), 176-190.

Book Edited/Translated

E-Service, Speed, Technology & Price Built Around Service, (2001) Nanjing: SouthEast Publishing House (Edit and Translate 202 pages).

Refereed Conferences /Conference Proceedings

1. Chen, Qimei, Dana Alden, Steven M. Edwards, Carrie La Ferle, Lynn Kahle, Shelly Rodgers, and Sela Sar (2023), "Bridging Research and Practice: Advertising's Role in Promoting Sustainability." *Proceedings of 2023 American Academy of Advertising Conference*, Denver, Colorado.
2. He, Yi, Qimei Chen, Leona Tam, and Ruby Lee (2012), "Sub-Branding Affect Transfer: The Role of Product Category Crowdedness and Brand Loyalty." (abstract) *Proceedings in 2012 AMA Summer Educators' Conference*, Chicago, IL.
3. Alden, Dana L, and Qimei Chen (2012), "Building a Theory-Based Network of Antecedent Mediators and Consequences of Patient Decision Aid Exposure," (abstract) *Society for Medical Decision Making, European Meeting*, Oslo, Norway.
4. Zhao, Xinshu, Qimei Chen and Bing Tong (2011) "Does c' Test Help, Anytime? –On Communication Fallacy of 'Effect to Mediate,'" *Top Three Faculty Paper Award*,

Communication Theory & Methodology Division, *Association for Education in Journalism and Mass Communication*, St. Louis, MO August 10-13, 2011.

5. He, Yi, Qimei Chen and Dana L. Alden (2011), "Untangling Social Presence Effects on Customer Reactions to Service Failure," (abstract) Proceedings in 2011 AMA Summer Educators' Conference, San Francisco, CA.
6. He, Yi and Qimei Chen (2011), "The Effect of Fit on Hedonic Adaption," (abstract) Proceedings in 2011 AMA Winter Educators' Conference, Austin, Texas.
7. He, Yi, Qimei Chen and Dana L. Alden (2011), "Social Presence and Service Satisfaction: The Role of Independent Self-Construal," (abstract) Proceedings in 2011 AMA Winter Educators' Conference, Austin, Texas.
8. Chen, Qimei, Dana L. Alden and Yi He, "The Boomerang Effect of Self-Referencing in Negative Health Message Communication," International Academy of Business and Economics Conference, Las Vegas, October 2010.
9. He, Yi, Qimei Chen and Dana L. Alden (2010) "Verbalizing or Visualizing Metaphors? The Moderating Effects of Processing Mode and Temporal Orientation," extended abstract in *Advances in Consumer Research*, vol. 36.
10. He, Yi, Qimei Chen and Dana L. Alden (2010) "The More the Merrier: Imagined Social Presence and Service Failure," extended abstract in *Advances in Consumer Research*, vol. 36.
11. He, Yi, Qimei Chen and Dana L. Alden, (2009) "Future or Present: The Effect of Cultural Priming on Metaphoric Appeals," (abstract) Proceedings in American Academy of Advertising 2009 Asian-Pacific Conference, Beijing, China.
12. Lee, Ruby, Qimei Chen, and Jean L. Johnson (2008) "Implications of marketing program implementation on firm performance: evidence from the retailing industry," *2008 AMA Summer Educators' Conference*, San Diego, CA.
13. Peloza, John, Michael Merz and Qimei Chen (2008) "Standardization vs. Localization of Firms' Corporate Philanthropy Strategies When Entering Foreign Markets," "*Globalization and Corporate Responsibility*" *2008 Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada.
14. Gardner, Elizabeth L., Petya Eckler, Shelly Rodgers and Qimei Chen (2008) "Seeking health information online: Motivation and choice in online media" *The 2nd Annual National Conference on Health Communication, Marketing and Media*, Atlanta, GA.
15. Lee, Ruby, Qimei Chen, and Xiongwen Lu (2008) "Setting a Platform to Enhance Foreign Subsidiaries' Market Responsiveness," *2008 Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada.
16. He, Yi, Qimei Chen and Dana L. Alden (2007) "Bystanders Don't Just Stand By: The Influence of Social Presence on Service Experience" extended abstract to be published in *Advances in Consumer Research*, vol. 34.

17. Merz, Michael and Qimei Chen (2007) "The Lifestyle Consumer Confidence Index: Detecting the Undercurrents and Dynamics of Consumer Confidence," extended working paper abstract to be published in *Advances in Consumer Research*, vol. 34.
18. Lee, Ruby, Qimei Chen, Daekwan Kim, and Jean L. Johnson (2007) "Enhancing New Product Outcomes through Knowledge Transfer within MNC Networks," *2007 AMA Summer Educators' Conference*, Washington DC.
19. Merz, Michael and Qimei Chen (2007) "Detecting the Undercurrents and Dynamics: Public Policy Implications of Understanding Micro-Level and Longitudinal Consumer Confidence," *2007 Marketing & Public Policy Conference*, Washington DC.
20. Peloza, John, Michael Merz and Qimei Chen (2006) "Using Corporate Philanthropy to Build the Reputation of Global Firms," "*Globalization and Corporate Responsibility*" 2nd *International Conference on Corporate Social Responsibility*, Berlin, Germany.
21. Alden, Dana L., Yi He and Qimei Chen (2006) "Integrating Social Normative Antecedents in Customer Satisfaction Models: Situational and Cultural Influences," special session, *2006 AMA Summer Educators' Conference*, Chicago, IL.
22. Lee, Ruby, Qimei Chen and Jean L. Johnson (2006) "Managing the Challenge of Globalization through Knowledge Transfer and Knowledge Creation: From A Network and Contingency Perspective," *Institute for the Study of Business Market Bi-Annual Academic Conference*, Kellogg School of Management Conference Center, Northwestern University, August, 3-4, Chicago, IL.
23. Rodgers, Shelly, Qimei Chen, Ken Fleming, Margaret Duffy, Jiyang Bae, and Crystal Lumpkins (2006) "Multiple Health Information Sources and Arthritis: A Segmentation Analysis of Midwesterners," *2006 Bridging the Quality Gap Conference*, April 27-28, Columbia, MO.
24. Rodgers, Shelly, and Qimei Chen (2006) "Spammed If You Do, Spammed If You Don't!--The Influence of Spam Knowledge on Approach/Avoidance Behaviors," *Proceedings of 2006 American Academy of Advertising Conference*, Reno, Nevada.
25. Lee, Ruby P. and Qimei Chen (2006) "Role of Firm Resources and Characteristics on Market Valuation of New Product Announcements," *2006 AMA Winter Educators' Conference*, St. Petersburg, FL.
26. Merz, Michael and Qimei Chen (2006) "Consumers' Internet and Internet Consumers: Exploring Internet-based Electronic Decision Aids," extended working paper abstract to be published in *Advances in Consumer Research*, vol. 33.
27. Chen, Hong-Mei, Qimei Chen and Rick Kazman (2005) "The Affective and Cognitive Impacts of Perceived Touch on Online Customer's Intention to Return in the Web-based eCRM environment," *WeB 2005, the Fourth Workshop on e-Business*, Las Vegas, Nevada.
28. Rodgers, Shelly, Qimei Chen, Ken Fleming, Margaret Duffy, Jiyang Bae, and Crystal Lumpkins (2005) "Multiple Health Information Sources and Arthritis: A Segmentation Analysis of Midwesterners," *The 55th Annual Conference of the International Communication Association*,

New York, NY. (Paper was selected as one of three top paper awards in the interactive paper session)

29. Chen, Qimei and Shelly Rodgers (2005) "How Much Sky are We Holding? Portrayals of Women in American and Chinese Mass Media," *2005 International Studies Association Conference*, Honolulu, HI.
30. Griffith, David A., Stephanie Noble and Qimei Chen (2005), "The Performance Implications of Synergistic Knowledge Resource Effects in Differing Environmental Conditions," *2005 AMA Winter Educators' Conference*, Kathleen Seiders and Glenn B. Voss (eds)., American Marketing Association, Volume 16, 77-78.
31. Shen, Fuyuan, and Qimei Chen (2004) "Applicability of contextual primes and its impact on brand evaluations," *2004 Conference of the Society for Consumer Psychology*, Honolulu, HI.
32. Chen, Qimei, Fuyuan Shen and Xinshu Zhao (2004) "The Effects of Interactivity on Cross-Channel Communication Effectiveness," *2004 American Academy of Advertising Conference*, Baton Rouge, Louisiana. Abstract published in *Proceedings of the 2004 Conference of the American Academy of Advertising*, p. 254.
33. Chen, Qimei, David Griffith and Fang Wang (2004) "The Carry-Over Effects of Online-Consumer Trust in Multi-Channel Retailing," *2004 American Marketing Association Winter Marketing Educators' Conference*. Scottsdale, Arizona.
34. Chen, Qimei and Liming Guan (2002) "The Effect of New Product Announcements on Analysts' Earnings Forecasts," *Marketing Science Institute Conference: Measuring Marketing Productivity: Linking Marketing to Financial Returns*.
35. Chen, Qimei and William D. Wells (2001) ".com Satisfaction and .com Dissatisfaction: One or Two Constructs," *Advances in Consumer Research*, vol. 28: pp. 34-39.
36. Wells, William D. and Qimei Chen (2000) "Internet Users' Attitudes Toward Advertising and Related Institutions: An Update and Two New Segmentations," *Proceedings of the 2000 Conference of the American Academy of Advertising*.
37. Williams, Jennifer, Qimei Chen and Ronald Faber (2000) "Across Time and Space: A Comparison of American and Chinese Nostalgic Advertising Appeals," *2000 Conference of the American Academy of Advertising*.
38. Wells, William D. and Qimei Chen (2000) "The Internet and Psychological Well-being—A Follow-up Study with National Data," *Proceedings of the 2000 Conference of the Society for Consumer Psychology*,
39. Sun, Tao, Qimei Chen, Tammy Fang and Stella Liang (1999) "A Tale of Two Cities—A Buying Behavior Perspective," *Advances in Consumer Research*, vol.27: pp. 155-167.

40. Wells, William D. and Qimei Chen (1999) "Surf's Up—Differences between Web Surfers and Non-Surfers: Theoretical and Practical Implications," *Proceedings of the 1999 Conference of the American Academy of Advertising*, pp.115-26.
41. Fiebich, Christina, Qimei Chen and Jennifer Williams (1998) "Political Advertising and Candidate Appraisal: How Political Advertisements Prime Voters to Evaluate Candidates and Influence Vote Choice," *Proceedings of the 1998 AEJMC*.
42. Wells, William D. and Qimei Chen (1998) "Melodies and Counterpoints: American Thanksgiving and the Chinese Moon Festival," *Advances in Consumer Research*, vol.26: pp. 555-561.

SHIDLER COLLEGE OF BUSINESS SERVICE

Task Force, Shidler Strategic Planning Taskforce (2022-2023)
 Senior Associate Dean for Academic Affairs (2019-2021)
 Associate Dean for Academic Affairs (2014-2019)
 Chair, Department of Marketing (2006 to 2014)
 Member, Ph.D. Program Executive Committee (2003-2006)
 Faculty Adviser, American Marketing Association UH Chapter (2002 to 2006)
 Member, UH Shidler, Research Fund Development and Award Committee, (2005)
 Judge, China International MBA Chinese Language Event (2007-2008)
 Member, UH Shidler Curriculum Program Committee (2006 to 2014)
 Member, UH Shidler Dean's Advisory Committee (2006 to 2014)
 Member, UH Shidler Scholarship Task Force (2006-2014)

Thesis Committees:

Adviser, Honor Project, Jeremy Uota, Highest Honor earned, December 2004
 Member, Master Thesis Committee (Communication), Sarah Reeves
 Member, Master Thesis Committee (TIM), Takayuki Katsura, graduated, July 2006
 Member, Dissertation Committee, Charles Chen, graduated December 2010
 Member, Dissertation Committee, Rod Ruggiero
 Member, Dissertation Committee, Naveen Amblee, graduated, May 2008
 Member, Dissertation Committee, Kevin D. Lo, graduated, May 2007
 Member, Dissertation Committee, Eugene Kim, graduated, July 2004
 Member, Dissertation Committee, Kawpong Poloyorot, graduated, May 2003
 Co-Chair, Dissertation Committee, Yi He, graduated, May 2008
 Co-Chair, Dissertation Committee, Michael Merz, graduated, May 2008
 Member, Dissertation Committee, Hyekyung Hwang, graduated, May 2012
 Member, Honor Project, Vanessa Henao
 Member, Doctorate of Architecture Dissertation Committee, Maryam Abhari, May 2014
 Chair, Dissertation Committee, Attila Pohlmann, graduated, May 2014
 Member, Dissertation Committee, Hoang Do, December 2018
 Co-Chair, Dissertation Committee, Jaisang Kim, graduated, August 2021
 Member, Dissertation Committee, Stacia Garlach, graduated, May 2022
 Co-Chair, Dissertation Committee, Sakawrat Kitkuakul, graduated, May 2022
 Adviser, Honor Project, Jamie Manzi, ongoing
 Co-Chair, Dissertation Committee, Hong Wang, ongoing
 Chair, Dissertation Committee, Blake Nichols, ongoing

Chair, Dissertation Committee, Scott Hachey, ongoing