

YAZHEN (SOPHIE) XIAO

Assistant Professor of Marketing
The Department of Marketing and Supply Chain Management
Haslam College of Business
The University of Tennessee

ACADEMIC APPOINTMENT

Assistant Professor of Marketing (August 1, 2016- present)

EDUCATION

PhD in Business Administration, 2016
Major: Marketing
University of Illinois at Chicago

MBA, 2009
Concentrations: Strategy, Operations, and Marketing
Vanderbilt University

RESEARCH INTERESTS

Consumers' Adoption of New Products; Negative Consumption Emotions; Resistance to Innovation; Services and Innovation

REFEREED JOURNAL ARTICLES

Xiao, Yazhen, Haisu Zhang, and Timothy Basadur (2016), "Does Information Sharing Always Improve Team Decision Making? An Examination of the Hidden Profile Condition," *Journal of Business Research*, 69 (February), 587-595.

Spanjol, Jelena, Anna S. Cui, Cheryl Nakata, Lisa K. Sharp, Stephanie Y. Crawford, **Yazhen Xiao**, and Mary Beth Watson-Manheim (2015), "Co-Production of Prolonged, Complex, and Negative Services: An Examination of Medication Adherence in Chronically Ill Individuals," *Journal of Service Research*, 18(3), 284-302.

Honorable Mention Award for best article in the special issue on *Transformative Service Research*.

Elliot, Esi A., **Yazhen Xiao**, and Elizabeth Wilson (2015), "A Multicultural Blend: Metaphors, Cognitive Social Capital and Multiculturalism," *International Marketing Review*, 32(2), 200-218.

Shu, Chengli, Kevin Z. Zhou, **Yazhen Xiao**, and Shanxing Gao (2014), "How Green Management Influences Product Innovation in China: The Role of Institutional Benefits," *Journal of Business Ethics*, 133(3), 471-485.

SELECTED RESEARCH PROJECTS

Manuscripts under Review

Nakata, Cheryl, L. Sharp, Jelena Spanjol, Anna S. Cui, Elif Izberk-Bilgin, Stephanie Y. Crawford, Mary Beth Watson-Manheim, and **Yazhen Xiao**, "Becoming and Staying Adherent: Journeys of Mediation Consumption by the Chronically Ill," under review at the *Journal of Academy of Marketing Science*.

Cui, Anna S. and **Yazhen Xiao**, "The Role of Market Information in New Product Development in Research-intensive Industries," under 3rd revise at the *Journal of Product Innovation Management*.

Xiao, Yazhen, Haisu Zhang, and Daniel D. Cervone, "Social Functions of Anger in Innovation Diffusion: A Competitive Mediation Model of New Product Reviews," under 3rd review at the *Journal of Product Innovation Management*.

321 Stokely Mgmt. Center, Knoxville, TN 37996-0530, Office: (865) 974-6298, sxiao@utk.edu

Selected Works in Progress

Angry or Annoyed? Negative Experience and Consumer Resistance to Innovation (Data collection in progress)

Don't Pester Me! Unwanted Upgrade Innovation (Multiple experiments being conducted; Manuscript under revision).

Updating Digital Products: Exploring the Dimensionality and Management of Upgrade Innovation (Data being compiled; Manuscript under revision)

CONFERENCE PROCEEDINGS

Xiao, Yazhen and Jelena Spanjol, "Would You Like to Update Now? Dimensionality and Consumer Perceptions of Upgrade Innovation," *2016 Annual PDMA Research Forum*, Atlanta, GA, November 2016.

Xiao, Yazhen and Jelena Spanjol, "How to Manage Upgrade Innovation?" *International Society for Professional Innovation Management (ISPIM) Innovation Forum*, Boston, MA, March 2016.

Xiao, Yazhen, Haisu Zhang and Daniel Cervone, "Angry New Product Review: A Competitive Mediation Model," *2016 AMA Winter Marketing Academic Conference Proceedings*, Las Vegas, NV, February 2016.

Xiao, Yazhen, Haisu Zhang and Daniel Cervone, "Angry New Product Review: A Competitive Mediation Model," *2015 Annual PDMA Research Forum*, Anaheim, CA, November 2015.

Xiao, Yazhen and Jelena Spanjol, "Don't Pester Me! Upgrade Innovation," *2015 AMA Summer Marketing Educator's Conference Proceedings*, Chicago, IL, August 2015.

Xiao, Yazhen and Jelena Spanjol, "Don't Pester Me! Unwanted Incremental Innovation," *2015 AMS World Marketing Congress*, Bari, Italy, July 2015.

Cui, Anna S. and **Yazhen Xiao**, "Is Too Much as Bad as Too Little? Market Information and New Product Advantage in Research Intensive Industries," *2015 AMA Summer Marketing Educator's Conference Proceedings*, Chicago, IL, August 2015.

Zhang, Haisu, **Yazhen Xiao**, and Timothy Basadur, "Does Information Sharing Always Improve Team Decision Making? An Examination of the Hidden Profile Condition," *2015 American Marketing Association (AMA) Winter Marketing Educator Conference Proceedings*, San Antonio, TX, February 2015.

Xiao, Yazhen, Haisu Zhang, and Timothy Basadur. "Does Information Sharing Always Improve New Product Decisions? The Curse of Hidden Profile," *2014 Annual PDMA Research Forum*, Denver, CO, November 2014.

***Winner of the Best Student Paper Award**

Shu, Chengli, Kevin Z. Zhou, Yazhen **Xiao**, and Shanxing Gao, "How Green Management Influences Product Innovation in China: The Role of Institutional Benefits," *2014 Academy of Management Meeting*, Philadelphia, PA, August 2014.

Xiao, Yazhen, Haisu Zhang, and Timothy Basadur. "Information Sharing Always Helps Team Decisions? The Hidden Profile Condition," *2014 Academy of Marketing Science (AMS) Annual Conference*, Indianapolis, IN, May 2014.

CONFERENCE PROCEEDINGS (CONTINUED)

Watson-Manheim, Mary Beth, Stephanie Crawford, Cheryl Nakata, **Yazhen Xiao**, Elizabeth Holly, Jelena Spanjol, Lisa Sharp, and Anna Cui, "Developing Targeted Text Messages for Enhancing Medication Adherence," *the 19th Americas Conference on Information Systems*, Chicago, IL, August 2013.

Elliot, Esi A. and **Yazhen Xiao**. "Chinese Entrepreneurs in the US: Interplay of Social and Cultural Ecosystems," *2012 Royal Bank International Research Seminar*, Shanghai, China, June 2012.

REFEREED CONFERENCE PRESENTATIONS

Xiao, Yazhen and Jelena Spanjol, "Don't Pester Me! Annoyance as a Driver of Upgrade Innovation Non-adoption," *2017 AMA Winter Market Educator's Conference*, Orlando, FL, February 2017.

Xiao, Yazhen and Jelena Spanjol, "Would You Like to Update Now? Dimensionality and Consumer Perceptions of Upgrade Innovation," *2016 Product Development & Management Association (PDMA) Research Forum*, Atlanta, GA, October 2016.

Cui, Anna S. and **Yazhen Xiao**, "Is Too Much as Bad as Too Little? Market Information and New Product Advantage in Research Intensive Industries," *2015 AMA Summer Marketing Educator's Conference*, Chicago, IL, August 2015.

Xiao, Yazhen, Haisu Zhang, and Timothy Basadur, "Information Sharing Always Helps Team Decisions? The Hidden Profile Condition," competitive paper accepted at *2014 Academy of Marketing Science (AMS) Annual Conference*, Indianapolis, IN, May 2014.

Elliot, Esi A. and **Yazhen Xiao**. "Chinese Entrepreneurs in the US: Interplay of Social and Cultural Ecosystems," *2012 Royal Bank International Research Seminar*, Shanghai, China, June 2012.

ACADEMIC AWARDS & HONORS

Honorable Mention Award

The Best Article in the *Journal of Service Research*, special issue on Transformative Service Research, 2015

Best Student Paper Award

2014 Annual PDMA Research Forum
Denver, CO, November 2014

Doctoral Student Excellence in Research Award

2013-2014 UIC Department of Managerial Studies
College of Business Administration
Chicago, IL, October 2014

Finalist (Top 5 out of 18 doctoral fellows)

2014 PDMA-UIC Doctoral Consortium Dissertation Proposal Competition
Chicago, IL, July 2014

Doctoral Fellow

2014 PDMA-UIC Doctoral Consortium, Chicago, IL, July 2014
The 49th AMA-Sheth Foundation Doctoral Consortium, Evanston, IL, June 2014

Fellowships

UIC College of Business Graduate Administration Fellowship (2011-2015)
UIC Managerial Studies Department Fellowship (2011-2012)

PROFESSIONAL SERVICE

Journal Reviewing

Journal of Product Innovation Management (2016)
Journal of Services Marketing (2015-2017)

Conference Reviewing

AMA Summer Educators' Conference
AMA Winter Educators' Conference
Annual PDMA Research Forum

TEACHING

The University of Tennessee, Knoxville

Marketing Analytics (Fall 2016, Spring 2017)

The University of Illinois at Chicago

Consumer Behavior (Fall 2014, Spring 2016)
Principles of Retailing (Spring 2015, Spring 2016)

SERVICES AS DOCTORAL COMMITTEE MEMBER

The University of Illinois at Chicago

Kuan-Chou (Jason) Ko (2016)

The University of Tennessee, Knoxville

Nayoung Lee (2017)

INDUSTRY EXPERIENCE

Senior Consultant and Network Development Channel Leader
ShareWithU Company Ltd. (2010-2011)
Dulles, Virginia

Market Research Manager
Marketing & Communications Department, Owen Graduate School of Management
Vanderbilt University (2008-2010)
Nashville, Tennessee

Business Development and Marketing Consultant
Call of the Wild Inc. (2008-2009)
Nashville, Tennessee

Consultant
Commission of Development & Reform of Xinxiang City (2002-2003)
Xinxiang, China

ACADEMIC MEMBERSHIP

American Marketing Association (AMA)
Association for Consumer Research (ACR)
Association of Psychological Science (APS)
Product Development and Management Association (PDMA)