

Chuanyi Tang

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CURRENT POSITION

Post Doctoral Associate 08/2010-08/2012
Hough Graduate School of Business
Warrington College of Business Administration
The University of Florida, Gainesville, Florida

EDUCATION AND TRAINING

AACSB Post-Doctoral Bridge Program (Academically Qualified, AQ) 3/2011 - 7/2011
Track: Marketing and Management
Hough Graduate School of Business
The University of Florida, Gainesville, Florida

Ph.D. 12/2010
Major: Retailing and Consumer Sciences; Minor: Social Psychology
The University of Arizona, Tucson, Arizona
Dissertation title: *“Understanding the Electronic Word-of-Mouth Communication Process: Communication Effectiveness and Analytic Tools”*

Master’s in Management 7/2004
Major: Business Management
Renmin University of China, Beijing, P.R. China

Bachelor’s in Engineering 6/1997
Major: Fiber Materials; Minor: Management
Donghua University, Shanghai, P.R. China

RESEARCH INTERESTS

- **Electronic Word-of-Mouth (eWOM):** communication cues and effectiveness of eWOM, market impact of eWOM, and linguistic analysis of online reviews.
- **Consumer Behavior and Well-being:** goal-driven behavior and self-regulation, consumers’ financial behavior, and consumers’ well-being.
- **Services and Retail Marketing:** service recovery, consumer co-production, service employee management, and customer relationship management.
- **International Marketing:** retail internationalization and foreign market entry; marketing in China.

JOURNAL PUBLICATIONS

- Xiao, Jingjian, Chuanyi Tang, Soyeon Shim, and Joyce Serido (Forthcoming), “Understanding Risky Credit Behaviors of College Students: Roles of Financial Knowledge, Parental Socioeconomic Status, and Planned Behavior Factors,” *Journal of Public Policy & Marketing*.
- Serido, Joyce, Soyeon Shim, Anubha Mishra, and Chuanyi Tang (2010), “Family Parenting, Financial Coping Behaviors, and Well-Being of Emerging Adults,” *Family Relations*, 59(4), 453-464.
- Xiao, Jingjian, Chuanyi Tang, and Soyeon Shim (2009), “Acting for Happiness: Financial Behavior and Life Satisfaction of College Students,” *Social Indicators Research*, 92(1), 53-68.
- Guo, Lin, Jingjian Xiao, and Chuanyi Tang (2009), “Understanding the Psychological Process Underlying Customer Satisfaction and Retention in a Relational Service,” *Journal of Business Research*, 62(11), 1152-1159.

MANUSCRIPTS UNDER REVIEW

- Tang, Chuanyi, Mitthias Mehl, Mary Ann Eastlick, and Noel A. Card, “Exploring the Relationships between Electronic Word-of-mouth and Firms’ Financial Performance: Findings from the Banking Industry,” Manuscript invited for revision and resubmission at *Journal of Interactive Marketing*.
- Guo, Lin, Eric J. Arnould, and Chuanyi Tang, “Socializing to Coproduce: Pathways to Consumers’ Financial Well-being”, Manuscript invited for revision and resubmission at *Journal of Service Research*.
- Shim, Soyeon, Joyce Serido, and Chuanyi Tang, “The Ant and The Grasshopper Revisited: The Present Psychological Benefits of Saving for Tomorrow”, Under the second review at *Journal of Economic Psychology*.

MANUSCRIPTS IN PROGRESS

- Tang, Chuanyi, Mary Ann Eastlick, and Lin Guo, “Understanding the Electronic Word-of-Mouth (eWOM) Communication Process: Communication Effectiveness and Communication Cues”
- Tang, Chuanyi and Mitthias Mehl, “Understanding the Electronic Word-of-Mouth (eWOM) Communication: A Linguistic Analysis Approach”
- Tang, Chuanyi and Lin Guo, “A Win-Win Game in Economic Turbulence: Coproduction through Goal Achievement”
- Tang, Chuanyi, Mary Ann Eastlick and Lin Guo, “Goal-driven Debt Reduction in Current Economic Crisis: How Could Credit Counselors Help?”
- Tang, Chuanyi, Yongmei Liu, Hyunjoo Oh, and Barton Weitz, “Understanding Newcomers’ Socialization: The Role of Goal Orientation and Proactive Personality”
- Guo, Lin, Mary Ann Eastlick, and Chuanyi Tang, “When Consumers’ Role Matters: Examining Consumers’ Appraisal and Adaptation after an Online Service Failure”
- Guo, Lin, Sherry Lotz, and Chuanyi Tang “The Role of Perceived Control in Customers’ Justice Perceptions of Service Recovery: A Dual Process Model”

Serido, Joyce, Soyeon Shim, Jingjian Xiao, Noel A. Card, and Chuanyi Tang, “Financial Coping Behaviors of College Students during Economic Crisis”

RESEARCH PROJECTS IN PROGRESS

Tang, Chuanyi, Sherry Lotz, and Lin Guo, “Effects of Firms’ Pre-complaint Handling Actions on Consumers’ Complaint Responses: Utilizing a Goal-Driven Model,” *Pretest*.

Tang, Chuanyi and Lin Guo, “Deviance to Regulate Affects: A Motivation Model of Frontline Employees’ Workplace Deviance,” *Measurement development and research design*.

Shim, Soyeon, Joyce Serido, and Chuanyi Tang, “Pathways to Healthy Financial Behaviors: Why Financial Socialization Matters during the Four-Year Collegiate Period,” *Data Analysis*.

OH, Hyunjoo and Chuanyi Tang, “Promotion and Prevention Goals in Complex Purchasing Decisions for Consumer Durables,” *Experimental design*.

OTHER PUBLICATIONS

14 journal articles and 2 book chapters in Chinese (1998-2004)

REFERRED CONFERENCE PRESENTATIONS

Guo, Lin, Mary Ann Eastlick, and Chuanyi Tang, “When Consumers’ Role Matters: Examining Consumers’ Appraisal and Adaptation after an Online Service Failure,” accepted as a competitive paper at the *2011 AMA Summer Marketing Educators’ Conference*, San Francisco, California, August.

Guo, Lin, Eric Arnould, and Chuanyi Tang, “Socializing to Coproduce: Pathways to Consumers’ Financial Well-being,” accepted as a competitive paper at the *2011 AMA Summer Marketing Educators’ Conference*, San Francisco, California, August.

Chen, Cuiping, Lin Guo, and Chuanyi Tang, “An Empirical Test of the Role of Consumer Perceived Value of E-Retailer in both Pure-Play and Multi-Channel E-Retailing Contexts,” presented as a competitive paper at the *2010 AMA Summer Marketing Educators’ Conference*, San Francisco, California, August.

Chen, Cuiping, Chuanyi Tang, and Matthew O'Brien, “An Empirical Test of the Drivers of Consumer Trust in an E-Retailer and its Outcomes Directed toward Customer Retention,” presented as a competitive paper at the *2010 AMA Winter Marketing Educators’ Conference*, New Orleans, Louisiana, February.

Tang, Chuanyi, and Sherry Lotz, “Effects of Firms’ Pre-complaint Handling Actions on Consumers’ Complaint Responses Utilizing a Goal-driven Model,” presented as a competitive paper at the *2009 AMA Winter Marketing Educators’ Conference*, Tampa, Florida, February.

Tang, Chuanyi, and Lin Guo, “Sabotage to Regulate Emotions: A Motivation Model of Frontline Employee’s Sabotage Behavior,” presented as a competitive paper at the *2009 AMA Winter Marketing Educators’ Conference*, Tampa, Florida, February.

Xiao, Jingjian, Chuanyi Tang, Soyeon Shim, and Joyce Serido, “Financial Knowledge, Parental Influence, and Risky Credit Behavior of Young Adults,” presented at *the NCFR 71st Conference*, Minneapolis, Minnesota, November, 2009.

Serido, Joyce, Soyeon Shim, and Chuanyi Tang, “Family Environment, Financial Coping Behaviors and the Financial and General Well-Being of Emerging Adults,” presented as an individual paper at the 4th Conference on Emerging Adulthood, Atlanta, Georgia, October, 2009.

Tang, Chuanyi, and Eric J. Arnould, “Toward an Enriched Organizational Ecology Framework of Foreign Market Entry: the Explanation for Retailers’ International Expansion,” presented as a competitive paper at the *2008 AMA Winter Marketing Educators’ Conference*, Austin, Texas, February.

Xiao, Jingjian, Soyeon Shim, and Chuanyi Tang, “Financial Behavior, Financial Satisfaction, and Life Satisfaction,” presented as a competitive paper at the *2007 Conference of the International Society for Quality-of-life Studies*, San Diego, CA, December.

POSTER CONFERENCE PRESENTATIONS

Shim, Soyeon, Joyce Serido, and Chuanyi Tang, “After the Financial Crisis: What Individual Factors Differentiate Young Adults’ Trust in Banks and Financial Institutions?” Presented at the *2010 American Council on Consumer Interests Conference*, Atlanta, Georgia, April.

Tang, Chuanyi and Jingjian Xiao, “Factorial and Discriminant Analyses of the Factors that Predict Customer Retention in the DMP,” the *2007 American Council on Consumer Interests Conference*, St. Louis, Missouri, April.

Tang, Chuanyi, “Mode Choice of Retailers’ International Entry: An Institutional Isomorphism Perspective,” *2007 Global Retailing Conference*, Tucson, Arizona, April.

Tang, Chuanyi, “Similar or Different: Foreign Market Entry of Global and Multinational Retailers,” *2006 Global Retailing Conference*, Tucson, Arizona, April.

INVITED PRESENTATION

Tang, Chuanyi, and Mary Ann Eastlick, “Goal Setting and Goal Striving: the Self-regulation Model of Goal Attainment on Consumer Debt Behavior,” invited presentation at *Take Charge America Institute Research Council Meeting*, Tucson, Arizona, January, 2007.

FUNDED RESEARCH EXPERIENCE

Funded Project as Principal Investigator 2007

Tang, Chuanyi and Mary Ann Eastlick “Goal Setting and Goal Striving: the Self-regulation Model of Goal Attainment on Consumer Debt Behavior,” **\$4910** funded by *Take Charge America Institute*.

Funded Project as Project Coordinator & Data Analyst 2007 - Present

Project: Formation of Financial Behaviors among Young Adults (APLUS), **\$570,000** funded by the *National Endowment for Financial Education*.

TEACHING EXPERIENCE

Instructor

Hough Graduate School of Business, Warrington College of Business Administration
The University of Florida, Gainesville, Florida

- MAR 6517 International Marketing Fall 2011
- MAR 6930 International Retailing Spring 2011
- MAR 4933 Retail Merchandising Management Spring 2011

Instructor

University of Arizona, Tucson, Arizona

- Retail Mathematics (Teaching evaluation: 4.5/5) Summer 2010

Teaching Assistant

University of Arizona, Tucson, Arizona

- Seminar on Retail Management Spring 2008
- Merchandising Planning and Control Fall 2007
- Retail Strategy Spring 2006

Instructor

Beijing Institute of Clothing Technology, Beijing, China

- Textile and Clothing 1997-2001
- Professional English on Clothing 1997-2001

WORK EXPERIENCE

Post Doctoral Associate

University of Florida, Gainesville, Florida 8/2010 - Present

Research/Teaching Assistant

The University of Arizona, Tucson, Arizona 1/2006 - 8/2010

Management Trainee

Lenovo Group, Beijing, P. R. China 2/2004 - 5/2004

Full-time Junior Lecturer

Beijing Institute of Clothing Technology, Beijing, P. R. China 6/1997 - 8/2001

HONORS AND AWARDS

Honors

-Annual Award for Academic Excellence, Retailing Division, University of Arizona 2007 - 2010

- Graduate College Travel Award, Graduate School, University of Arizona 2008, 2009
- Outstanding Graduate, Renmin University of China 2004
 - *Given to top 3% graduates as per their academic performance*
- Excellent Social Activity Team of Beijing College Students (*as the team leader*),
Beijing Municipal Government 2003
- Award for Excellent Student Leader, Renmin University of China 2002

Competition Awards

- First Place in Annual Graduate Student Research Poster Competition
2007 Global Retailing Conference, Tucson, Arizona 2007
Project title: Mode Choice of Retailers' International Entry: An Institutional Isomorphism Perspective (Solo author)
- Second Place in the 8th National Academic Paper Competition of College Students
First Place in Beijing area, Ministry of Education of China & China Association
for Science and Technology 2003
Project title: Life Cycle Assessment and Consumer Investigation on Environment-friendly Shopping Bags (As the first author)
- Bronze Medal in the 3rd National Business Plan Competition of College Students,
First place in Beijing area, Ministry of Education of China & China Association
for Science and Technology 2002
*Project title: Business Plan of Eco-maker Environmental Management Consulting Ltd. Co.
(As the founder & team leader)*

Scholarships

- Graduate Fellowship, The University of Arizona 2007
- Bruhn Scholarship, The University of Arizona 2007
- IBM Scholarship, The University of Arizona 2006
- CALS scholarship, The University of Arizona 2006
- Wu Yuzhang Scholarship, Renmin University of China 2002
 - *Given to top 10 students across the university per year*
- First-class Scholarship for Research and Creativity, Renmin University of China 2001, 2002
 - *The highest honor for research excellence*

PROFESSIONAL ASSOCIATIONS

American Marketing Association, 2007-present
American Council on Consumer Interests, 2007-2008

PROFESSIONAL SERVICE

Reviewer, Journal of International Marketing
Reviewer, Journal of Family and Economic Issues
