

XUBING ZHANG

Department of Management & Marketing
The Hong Kong Polytechnic University
MM904, Li Ka Shing Tower,
Hung Hom, Hong Kong

Phone: (852) 2766-4060
Fax: (852) 2765-0611
E-mail: zhang.xubing@polyu.edu.hk
<https://orcid.org/0000-0002-6275-3353>

Education

Ph.D., Marketing, University of Toronto, Canada
M.Sc., Management, Beijing Polytechnic University, China
B.A., Management, Beijing Science and Technology University, China

Academic Experience

Associate Professor (tenured), Hong Kong Polytechnic University (2014 - present)
Program Director, MSc in Marketing Management (2019 - present)
Co-director, Asian Center for Branding and Marketing (2014 - 2022 Sept)
Assistant Professor, Hong Kong Polytechnic University (2005 - 2014)
Lecturer, TA and RA, University of Toronto (2001 - 2004)

Industry Work Experience

Research Associate, PricewaterhouseCoopers, Beijing, China (summer, 2000)
District Marketing Manager, Huawei Technologies, Zhengzhou, China (1998 - 1999)
Project Manager, Pan-Asia Market Research Institute, Beijing, China (1995 - 1997)

Academic Honors and Awards

Faculty of Business Fellow Award, Hong Kong PolyU, 2012
University of Toronto Open Fellowship and Tuition Fellowship, 1999 - 2004
Student Fellow, Summer Institute in Competitive Strategy, UC Berkeley, 2003
Fellow, AMA-Sheth Doctoral Consortium, Emory University, 2002
Fellow, Marketing Science Doctoral Consortium, University of Alberta, 2002

Research Interests

My research interests focus on distribution channels, retailing, Internet, branding, pricing and competitive strategies. With quantitative approach (game theory and econometric methods), my research examines price matching guarantees, multichannel retailing strategies, online book pricing, warranties in distribution channels, price haggling, advance selling, customer relationship management, consumer behaviors in social media, ingredient co-branding, and outsourcing strategies.

Journal Articles

- Zhou, Jing, **Xubing Zhang**, Chuang Zhang. Exploring the Antecedents of Customer Whistleblowing in A Supplier–Customer–Customer Triad: A Cognitive Approach", accepted at *Journal of Supply Chain Management*, 18-June-2025
- Lu, Tingyu; Zhang, Xubing; Zhuang, Guijun. Information Exchange on Interorganizational Information Systems and Public Social Media: Different Impacts on Conflict and Joint Action, accepted at *Internet Research*, 28-May-2025.
- Lu, Tingyu, **Xubing Zhang**, Tingyu Zhou, Guijun Zhou, Yong He. The U-shape Impact of Guanxi on Performance and the Moderating role of Marketization, accepted for publication at *Management Review* (in Chinese, 管理评论), 2025.
- Jiang, Sihan., Lu Shen, Chuang Zhang and **Xubing Zhang**, 2024. Whistleblowing intensity and distributor compliance in marketing channel networks, *European Journal of Marketing*, Nov. 58(12), 2732-2756. <https://doi.org/10.1108/EJM-05-2023-0351>
- Lu, Tingyu, **Xubing Zhang**, Guijun Zhuang, 2024. Managing IOS- and Social-Media-Enabled Knowledge Exchange Processes: A Task Technology Fit Perspective, *Industrial Marketing Management*, August, 131-145.
- Lu, Tingyu, **Xubing Zhang**, Guijun Zhuang, Yu Chang, 2024. Facilitating Interfirm Collaboration by Using Social Media, *Journal of Business-to-Business Marketing*, 31(3), 281–301.
- Wenbo Teng, Ricky Y. K. Chan, Namwoon Kim, **Xubing Zhang**, and Lu Shen. 2023. Manufacturers' Acquiescence to Buyers' Sourcing Requests in Industrial Markets, *Journal of Business-to-Business Marketing*, 30(3), 277–295.
- Zhang Chuang, Nan Du, and **Xubing Zhang**, 2021. When an Interfirm Relationship is Ending: The Dark Side of Managerial Ties and Relationship Intimacy. *Journal of Business Research*, March, 125, 227–238
- Zhang, Chuang, Dalu Fang, Xiaotong Yang, and **Xubing Zhang**. 2018. Push and Pull Strategies by Component Suppliers When OEMs can Produce the Component In-house: The Roles of Branding in a Supply Chain. *Industrial Marketing Management*, July, 72, 99-111
- Sungwook Min, **Xubing Zhang**, Namwoon Kim, and Rajendra K. Srivastava. 2016. Customer Acquisition and Retention Spending: An Analytical Model and Empirical Investigation in Wireless Telecommunications Markets. *Journal of Marketing Research*, Oct. 53(5), 728-744
- Yin Zhou, **Xubing Zhang**, Guijun Zhuang, and Nan Zhou. 2015. Relational Norms and Collaborative Activities in Relational Governance: Different Effects on Opportunism in Marketing Channels. *Industrial Marketing Management*, April, 46, 147-159
- **Xubing Zhang**, and Yong Cao. 2014. Selling Heterogeneous Products under One Roof or Two? A Signaling Model of a Retailer's Roof Policies. *Journal of Retailing*, Dec. 90(4), 538-551

- **Xubing Zhang**, and Bo Jiang. 2014. Increasing Price Transparency: Implications of Consumer Price Posting for Consumers' Haggling Behavior and a Seller's Pricing Strategies. *Journal of Interactive Marketing*, Feb, 1(28), 68-85
- Guijun Zhuang, Xiuwu Miu, **Xubing Zhang**, and Nan Zhou. 2012. Interactive Capability and Strategies in B2B. *Journal of Marketing Science* (in Chinese), 8(4), 59-70
- Bo Jiang, and **Xubing Zhang**. 2011. How does a Retailer's Service Plan Affect a Manufacturer's Base Warranty? *Management Science*, 57(4), 727-40
- Guijun Zhuang, and **Xubing Zhang**. 2011. Effects of Manufacturer Power and its Exercise on Cooperative Behavior in Distribution Channels. *Journal of Marketing Channels*, 18(4), 279-303
- **Xubing Zhang**. 2009. Retailers' Multichannel and Price Advertising Strategies. *Marketing Science*, 28(6), 1080-94
- Sridhar Moorthy, and **Xubing Zhang**. 2006. Price Matching Guarantees with Vertical Differentiated Retailers: Theoretical and Empirical Evidence. *Journal of Marketing Research*, 43(2), 156-67

Book Chapter

- Charles Ingene, and **Xubing Zhang**. Product Distribution and Promotion: An Analytical Marketing Perspective. *Oxford Handbook in Managerial Economics*. Oxford University Press, USA. July 1, 2013