FRANK TIAN XIE, B.S., MBA, Ph.D.

(謝田,理學士、工商管理碩士、哲學博士)

(As of September 2024)

ACADEMIC APPOINTMENT

Professor of Marketing, Univ. of South Carolina Aiken, Aiken, SC, 2021- present John M. Olin Palmetto Endowed Chair Professor in Business, USC Aiken, 2015-2027 Associate Professor of Marketing, Univ. of South Carolina Aiken, Aiken, SC, 2014-2021 Visiting Scholar, National Taiwan University, Taipei, Taiwan, May-August 2017 Fellow, Taiwan Fellowship/Center for Chinese Studies, ROC, May-August 2017 Assistant Professor of Marketing, Univ. of South Carolina Aiken, Aiken, SC, 2009-2014 Assistant Professor of Marketing, Drexel University, Philadelphia, PA, 2003-2009 Instructor of Marketing, Georgia State University, Atlanta, GA, 2000-2003 Graduate Teaching Assistant, Georgia State University, Atlanta, GA, 1999-2000 Instructor of Math/Calculus, Dandong Meteorological Bureau, China, 1984-1985

EDUCATION

Ph.D., Marketing, Georgia State University, Atlanta, Georgia, 1999-2003 MBA, Finance, Georgia State University, Atlanta, Georgia, 1996-1999 Doctoral program in Chemistry, Purdue University, West Lafayette, Indiana, 1986-1990 M.S. program in Cosmo-chemistry, Peking University, Beijing, China, 1984-1986 B.S., Geochemistry, Peking University, Beijing, China, 1980-1984

PROFESSIONAL DEVELOPMENT

Strategic Leader Program, by Provost Daren Timmons, USC Aiken, March 2023 Online Course Development QCDC, USC Aiken, June 2019 AACSB Data Analytics Summit, Georgia Tech, Atlanta, May 9-10, 2019 AACSB Online Teaching Effectiveness Seminar, Feb 12-March 25, 2018 AACSB Teaching Effectiveness Seminar, Tampa, Florida, March 10-11, 2011 Faculty Development in International Business, Univ. of South Carolina, 2006

PUBLICATIONS - JOURNAL ARTICLES

Xie, Frank Tian and Xia Zhou (2022), "Shen Yun Promotion: Arts Marketing in the Realm of the Divine", *International Journal of Management, Marketing, and Decision Science*, Vol. 2, No.1, pp. 54-65, Winter, 2022. ISSN: 2769-7428

Xie, F.T., Donthu, N. and Johnston, W.J. (2021), "Beyond first or late mover advantages: timed mover advantage", *Journal of Business & Industrial Marketing*, Vol. 36 No. 7, pp. 1163-1175. ISSN: 0885-8624, https://doi.org/10.1108/JBIM-11-2018-0334

Xie, Frank Tian (2021), "The Impact of Biden's Policy on World Economy", *Tnet Trends Quarterly*, Vol. 274, 25-29, June 30, 2021. ISSN:2310-8428.

Xie, Frank Tian, Naveen Donthu, and Wesley Johnston (2020), "Beyond First or Late Mover Advantages: Timed Mover Advantage", 1 December 2020, *Journal of Business and Industrial Marketing*. ISSN: 0885-8624 online

Xie, Frank Tian (2020), "Counter-Globalization: Impact on US, China, and Taiwan Economies and Their Global Competitiveness", *Tnet Trends Quarterly*, Vol. 271, 32-39, Sept 30, 2020.

Xie, Frank Tian (2019), "U.S. Trade Policy in 2019 and Its Impact on Global Competitiveness of Taiwan Textile Industry", *Tnet Trends Quarterly*, Vol. 267, 36-45 Sept 31, 2019. ISSN:2310-8428.

Xie, Frank Tian and Shu-Chen Tsao (2018), "Economic & Trade Interdependence between Taiwan (ROC) and China (PROC)", *Journal of Business & Economic Policy*, Vol 5, No. 4, pages 80-97. ISSN: 2375-0766.

Richard A. Heiens and Frank Tian Xie (2016), "Reviving an American County via Technology & IMC: Aiken County, South Carolina and the Center for Hydrogen Research: A Vehicle for Economic Development", Southeast Case Research Journal, Fall 2016, Vol 13, No. 1, pages 11-30. ISSN: 1938-2154.

Pan, Yue, Simon S. Sheng, and Frank Tian Xie (2012), "Antecedents of Customer Loyalty: An Empirical Synthesis and Reexamination", *Journal of Retailing & Consumer Services*, (2012) 19, 150-158. SSN: 0969-6989.

Frank Tian Xie, Jane Cai, and Yue Pan (2012) "Perceived and Implicit Ranking of Academic Journals: An Optimization Choice Model", *Journal of Education for Business*. (2012) 87, 1-9. ISSN: 0883-2323.

Osmonbekov, Talai, Brian T. Gregory, and Frank Tian Xie (2009), "How Consumer Expertise Moderates the Relationship between Materialism and Attitude towards Advertising," *Journal of Targeting, Measurement, and Analysis for Marketing*, (2009) 17, 4, 321-327. ISSN: 0967-3237.

Osmonbekov, Talai, Frank Tian Xie, and Wesley Johnston (2009), "Theoretical Model of E-business Infusion in Manufacturer-Reseller Relationships", *Journal of Business Market Management* (2009) 3:227–238. ISSN: 1864-0753.

Xie, Frank Tian (2007), "Falun Gong and the World: How Many Eight-Years Do We Need? Comment on Langone" (2007), *Cultic Studies Review* (2007), Vol. 6, No. 3, 1-9. ISSN: 1539-0152.

Xie, "Frank" Tian, Talai Osmonbekov, and Wesley J. Johnston (2005), "Covalence and Ionic Bonding in Business-to-Business Relationships: Insights from Chemistry", *Industrial Marketing Management*, 34/5, 440-446. ISSN: 0019-8501.

Xie, Frank Tian and Tracey Zhu (2004), "Ancient Wisdom for Modern Predicaments: The truth, deceit, and issues surrounding Falun Gong", *Cultic Studies Review*, Vol. 3, No. 1. ISSN: 1539-0152.

Xie, "Frank" Tian, Wesley J. Johnston (2004), "Strategic Alliances: Incorporating the Impact of E-Business Technological Innovations", *Journal of Business and Industrial Marketing*, 19 (3), 208-222. ISSN: 0885-8624.

Xie, "Frank" Tian, Naveen Donthu, Ritu Lohtia, and Talai Osmonbekov (2004), "Emotional Appeal and Incentive Offering in Banner Advertisements", *Journal of Interactive Advertising*, 4 (2), Spring 2004, ISSN: 1525-2019.

Lohtia, Ritu, "Frank" Tian Xie, and Ramesh Subramaniam (2004), "Efficient Consumer Response in Japan: Industry Concerns, Current Status, Benefits, and Barriers to Implementation", *Journal of Business Research*, 57 (3), 306-311. ISSN: 0148-2963.

Bello, Daniel C., Talai Osmonbekov, "Frank" Tian Xie, and David I. Gilliland (2002), "e-Business Technological Innovations: Impact on Channel Process and Structure", *Journal of Marketing Channels*, 9 (3/4), 3-25. ISSN: 1046-669X.

Xie, "Frank" Tian (2000), "E-business Models and Marketing Strategy: Current Assessment and Future Implications", *World Economic Review*, 2 (4), 81-90.

Xie, "Frank" Tian (1999), "Strategic issues for Ren-Min-Bi (Chinese Currency) under current global financial conditions", World Economic Review, 1 (1) February 1999

Sears, Derek W.W., Andrew Morse, Robert Hutchison, R. Kyle Guimon, Lu Jie, C.M.O'D. Alexander, Paul H. Benoit, Ian Wright, Colin Pillinger, Tian Xie, Michael E. Lipschutz (1995), "Metamorphism and aqueous alteration in low petrographic type ordinary chondrites", *Meteoritics & Planetary Science*, 30 (2), March 1995, 169-181. ISSN: 1086-9379.

Xie, Tian (1985), "On Space Geology and Astrogeology", Bulletins of Peking University, issue 385, p 3, April 3, 1985.

Publications – Book and Book Chapters

Xie, Frank Tian, (2013), *The Dragon's Vault - Chinese Economy behind the Curtain*, (in Chinese), Broad Press, Taiwan, November 2013

Xie, Frank Tian, (2012), "The Differential Values of Wang Lijun Files to China and America," in "Bo-Wang Incident and CCP 18th Congress: Compilation of Related Documents" (in Chinese), Greenfield Publishing, Hong Kong, April 2012.

Bello, Daniel C., Talai Osmonbekov, Frank Tian Xie, and David I. Gilliland (2002), "e-Business Technological Innovations: Impact on Channel Process and Structure", in *Internets, Intranets, and Extranets: New Waves in Channel Surfing*, Audhesh Paswan (ed.), Best Business Books, The Haworth Press, Inc., Binghamton, NY

Xie, Francis Tian, (1993), *An Introduction to Parliamentary Procedures*, (in Chinese), Cresco Co., Pine Hill Press, Knoxville, Tennessee, ISBN 0-9638798-0-4

Publications – Conference Proceedings

Xie, Frank Tian (2024), "Economic and Social Structure on the Reconstruction of Free China" (自由中國重建的經濟社會構想), *Proceedings of the 1st Congress on China's Direction (《第一屆國是會議》)*, Hilton Arlington National Landing, Washington DC, March 2-3, 2024.

Xie, Frank Tian and Julie Steen (2024), "From Engineer to CEO--The Adam Yang Story", *Proceedings of the 2024 SECREA Annual Conference*, Myrtle Beach, SC, February 22-24, 2024.

Zhou, Xia and Frank Tian Xie (2023), "The Influence of Attitudes Toward Advertising on Consumer Reliance on External Product Information," *Proceedings of the 2023 IABPD (International Academy of Business & Public Administration Disciplines)*, Memphis, Tennessee, face-to-face and virtual, October 2023.

Xie, Frank Tian (2023), "US-China Technology Rivalry: Examination upon Decoupling and Hostility," in the panel of "Technology Rivalry Between the Two Great Powers", *Proceedings of the American Association of Chinese Studies 65th Annual Conference* (AACS) 2023, UCLA, October 13-15, 2023.

Xia Zhou, Frank Tian Xie, and Abul Sheikh (2022), Consumer Expertise and Consumer Innovativeness: Influence on Engagement with Media Ads, *Proceedings of International Academy of Business & Public Administration Disciplines (IABPAD)*, Las Vegas, NV, October 23-26, 2022

Xie, Frank Tian (2022), "US-China Technology Rivalry in Post-Pandemic and Ukrainian War," *Proceedings of the American Association of Chinese Studies 64th Annual Conference* (AACS) 2022, University of Denver, Denver, Colorado, October 7-9, 2022

Xie, Frank Tian (2021), "US-China Decoupling and the Realignment of Global Supply Chain," *Proceedings of the American Association of Chinese Studies 63rd Annual Conference* (AACS) 2021, Zoom Virtual Meeting, October 16, 2021

Paul Hudson, Sanela Porca, Julie Steen, and Frank Tian Xie (2021), "Affiliate-Funnel Advertising Amidst Pandemic", *Proceedings of the 2021 SECREA Annual Conference*, Zoom Virtual Meeting, February 26, 2021.

Xie, Frank Tian (2020), "The realignment of global supply chain: the case of China," *Proceedings of the American Association of Chinese Studies* 62nd Annual Conference (AACS) 2020, University of Denver, Denver, Colorado, October 2-4, 2020

Zhou, Xia and Frank Tian Xie (2020), "What they say matters: Understanding the magic of Word-of-mouth (WOM) marketing on trust in physicians," *Proceedings of the Association of Collegiate Marketing Educators* (ACME) 2020 Conference, San Antonio, TX, March 11-14, 2020

Hudson, Link, Aref Hervani, and Frank Tian Xie (2020), "Lumban Purba: A Sumatra Village's Quest for Economic Independence and Cooperation", *Proceedings of 2020 SECREA Annual Conference*, Myrtle Beach, SC, February 27-29, 2020.

Xie, Frank Tian and Xia Zhou (2020), "The Big Giant Egg of Taipei: A case study of government and business relationships", *Proceedings of 2020 SECREA Annual Conference*, Myrtle Beach, SC, February 27-29, 2020.

Xie, Frank Tian (2019), "American Policy Choices in US-China Trade War", *Proceedings* of the Seminar on US-China Trade War and Taiwanese Strategy, at National Taiwan University, Taipei, Taiwan, October 6, 2019

Xie, Frank Tian (2019), "U.S. Trade Policy in 2019 and Its Impact on Global Competitiveness of Taiwan Textile Industry", *Proceedings of Taiwan Textile Research Institute (TTRI) Symposium on 2019 World Textile Market and Trend in Advanced Textile and Fabrics*, June 5, 2019, Taipei, Taiwan

Xie, Frank Tian (2018), "Current Research and Future Research: A reflection on positivistic, empirical, and scientific research", Proceedings of Panel Meeting on Data Analytics and Research Directions at Feitian College at Middletown, March 10, 2018, Middletown, New York

Xie, Frank Tian and Richard A. Heiens (2018), "Aero Pursuit: Triple World Records in Aviation", *Proceedings of SECRA Conference*, February 2018, Myrtle Beach, South Carolina

Xie, Frank Tian and Talai Osmonbekov (2017), "Modipalm Engineering: Motivation, Morality, and Meditation", *Proceedings of SECRA Conference*, February 2017, Myrtle Beach, South Carolina

Richard A. Heiens, Robert T. Leach, Leanne C. McGrath, and Frank Tian Xie (2011), "The Impact of Purchased Goodwill on Stockholder Returns in the Health Services Industry," Atlantic Marketing Association Annual Conference, Charleston, SC.

Richard A. Heiens and Frank Tian Xie (2010), "Aiken County, South Carolina and the Center for Hydrogen Research", SECRA Conference, February 2011, Myrtle Beach, South Carolina

Osmonbekov, Talai and Frank Tian Xie (2009), "The Moderating Role of Consumer Expertise on the Relationship Between Materialism and Attitude Towards Advertising: Strategic Implications for Managers," Proceedings of the Marketing Educators' Association Conference in Newport Beach, California, March 2009.

Zhou, Xia, Hyokjin Kwak, Trina Larsen Andras, and Frank Xie (2009), "The Role of eService Quality: A Web2Store Shopping Perspective", Proceedings of the Academy of Marketing Science Conference, Baltimore, Maryland, 2009.

Xie, Frank Tian, Sam Kurokawa, and Xia Zhou (2008), "The Impact of Modernity on Advertising in Chinese and Japanese Consumers," Proceedings of the Academy of Marketing Science 2008 Cultural Perspectives in Marketing Conference, New Orleans, LA, January, 2008.

Zhou, Xia and Frank Tian Xie (2007), "The Impact of Traditionality and Modernity on Advertising Effectiveness in China," in Drexel Research Day, Philadelphia, PA, April, 2007.

Osmonbekov, Talai & Frank Tian Xie (2007), "Theoretical Model of E-Business Infusion in Manufacturer-Reseller Relationships", accepted for presentation and for the Proceedings of 2007 Society for Marketing Advances Conference, San Antonio, TX, Nov, 2007

Xie, "Frank" Tian, Naveen Donthu, and Wesley J. Johnston (2003), "Entry Time Momentum and Marketing Strategy" ISBM and CBIM B2B 2003: Market Trends and Academic Response Workshop, February 13-14, 2003, Orlando, Florida.

Xie, "Frank" Tian, Talai Osmonbekov, and Wesley J. Johnston (2002), "Covalence-Ionic Bonding in Business-to-Business Relationships: What Makes Good Chemistry?" Proceedings of the 6th Research Conference on Relationship Marketing and CRM, Atlanta, Georgia, June 9-12, 2002.

Xie, "Frank" Tian and Wesley J. Johnston (2002), "The Impact of E-Business Technological Innovations on Motivation and Performance of Strategic Alliances," Proceedings of the 2002 AMA Winter Marketing Educators' Conference, Austin, Texas, February 2002.

Xie, "Frank" Tian (2001), "Market Entry Timing, First/Late Mover Advantage, and Product Strategy: An Integrated Framework & Research Propositions", Proceedings of the Annual Meeting of the Society for Marketing Advances, New Orleans, Louisiana, November 6-10, 2001.

Lohtia, Ritu, and "Frank" Tian Xie (2001), "The Status of Efficient Consumer Response in Japan", Proceedings of the 2001 AMA Summer Marketing Educators' Conference, Washington DC, August, 2001.

Bello, Daniel C., Talai Osmonbekov, "Frank" Tian Xie, and David I. Gilliland (2000), "e-Business Technological Innovations: Impact on Channel Process and Structure", Proceedings of the Annual Meeting of the Society for Marketing Advances, 305-306, Orlando, Florida, November 8-11, 2000.

Xie, "Frank" Tian (2000), "An Analysis of e-Business: Its Nature, Business Models, Marketing Strategies, and Managerial Implications", Proceedings of the International Symposium on Economic Globalization: The Development of the Market System in China, Shanghai, China, volume 2, 297-310, November 23-26, 2000.

Research - project-in-progress

Zhou, Xia, Hyokjin Kwak, Trina Andras and Frank Tian Xie, "The Role of eService Quality: A Web2Store Shopping Perspective"

Zhou, Xia, Lei (Lilly) Ye, and Frank Tian Xie, "A Cross-Cultural Study of Consumer Sentiment."

Zhou, Xia and Frank Tian Xie, "The Impact of Modernity on Advertising Effectiveness."

Publications - Global News Media

Xie, Frank Tian (2023), "Would AI enabled robots bring humanity to destruction?" *Vision Times*, Issue 65, 13-20, March 1, 2023

Xie, Frank Tian (2021), "The CCP's Hidden Agenda Behind China's Sudden Power Cuts", *The Epochtimes*, Oct 5, 2021, https://www.theepochtimes.com/the-ccps-hidden-agenda-behind-chinas-sudden-power-cuts 4030374.html?utm medium=social&utm source=twitter&utm campaign=digitals ub

Xie, Frank Tian (2018), "Slipup or Wakeup? American Strategy on China", *The Epochtimes*, March 19, 2018

Xie, Frank Tian (2017), "The World is Paying OT for CCP", The Epochtimes, October 15, 2017

Xie, Frank Tian (2017), "Nuclear Romance of the Three Kingdoms", the Epochtimes, September 20, 2017

Xie, Frank Tian (2017), Can China replace USA in TPP? NTD Life, Spring, 2017

Xie, Frank Tian (2017), "Renminbi Duality: Plunging Elevator Theory", *The Epochtimes*, February 9, 2017.

Xie, Frank Tian (2016), "Think Tank That Embraces Senselessness", *The Epochtimes*, November 11, 2016.

Xie, Frank Tian (2016), "Black Swan or Red Dragon", The Epochtimes, October 19, 2016.

Xie, Frank Tian (2016), "The Conundrum of Chinese Manufacturing", *The Epochtimes*, September 28, 2016.

Xie, Frank Tian (2016), "Why Is China After Power and Not Greatness?", *The Epochtimes*, September 16, 2016.

Xie, Frank Tian (2016), "Indulging in Taiwan: Third Time's a Charm", *The Epochtimes*, August 16, 2016.

Xie, Frank Tian (2016), "Cognitive Dissonance in CCP's Image Advertising", *The Epochtimes*, August 4, 2016.

Xie, Frank Tian (2016), "When Will UK Rejoin the European Union?", *The Epochtimes*, July 18, 2016.

Xie, Frank Tian (2016), "Hong Kong's Future Hinges Upon This Contract", *The Epochtimes* (Hong Kong edition), June 30, 2016.

Xie, Frank Tian (2016), "Not the Western Banks, Stupid!", *The Epochtimes* (Hong Kong edition), June 27, 2016.

Xie, Frank Tian (2016), "Why Are Beautiful Girls Always on CCP's Nerve?", The Epochtimes (Hong Kong edition), June 20, 2016.

Xie, Frank Tian (2016), "China's Circuit Breaker Won't Brake", *The Epochtimes*, February 13, 2016.

Xie, Frank Tian (2015), Business and diplomatic relationship between Taiwan and China, *NTD Life*, Winter, 2015

Xie, Frank Tian (2015), Strategic choices for Taiwanese economy under "Troubled Ten", NTD Life, Fall, 2015

Xie, Frank Tian (2013), "What Henry Paulson Chooses to Forget About China's Economy", *The Epochtimes*, November 9, 2013.

Xie, Frank Tian (2013), "Will Shanghai Free Trade Zone Succeed? --- The free convertibility of the Chinese yuan is being tested", *The Epochtimes*, October 19, 2013.

Xie, Frank Tian (2012), "Chinese Regime Keeps Quiet on Specifics of National Congress", *The Epochtimes*, August 15, 2012.

Xie, Frank Tian (2011), "Golden Bricks Pave Way at Sanya Meet?", The Epochtimes, May 1, 2011.

Xie, Frank Tian (2010), "Why Chinese Companies Buying US Companies Matters", *The Epochtimes*, December 7, 2010.

Xie, Frank Tian (2010), "Out of Control Inflation Leaves Chinese Regime with A Few Options", *The Epochtimes*, November 22, 2010.

Courses Taught

<u>University of South Carolina Aiken, South Carolina</u>:

Short Course on Falun Dafa meditation & Cultivation – an introduction

HONS 201: Honors Course: Introduction to Falun Dafa meditation

BADM 724: Quantitative Methods and Business Analytics (MBA)

BADM 724: Business Analytics (MBA)

BADM 371: Social, Ethical and Legal Environments of Business (online)

BADM 600: Basics of Statistics

MKTG 454: Promotion and Advertising

MKTG 455: Consumer Behavior

MKTG 457: Marketing Research

MKTG 457: Marketing Research (Online)

MKTG 459: Professional Selling and Sales Management

MKTG 459: Professional Selling and Sales Management (Online)

MKTG 551: Retailing Management

BADM 296: Business Statistics

BADM 299: Business Analytics II

BADM 350: Principles of Marketing (Introduction to Marketing)

Drexel University, Philadelphia, Pennsylvania:

International Marketing (Undergraduate/Graduate/MBA) (at Drexel University) Global Marketing (Online MBA) (at Drexel University)

Georgia State University, Atlanta, Georgia:

Professional Selling (at Georgia State University)

New Product Development (at Georgia State University)

Principles of Marketing (at Georgia State University)

Principles of Advertising (at Georgia State University)

Feitian College Middletown, Middletown, New York:

Principles of Marketing

Marketing for Creative Industries

Little Lotus Academy, Johns Creek, Georgia:

Meditation Exercises in Falun Dafa

Professional Activities and Membership (current and previous)

Academic Freedom Alliance (AFA) https://academicfreedom.org/members/

American Association for Chinese Studies (AACS)

Southeast Business Research Association (SEBRA)

Southeast Case Research Association (SECRA)

Academy of Marketing Science (AMS)

American Marketing Association (AMA)

Atlantic Marketing Association (AaMA)

Society for Marketing Advances (SMA)

Executive & Board Appointment

Board of Governors, Pacer Center, SOBA, University of SC Aiken, 2023-2026 Faculty Board of Advisors, Pacer Center, University of SC Aiken, 2023 Board of Trustees, Fu Xing College, Los Angeles, California, 2023-

Board of Directors, Little Lotus Academy of Georgia, 2021-2022

Board of Directors, GlobalVote.com, Atlanta, Georgia, 2019 - 2020

Chairman of the Board, South Carolina Falun Dafa Association, 2009 -

Director of Public Relations, Falun Dafa Association of Atlanta, 2009-

Executive Director, New Epoch Research Institute, Seoul, South Korea, 2014 - 2016

Editor-in-Chief, Epoch Times Southeast USA, Atlanta, Georgia, 2010-

Executive VP and COO, Epochtimes Group, New York, 2006

Chairman of the Board, China Research Association, Univ. of Toronto, 2006-2009

Board of Directors, Sound of Hope (SOH) Radio International, 2005-2008

Board of Directors, Delaware Asian Culture Center 2005-2008

President, Greater Philadelphia Asian Cultural Center, Philadelphia, 2004-2007

President-elect, Gates HOA, Alpharetta, Georgia 2002-2003

Vice President, Gates HOA, Alpharetta, Georgia 2000-2002

Industry & Managerial Experience

AirTouch Cellular (Verizon Wireless), Financial Analyst, 1998-1999

SunTrust Equitable Securities, Securities Analyst, 1997-1998

Innotrac Corporation, Accounting Supervisor/Call Center Supervisor, 1995-1997

Direct Imports, Inc., Sales Manager/General Manager, 1994-1995

EcoTek LSI, Chemist/Senior Scientist, 1993-1994

International Technology Corp., Chemist/Assistant Technical Director, 1991-1992

Consulting Activities

Modipalm Engineering Sdn Bhd, a subsidiary of CB Industrial Product Holding Berhad, Kuala Lumpur, Malaysia, January 2016

USC Aiken Department of Chemistry – BA program study, 2013

AeroPursuit Aviation Project, 2011-2012

Economic Development Partnership, Aiken, South Carolina, 2010

United States Postal Services (USPS), 2008

AirTouch Corp. (now Verizon Wireless), 1999

Hutchins and Rea Music, 1998

Prolex Flooring USA, Inc., 1998

Apeks International Corporation, 1997

Editorial Review Boards served

Case Research Journal, 2021 -

Chief Editor, International Journal of Business and Social Science, 2018-2019

(http://www.ijbssnet.com/)

Southeast Business Research Journal (SEBRA)

Southeast Case Research Association (SECRA)

Industrial Marketing Management (IMM)

Journal of Business and Industrial Marketing (JBIM)

Journal of Business Strategies (JBS) Journal of Financial Services Marketing (JFSM) Journal of International Marketing (JIM)

Professional and Service Activities

ICE Credit Event USC Aiken, Lecture by Arthur Holst, former VP, IHG, April 3rd, 2024 Invited/organized guest-speaking by Mr. Arthur Holst, former VP, IHG, April 3rd, 2024 Session Chair, SECRA annual conference, Myrtle Beach, SC, Feb 22-24, 2024 Panelist, "Denmark's Green Deal with China at the Expense of Taiwan?" Kinesisk Salon of Denmark seminar on China and Taiwan via Safechat, Oct 26, 2023 Panelist, "When Mermaid married Dragon – on China-Denmark Strategic Partnership," Kinesisk Salon of Denmark seminar on China and Denmark via Safechat, May 25, 2023

Speaker, US-China Relation & Falun Dafa meditation, Aiken Senior Men's Club, April 19, 2023

Guest Lecturer (via Zoom), US-China Relation & Falun Dafa meditation, Clemson University, April 17, 2023

Speaker, US-China Relation & Falun Dafa meditation, Aiken Rotary Club, Oct 17, 2022 Chairman, Panel Judges, Quan Media June 4th Global Memorial Contest, June 4th, 2022 Speaker, US vs China & a Meditation Across, Rotary Club Atlanta Metro, May 26, 2022 Speaker, US-China Relation and Falun Gong, Augusta West Rotary Club, Dec 9, 2021 Panelist, China in the Global Supply Chain, American Association of China Studies Conference, Oct 16, 2021

Speaker, US-China Relation and Spiritual Revival, Rotary Club Augusta, Aug 23, 2021 Speaker, Falun Dafa Meditation & Cultivation, Georgia Gwinnett College, Aug 20, 21 Speaker, US-China Relation and Spiritual Revival, Rotary Club Rome GA, July 29, 2021 Speaker, US-China Relation and Spiritual Revival, Rotary Club Jasper GA, July 28, 2021 Speaker, US-China Trade War & Chinese Economy, Vancouver, Canada, Oct 18, 2019 Speaker, US-China Trade War & Chinese Economy, Taipei, Taiwan, Oct 6, 2019 Speaker, US-China Trade War & Chinese Economy, Washington DC, July 20, 2019 Speaker, Presentation on US-China Trade War, Rotary Club of Aiken, July 8, 2019 Speaker, Seminar on US-China Trade War, Taiwan Fabrics Institute, June 5, 2019 Speaker, Seminar on US-China Trade War, VEPR, Vietnam National Univ. Dec 14, 2018 Speaker, Seminar on US-China-Taiwan, National Taiwan University, Dec 9, 2018 Special Guest Speaker, at a seminar on *Communism, China, its Economy and Political Future*, Sunday, May 5th, 2018, University of St. Michael's College, Toronto, Canada Guest Speaker, a presentation at Georgia Institute of Technology, April 20, 2018 Friday, Dr. Larry Foster class of New Religions

Seminar on Academic and Applied Research, Feitian College, New York, March 2018 Seminar on Trump America and China, Singapore, June 15, 2017

Seminar on Asian American Culture & Business, SBDC and the Mill, March 14, 2017 Seminar on Trump Policy & China, Sheraton LaGuardia, New York, December 11, 2016 Presentation on Chinese business & economy, Kuala Lumpur & Hong Kong, Jan, 2016 Seminar on business ethics and Chinese economy in Kuala Lumpur, May, 2015 Interviewed by Marcelo Justo of BBC World Service, Chinese economy, August 2015 http://www.bbc.com/mundo/noticias/2015/07/150706 economia inversion falsa china mj Panelist, Radio Free Asia (RFA) on Chinese business and economy, June 25, 2015 Seminar on Chinese economy, National Taiwan University, Taipei, May, 2015 Seminar on Chinese economy, National Sun Yatsen University, Kaoshiung, June 2015 Presentation on business ethics and morality, Singapore, August 2015 Presentation on Chinese economy at National Taiwan University, May 2015 Presentation on Chinese economy at National Taiwan University, May 2015 Presentation on Chinese economy at INTI, Jakarta, Indonesia, December, 2013 Presentation at NTDTV South Korea, in Seoul, South Korea, December 2013 Presentation at the South Carolina Small Business Development Center, Nov 6, 2013 Keynote Speaker, Future Science and Culture Symposium, Taipei, Taiwan, Nov 2013 Presentation at Global Health & Humanitarian Summit, Emory University, April 2013 Workshop on Professional Selling, NTDTV, New York, May, 2012 Chaired group discussion at America Healing, New Orleans, April, 2012 Presentation on Global Marketing, Rotary Club of Aiken, September, 2009 Invited speaker, U.S. DOS Mission to UN on Internet & Blogging, UN, May 2007 Moderator, Panel presentation on China, Columbia University, New York, 2007 Moderator, Panel presentation on China, Princeton University, New Jersey, 2007 Column on Business, New Epoch Weekly, a global Chinese magazine, 2007 - Panelist on business culture, Science and Technology Conference, Trinity College, 2006 Invited Expert Guest, Financial Focus, NTDTV in New York, March, 2007 President, Greater Philadelphia Asian Culture Center (GPACC) 2004-2007 Column on Marketing, Epochtimes Global Chinese Newspaper, 2003-Webmaster, AMA DocSIG (http://docsig.eci.gsu.edu/), 2002-2003 Professional selling seminar, CBAA Atlanta, May 2003 Panel Judge, National Collegiate Sales Competition, Kennesaw State Univ., 2003 Coach, GSU Team, in the National Collegiate Sales Competition, KSU, 2003 Panelist, Winter AMA Winter Educator's Conference, DocSig, 2003 Professional selling workshop, Prolex Flooring USA, Inc. 2002 Discussant, Relationship Management Track, Winter AMA, 2002 Session Chair, e-Business, International Symposium, Shanghai, China, 2000

Honors, Awards and Grants

USCA Travel Award (HAS) to SECRA Conference, \$587.55, Myrtle Beach, SC, 2024 USCA Travel Award (HAS) to AACS Conference, \$821.53, UCLA, LA, October 2023 Marquis Who's Who in America, 2023 USCA Travel Award (HAS) to AACS Conference, \$900, Denver, Colorado, October 2022 Honored by Rotary Club of Augusta with book donation to HQ Library, Augusta, March 2022 USCA Travel Award (HAS) to SECRA Conference, \$500, Myrtle Beach, SC, 2020 Southern Bank and Trust Faculty Scholarship Excellence Award, SOBA, USCA, 2019 USCA Travel Award (HAS) to Taiwan and Vietnam, \$700, December 2018

President, Doctoral Fellows, College of Business, GSU, 1999-2000

Outstanding Reviewer Award, Industrial Marketing Management, January 2018

USCA Travel Award (HAS) to present at SECRA Conference, Myrtle Beach, SC, 2017

USCA Travel Award (HAS) to Taiwan, \$200, May 2017

Taiwan Fellowship, Ministry of Foreign Affairs, Republic of China, \$8,000, May 2017

USCA Travel Award (HAS) to Hong Kong & Malaysia, \$1250, January, 2016

USCA Travel Award (HAS) to Taiwan, \$1260, May, 2015

USCA Travel Award (HAS) to Taiwan, \$900, November, 2013

USCA Travel Award (HAS) to Atlantic Marketing Assoc. Conference, Charleston, SC, 2011

USCA Travel Award (HAS) to present at SECRA Conference, Myrtle Beach, SC, 2010

Research Grant, \$35,000 (3.9 million Japanese Yen), Yoshida Foundation, 2005-09

Literati Club "Highly Recommended Award", Emerald Group Publishing, 2005

Societal Contribution Award, China Unification Alliance, Chicago, 2005

Honorable Mention, ISBM Doctoral Competition, ISBM, Penn State, 2002

Fellow, AMA Doctoral Consortium, Emory University, June 2002

GSU Dissertation Grant, \$1000, Georgia State University, 2002

Best Student Paper, Marketing Strategy Track, SMA, 2001, New Orleans

Research Grant, \$500, CBIM, Georgia State University, 2000

Nininger Meteorite Award, \$500, Arizona State University, 1990

University and Collegial Services

Promotion and Tenure Committee (P&T), USC Aiken, 2024-2027

Faculty Success Committee, SOBA, 2023-2024

Mentor, mentoring for marketing junior faculty (Dr. Julie Steen), SOBA, 2022-

Administrative Search Faculty Pool, USCA, 2021-2024

Chair, Strategic Planning & Accreditation Committee (SPAC), SOBA, 2022

USCA School of Education (SOE) ECE Faculty Search Committee, April 2022

Co-Chair, Strategic Planning & Accreditation Committee (SPAC), SOBA, 2021-22

Chair Elect, Graduate Advisory Committee, USC Aiken, 2022 – 2023

School of Business (SOBA) Dean's Council, 2021-2023

School of Business (SOBA) Dean Search Committee, USC Aiken, Sept 2021

Chair, SOBA Faculty Scholarship Promotion Committee, 2021-

SOBA Graduate Advisory Committee, 2021-

Post-Tenure Review Committee (PTR), USC Aiken, 2021-2025

Management Faculty Search Committee, SOBA, USC Aiken, April 2021

Graduate Advisory Council, USC Aiken, 2021-2024

RISE (Research Initiatives for Summer Engagement) Review Committee, USCA 2021

SOBA P&T Review Committee, USC Aiken, Oct 2020 - 2021

Management Faculty Search Committee, USC Aiken, June 2020

Scholastic Standing and Petitions Committee, USC Aiken, 2017-2019

Interdisciplinary Studies Program Committee, USC Aiken, 2017-2019

Judicial Procedures Advisors Pool, USC Aiken, 2017-2018

MBA Graduate Council, SOBA, USC Aiken, 2016 -

Strategic Planning & Accreditation Committee, SOBA, USC Aiken, 2017-2021

International Program Committee, SOBA, USC Aiken, 2017-

Faculty Governance Committee, SOBA, University of South Carolina Aiken, 2017-Graduate Council, SOBA, University of South Carolina Aiken, 2016 -

Chair, Faculty Advisory Committee, University of South Carolina Aiken, 2014-2015 General Education Committee, University of South Carolina Aiken, 2014-

Chair, Faculty Advisory Committee, University of South Carolina Aiken, 2013-2014 Faculty Advisory Committee, University of South Carolina Aiken, 2012-2015

HAS Excellence in Teaching Award sub-committee, USC Aiken, 2012

Interdisciplinary Studies Advisory Comm, University of South Carolina Aiken, 2011 International Business Concentration Committee, SOBA, USC Aiken, 2011

Strategic Planning Committee, SOBA, University of South Carolina Aiken, 2010

Dean Search Committee, SOBA, University of South Carolina Aiken, 2010

Academic Assessment Committee, SOBA, University of South Carolina Aiken, 2009

Academic Programs Committee, LeBow College of Business, Drexel University, 2003-2009

Academic Standings Committee, LeBow College of Business, Drexel University, 2003-2009

Doctoral Student Admission Committee, LeBow College of Business, Drexel University, 2003-2009

Media, Industrial and Institutional Relations and Activities

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