

# Shuqin (Monica) Wei

Department of Management & Marketing  
College of Business Administration  
Texas A&M University-Central Texas  
Founder's Hall, Office 318-D  
1001 Leadership Place  
Killeen, Texas 76549

## **EDUCATION**

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### **Ph.D. in Business Administration (Marketing)**

Southern Illinois University  
August 2014

### **Master of Business Administration**

Virginia Tech  
May 2009

### **Bachelor of Arts in Business Administration**

Ukrainian-American Humanitarian Institute  
July 2006

## **ACADEMIC EMPLOYMENT**

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### **Assistant Professor of Marketing, 08/2014 – present**

Department of Management & Marketing, Texas A&M University-Central Texas

## **RESEARCH INTERESTS**

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- Customer-to-Customer and Firm-Customer Interactions, particularly in Service Contexts
  - Customer Participation, Customer Co-Production, Customer Co-Creation, Customer Compliance, and Customer Citizenship Behavior in Services
  - Customer Emotions and Coping in Service Failure and Recovery
- Customer-to-Customer Interactions and Firm-Customer Interactions in a Digital Setting (Digital Marketing Strategies)
- Green Marketing Strategies

## **RESEARCH ACTIVITY**

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### **Publication:**

Ang, Tyson, Ru-Shiun Liou, and Shuqin Wei (Forthcoming), "Perceived Cultural Distance in Intercultural Service Encounters: Does Customer Participation Matter?," *Journal of Services Marketing*.

Sirgy, Joseph M., Grace B. Yu, Dong-Jin Lee, Shuqin Wei, and Ming-Wei Huang (2012), "Does Marketing Activity Contribute to a Society's Well-Being? The Role of Economic Efficiency," *Journal of Business Ethics*, 107(2), 91-102.

### **Conference Proceedings and Presentations:**

Wei, Shuqin, Tyson Ang, and Nwamaka A. Anaza (2017), "Increasing Customer Compliance in Services: The Interplay of Goal Types and Responsibilization," *Society for Marketing Advances (SMA) 2017 Conference Proceedings*, November, Louisville, KY.

Ang, Tyson and Shuqin Wei (2017), "Increasing Customer Citizenship Behavior: Do Life Events Matter?," *Society for Marketing Advances (SMA) 2017 Conference Proceedings*, November, Louisville, KY.

Ang, Tyson, Shuqin Wei, and Nwamaka A. Anaza (2017), "The Role of Social Viewing in Digital Marketing Strategy," *American Marketing Association (AMA) 2017 Summer Educators' Conference Proceedings*, August, San Francisco, CA.

Wei, Shuqin and Tyson Ang (2016), "Toward an Understanding of Customer Citizenship Behavior: The Context of Airline Services," *Academy of Marketing Science (AMS) 2016 Annual Conference Proceedings*, May, Lake Buena Vista, FL.

Wei, Shuqin and Dalila Salazar (2016), "Facilitation and Fulfillment of Students' Multiple Identities: The Cultivation of Potential Synergistic Benefits in Higher Education," *Marketing Educators' Association (MEA) 2016 Annual Conference Proceedings*, April, Denver, CO.

Wei, Shuqin and Dalila Salazar (2016), "The Framing Effects of Goal Progress on Students' Motivation and Performance," *Marketing Educators' Association (MEA) 2016 Annual Conference Proceedings*, April, Denver, CO.

Ang, Tyson and Shuqin Wei (2014), "Customers' Responses to Service Failures: The Interactive Effects of Self-Congruence and Coping Strategy," *Association for Consumer Research (ACR) 2014 Annual Conference Proceedings*, October, Baltimore, MD.

Wei, Shuqin and Tyson Ang (2013), "Increasing Customer Compliance in Services: The Relative Importance of the Actual and the Ideal Self," *Association for Consumer Research (ACR) 2013 Annual Conference Proceedings*, October, Chicago, IL.

Wei, Shuqin and Tyson Ang (2012), "The Role of Self-Congruence in Consumers' Responses to Service Failures," *Association for Consumer Research (ACR) 2012 Annual Conference Proceedings*, October, Vancouver, Canada.

## **TEACHING INTERESTS AND EXPERIENCE**

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### **Teaching Interests:**

Primary teaching interests include business research methods; marketing research; brand management; services marketing; marketing metrics; consumer behavior; marketing management; international marketing.

### **Teaching Experience:**

As Assistant Professor (Texas A&M University-Central Texas)

*Business Research Methods* (MBA)  
*Business Research Methods (Online)* (MBA)  
*Brand Management* (MBA)  
*Marketing Research* (Undergraduate)

As Instructor of Record (Southern Illinois University)

*Services Marketing* (Undergraduate)  
*Marketing Management* (Undergraduate)

As Section Instructor (Southern Illinois University)

*Doctoral Seminar in Multivariate Statistics* (Ph.D.)

- Taught all the technical parts of the course, including how to use various advanced statistical software and how to write up statistical results

*Marketing Metrics* (MBA)

- Taught the night-week module on Marketing Metrics within the Marketing Management MBA course

As Teaching Assistant (Southern Illinois University)

*Retail Management* (Undergraduate)  
*Marketing Research* (Undergraduate)

As Teaching Assistant (Virginia Tech)

*Real Estate Marketing* (Undergraduate)

## **SERVICE**

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### **University:**

Faculty Advisor, Texas A&M University-Central Texas Marketing Research Club, Killeen, Texas, 02/2015 – present

Council Member, Undergraduate Council, Texas A&M University-Central Texas, 05/2017 – present

Committee Member, Sustainability Curriculum Initiative Committee, Texas A&M University-Central Texas, 01/2017 – present

Marketing Program Assessment Lead, College of Business Administration, Texas A&M University-Central Texas, Killeen, Texas, 08/2015 – present

Committee Member, Program Assessment Committee, College of Business Administration, Texas A&M University-Central Texas, Killeen, Texas, 08/2015 – present

Senator, Texas A&M University-Central Texas Faculty Senate, Killeen, Texas, 05/2015 – 05/2017

Member, College of Business Administration Mission and Vision Statement Taskforce, Texas A&M University-Central Texas, 08/2015 – 05/2016

Search Committee Member for Coordinator for New Student Programs, Division of Student Affairs, Texas A&M University-Central Texas, Killeen, Texas, 08/2015-05/2016

Search Committee Member for Visiting Assistant Professor of Business Law, College of Business Administration, Texas A&M University-Central Texas, Killeen, Texas, 08/2015

Participant, 2015 Aspen Undergraduate Business Education Consortium, the Aspen Institute Business and Society Program, University of Michigan, 2015.

Participant, 2015 AACSB Enhancing and Measuring Impact Forum, AACSB Headquarter, Tampa, FL, 2015.

Participant, 2015 AACSB Assessment Seminar, Austin, TX, 2015.

Student Research Advisor, Texas A&M System 12th Annual Pathways Student Research Symposium, Corpus Christi, TX, 10/2015

Student Research Advisor, Economic Development Board, Gatesville, Texas, 08/2014

## **Academy:**

Reviewer, *Journal of Services Marketing*, since 2017

Reviewer, *Society for Marketing Advances*, Louisville, KY, 2017

Session Chair, *Marketing Educators' Association (MEA)*, Denver, CO, 2016

## **HONORS AND AWARDS**

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Award Recipient, 2017 Outstanding Student Organization Advisor, Distinguished Leadership and Service Awards, Texas A&M University-Central Texas, 2017

Nominee, 2017 Ignite Award for Faculty, Distinguished Leadership and Service Awards, Texas A&M University-Central Texas, 2017

Award Recipient, RECKED (Recognized for Excellence, Creativity, Knowledge and Engaging Diversity) Award, Texas A&M University-Central Texas, 2016

Nominee, 2016 Outstanding Student Organization Advisor, Distinguished Leadership and Service Awards, Texas A&M University-Central Texas, 2016

Recognition Recipient, University Brand Guardian, Texas A&M University-Central Texas, 2016

Award Recipient, Asthagiri Chandra Sekaran Award for the Most Outstanding Woman Ph.D. Graduate Student, Southern Illinois University, 2014

Consortium Fellow, American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, University of Michigan, 2013

Award Recipient, Award for Four-Year Academic Excellence and Active and Distinguished Services to the Chinese Community, Chinese Embassy in Ukraine, 2006

Award Recipient, Award for Academic Excellence and Investment into University's Life, Wisconsin International University Ukraine, 2006

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)

Society for Marketing Advances (SMA)