

# Yiwen Chen

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College of Business Administration  
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## EDUCATION

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<b>Ph.D.</b> Doctor of Philosophy in Marketing	University of Missouri, May 2021
<b>MS</b> Master of Science in Finance and Economics	Warwick University (UK), December 2013
<b>BS</b> Bachelor of Science in Economics and Management	Sichuan University (China), May 2012

## RESEARCH INTERESTS

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### Digital Marketing & Platform Marketing

- seller retention strategies on two-sided e-commerce platforms
- live-streaming shopping and influencer marketing

### International Marketing

- reverse knowledge transfer in multinational corporations (MNCs)
- innovation strategy in emerging markets

### Digital Entrepreneurship

- entrepreneurial process for digitally-enabled entrepreneurs

### Methodological Skills:

- Stata, R, SAS, SPSS, EQS, Smart-PLS, AMOS, LIWC, NLogit, MPLUS

## TEACHING

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### Teaching Interest

- Marketing Analytics
- Marketing Research
- Digital Marketing
- Marketing Management

### Teaching Experience

Instructor (primary), University of Missouri

MRKTNG 4050: Marketing Research (online) (Overall evaluation 4.43/5)	Fall 2020
MRKTNG 4050: Marketing Research (hybrid) (Overall evaluation 4.84/5)	Spring 2020
MRKTNG 4050: Marketing Research (Overall evaluation 4.74/5)	Fall 2019
MRKTNG 4050: Marketing Research (Overall evaluation 4.71/5)	Spring 2019
MRKTNG 4050: Marketing Research (Overall evaluation 4.76/5)	Fall 2018
MRKTNG 4000: Marketing Management (Overall evaluation 4.41/5)	Fall 2016

## PUBLICATIONS

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**Yiwen Chen**, Li Chen, Shaoming Zou "Easy to Start, Hard to Persist: Antecedents and outcomes of Entrepreneurial Persistence in Online Marketplaces" *forthcoming* at *International Journal of Electronic Commerce*

Li Chen, Fengxia Zhu, Shaoming Zou, and **Yiwen Chen** (2019) "Factors Affecting Family Firms' Communication Behavior: A Cross-Cultural Study" *International Journal of Advertising* 38:2, 276-295

Li Chen, Shaoming Zou, Hui Xu, and **Yiwen Chen** (2019) "Entrepreneurial Orientation in Multinational Corporations: Antecedents and Outcomes" *Management International Review* 60:1, 123-148

## MANUSCRIPT UNDER REVIEW

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**Yiwen Chen**, Yinpu Zhang "Fostering Team Resilience in New Venture Teams: The Role of Behavioral and Affective Integration" under **3<sup>rd</sup>-round** review at *Group and Organization Management*

**Yiwen Chen**, Li Chen "Can passionate entrepreneurs derive value from social commerce community? The Role of Collaborative Information Exchange in Linking Entrepreneurial Passion to Performance" invited for a **2<sup>nd</sup>-round** review at *International Journal of Electronic Commerce*

**Yiwen Chen**, Li Chen, Shaoming Zou, Hui Xu “Reverse Knowledge Transfer in Emerging Markets MNEs: A Problematic Search View and Evidence from China” invited for a **2<sup>nd</sup>-round** review at *Journal of International Marketing*

## **WORKING PAPER**

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**Yiwen Chen**, Shaoming Zou, Chris Robert. “MNE-HQ’s Reverse Knowledge Absorptive Capacity: Conceptualization and Framework” (*dissertation*)

**Yiwen Chen**, Shaoming Zou “Building trust through social media posts in C2C commerce: the role of content variety and post interactivity” (in the phase of data collection; Target journal: *International Journal of Advertising*)

**Yiwen Chen**, Qianqian Li “Linking Real-Time Interactions to Sales in Live Streaming Commerce: A dual-value adding perspective” (data collection completed; Target journal: *Journal of Retailing and Customer Service*)

**Yiwen Chen**, Li Chen, Shaoming Zou “Does agility pay off in EMNEs’ new product development? An organizational learning perspective” (data analysis completed; Target journal: *International Marketing Review*)

**Yiwen Chen**, Li Chen, Shaoming Zou “Aggressive commercialization in EMNEs: antecedents and outcome” (data analysis completed; Target journal: *International Marketing Review*)

## **CONFERENCE PROCEEDINGS & RESEARCH PRESENTATIONS**

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**Yiwen Chen**, Li Chen, Shaoming Zou “Easy to start, hard to stick around: antecedents and outcomes of entrepreneurial persistence in online marketplaces”, *28<sup>th</sup> Annual Robert Mittelstaedt Doctoral Symposium* (Presenter), March 29-31, 2019

Zhimei Zang, Yi Zheng, **Yiwen Chen**, and Haiyan Wang “Play to win or not to lose? Salesperson’s regulatory focus and its pathways to sales performance”, presented (Feb 23-Feb 25) in 2018 *American Marketing Association Winter Conference*, February 23-25, 2018

Li Chen, Shaoming Zou, and Hui Xu, **Yiwen Chen** “Entrepreneurial Orientation in large MNCs: Antecedents and Outcomes”, *2017 American Marketing Association Summer Conference*, August 4-6, 2017

**Yiwen Chen**, Detelina Marinova, Jagdip Singh, and Kwan Hui Lim “Managing Customer Complaints in Microblog interactions”, *26<sup>th</sup> Annual Frontiers in Service Conference*, June 22-25, 2017

**Yiwen Chen**, Detelina Marinova, Jagdip Singh, and Kwan Hui Lim “Microblogs as Frontlines of Customer Problem Handling: Does it work?”, *OFR Symposium*, February 15-17, 2017

## **HONORS, AWARDS, AND SCHOLARSHIPS**

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- Outstanding Graduate Teaching Assistant Award (as the primary instructor) 2020
- Marketing Strategy Consortium Fellow 2020
- Robert Mittelstaedt Doctoral Symposium presenter 2019
- ISBM PhD Student Camp Fellow 2016
- Summer Research Fellowship, University of Missouri-Columbia 2015-2017
- Ponder Scholarship, University of Missouri-Columbia 2014-2020
- Trulaske College of Business Ph.D. scholarship 2014-2020

## **DOCTORAL SEMINARS AND COURSES**

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### **Doctoral Seminars**

- Introduction to Research Methods in Marketing *Lisa Scheer*
- Advanced Research Methods in Marketing *Detelina Marinova*
- Consumer Behavior *Peter Bloch*
- Marketing Strategy *Detelina Marinova*
- Multivariate Analysis *Shaoming Zou*
- Marketing Modelling *Murali Mantrala*
- Salesforce Management and Personal Selling *Michael Ahearne*

**Methodology Courses**

- Time Series Analysis
- Experimental Design
- Applied Statistic Model 2
- Intermedia Multilevel Analysis
- Microeconomic Theory
- Statistical Software and Analysis

*Lori Thombs*  
*Isabelle Zaniletti*  
*Tieming Ji*  
*Robert Vandenberg*  
*Xinhe Wang*  
*Justin Shows*

**Teaching and Communication Training**

- Communication and Culture for American College Training
- Instructional and Communication Strategies for Effective College Teaching

*Liz Tummons*  
*Liz Tummons*

**COURSEWORK CERTIFICATE**

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**Digital Marketing Specification (Coursera)**

- Marketing in Digital World, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Principles, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Practices, University of Illinois at Urbana-Champaign 2020
- Digital Media and Marketing Strategies, University of Illinois at Urbana-Champaign 2020
- Digital Analytics for Marketing Professionals, University of Illinois at Urbana-Champaign 2020
- Viral Marketing and How to Craft Contagious Content, University of Pennsylvania 2020
- Customer Analytics, University of Pennsylvania 2020

**Ad-Hoc Reviewer**

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- Service Science 2020
- Advances in International Marketing 2019
- International Journal of Advertising 2019