

PROMOTION RECOMMENDATION  
The University of Michigan-Flint  
School of Management

Shichun Xu, associate professor of marketing, with tenure, School of Management, is recommended for promotion to professor of marketing, with tenure, School of Management.

Academic Degrees:

Ph.D.	2007	Michigan State University, Marketing, East Lansing, MI
M.B.A.	2002	University of Arkansas, Business Administration, Fayetteville, AR
M.A.	2001	Shanghai Jiao Tong University, Linguistics, Shanghai, China
B.A.	1994	Shandong University, English for Science, Jinan, China

Professional Record:

2017 – Present	Associate Professor, School of Management, University of Michigan-Flint
2015 – 2017	Assistant Professor, School of Management, University of Michigan-Flint
2007 – 2015	Assistant Professor, University of Tennessee, Knoxville, TN

Summary of Evaluation:

Teaching: Professor Xu teaches five different courses at undergraduate and graduate level in various course modalities. Additionally, he developed and delivered a study abroad course to China. In his teaching, Professor Xu uses up to date marketing practice examples for relevancy, and adopts various approaches to engage the students to think critically. He keeps student interest when lecturing by bringing in current news topics related to marketing. Students feel comfortable sharing their ideas in the open learning environment he creates. His graduate level courses are case based, which makes his classes more challenging but rewarding for the students. When teaching online, he makes use of the videos he recorded for his classes. His course evaluations are above the average of faculty teaching at the school.

Research: Professor Xu has four publications in high impact peer reviewed journals since his promotion to Associate Professor. In addition, he has one paper under review, and four working papers. With this record, he is well positioned to continue to make significant scholarly contributions in leading journals in his field. He works with a cadre of co-authors indicating that he is adept at being a member of a collaborative research team. His published research focuses on alliances for innovation and international marketing strategy. One of his articles studies governance issues in multilateral alliances. Another links research and development alliance characteristics with knowledge breadth and depth, addressing a clear gap in the literature. Professor Xu also contributes to the advancement of knowledge in marketing by his membership in the editorial review board of a significant academic journal, and his refereeing of many articles submitted to academic journals in his field.

Recent and Significant Publications:

Deep, S., Singh, R., Paul, J., Hao, A., & Xu, S., “Digital platform for business-to-business markets: Systematic review and research agenda,” *Journal of Business Research*, 2021,

forthcoming.

- Xu, S., & Hao, A., "Understanding the impact of national culture on firms' benefit-seeking behaviors in international B2B relationships: A conceptual model and research propositions," *Journal of Business Research*, 2021, 130, pp. 27-37.
- Banerjee, S., Xu, S., & Johnson, S.D., "How does location based marketing affect mobile retail revenues? The complex interplay of delivery tactic, mobility and user privacy," *Journal of Business Research*, 2021, 130, pp. 398-404.
- Xu, S., & Cavusgil E., "Knowledge breadth and knowledge depth development through successful R&D alliance portfolio configuration: An empirical investigation in the pharmaceutical industry," *Journal of Business Research*, 2019, 101, pp. 402-410.
- Xu, S., Cavusgil, E., & Deligonul, S., "Number of R&D alliance and innovation output: Non-linear relationship evidence from pharmaceutical industry," *International Journal of Innovation Management*, 2016, 20(5), pp. 22.

Service: Professor Xu sees service as an indispensable part of his profession, which is reflected in his active engagement in various committees where he served. This includes the school's Executive Committee, Academic Review Committee, Code and Nominating Committee, Research and Publications Committee and the Undergraduate Committee that he chaired. At the university level, he served on the Research and Creativity Committee, Strategic Plan Steering Committee, Committee on the Economic Status of Faculty and the Curriculum Coordination Committee. Professor Xu has also been involved in several program reviews, as well as new program development. He also regularly participated at school and department events and meetings. Professor Xu's service to his discipline include editorial review board membership, and refereeing for several academic journals.

External Reviewers:

Reviewer A: "In sum, Dr. Xu's research examines interesting and relevant research questions, framed with appropriate theory that addresses relevant gaps in the literature."

Reviewer B: "He has significantly advanced the body of knowledge and has been published in prominent, recognized journals in the field. He has gained national and international prominence as a researcher and presenter on innovation, international marketing, and related topics. His track record and international visibility compares very favorably with other marketing researchers at similar stages worldwide."

Reviewer C: "As Dr. Xu focused on publishing in high impact journal outlets, his research and publications clearly show significant scholarly impacts. His works are widely cited by the academic scholars in both the IB and NPD communities."

Reviewer D: "Dr. Xu's strong research capabilities are evident from his achievements and contributions to research in various areas of business, including international business, innovation, and marketing. Based on his research productivity and research ability, I believe that Dr. Xu has made a significant contribution."

Reviewer E: "All things considered, Dr. Xu's research is solid and of reasonable quality."

Reviewer F: “Dr Xu’s published works have demonstrated high quality. Since 2013 Dr Xu has taken mostly on lead-author roles, which signifies that he moved from an ability to initiate research projects to a demonstrable capability to lead and successfully conclude these.”

Summary of Recommendation:

Professor Xu contributes to both undergraduate and graduate programs of the school by teaching five different online and in-person courses. His recorded lecture videos, current marketing practice examples in his classes, and active engagement are well received by his students. Professor Xu has five high impact journal publications since his promotion and continues with his research agenda with several working papers in the pipeline. His service contributions include numerous school and university level committees, including several as chair, as well as program review and development initiatives. It is with the support of the Executive Committee of the School of Management that I recommend Shichun Xu for promotion to professor of marketing, with tenure, School of Management.

Recommended by:



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Yener Kandogan, Ph.D.  
Interim Dean, School of Management  
Professor of International Business

Recommendation endorsed by:



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Sonja Feist-Price, Provost and  
Vice Chancellor for Academic Affairs



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Debasish Dutta, Chancellor  
University of Michigan-Flint

May 2022