

ANNA SHAOJIE CUI

Associate Professor of Marketing
Department of Managerial Studies
College of Business Administration
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ACADEMIC POSITIONS

2016- Present	Associate Professor of Marketing College of Business Administration University of Illinois at Chicago
2010- 2016	Assistant Professor of Marketing College of Business Administration University of Illinois at Chicago
2006- 2010	Assistant Professor of Marketing Lally School of Management and Technology Rensselaer Polytechnic Institute

EDUCATION

2006	Doctor of Philosophy Michigan State University <i>Major: Marketing</i>
1999	Master of Science The Graduate School of the People's Bank of China <i>Major: Finance</i>
1996	Bachelor of Science Renmin University of China <i>Major: Finance</i>

AWARDS AND HONORS

2015	Best Paper Honorable Mention Award, <i>Journal of Service Research</i> special issue on Transformative Service Research
2014, 2011	Conference Best Paper Award, Product Development and Management Association (PDMA) Research Form
2013	Best Reviewer Award, PDMA Research Form

2013	Excellence in Research Award, UIC Department of Managerial Studies
2012	UIC Faculty Scholarship Support Award
2010	Winner, PDMA Research Competition
2007	Best Paper Award in the track of Marketing Strategy and New Product Development, Academy of Marketing Conference
2005	Albert Haring Symposium Fellow, Indiana University

RESEARCH INTERESTS

- Innovation and new product development
 - Marketing partnerships
 - Marketing strategy
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REFEREED JOURNAL ARTICLES

Cui, Anna Shaojie and Fang Wu, “The Impact of Customer Involvement on New Product Development: Contingent and Substitutive Effects.” Forthcoming at *Journal of Product Innovation Management*.

Cui, Anna Shaojie and Fang Wu (2016), “Utilizing Customer Knowledge in Innovation: Antecedents and Impact of Customer Involvement on New Product Outcomes,” *Journal of Academy of Marketing Science*, 44(4), 516-538.

Zhang, Haisu, Fang Wu and **Anna Shaojie Cui** (2015), “Market Learning Mechanisms and New Product Development Performance: The Moderating Role of Customer Need Tacitness,” *International Journal of Research in Marketing*, 32(3), 297-308.

Spanjol, Jelena, **Anna Shaojie Cui**, Stephanie Crawford, Cheryl Nakata, Lisa K. Sharp and Mary Beth Watson-Manheim (2015), “Service Co-Production of Prolonged, Complex, and Negative Services: An Examination of Medication Adherence in Chronically Ill Individuals,” *Journal of Service Research*, 18(3), 284-302. **Best Paper Honorable Mention Award.**

Cui, Anna Shaojie, Kwong Chan and Roger Calantone (2014), “The Learning Zone in New Product Development,” *IEEE Transactions on Engineering Management*, 61(4), 690-701.

Cui, Anna Shaojie and Shyam Kumar (2013), “Advancing Multilevel Alliance Research: Rejoinder to Commentary on Cui and Kumar (2012) and Future Directions,” *Journal of Business Research*, 66(5), 662-664.

Cui, Anna Shaojie (2013), “Portfolio Dynamics and Alliance Termination: The Contingent Role of Resource Dissimilarity,” *Journal of Marketing*, 77(3), 15-32.

Cui, Anna Shaojie and Gina O’Connor (2012), “Alliance Portfolio Resource Diversity and Firm Innovation,” *Journal of Marketing*, 76(4), 24-43.

Cui, Anna Shaojie and Shyam Kumar (2012), “The Termination of Exploration and Exploitation Joint Ventures: The Impact of Uncertainty, Parent Firm Performance, and Joint Venture Characteristics,” *Journal of Business Research*, 65(8), 1202-1208.

Cui, Anna Shaojie, Roger J. Calantone and David Griffith (2011), “Strategic Change and Termination of Interfirm Partnerships,” *Strategic Management Journal*, 32 (4), 402-423.

Cui, Anna Shaojie, Meng Zhao and T. Ravichandran (2011), “Market Uncertainty and Dynamic New Product Launch Strategies: A Systems Dynamics Model,” *IEEE Transactions on Engineering Management*, 58(3), 530-550.

Calantone, Roger J., Kwong Chan and **Anna Shaojie Cui** (2006), “Decomposing Product Innovativeness and Its Effects upon New Product Success,” *Journal of Product Innovation Management*, 23(5), 408-421.

Cui, Anna Shaojie, David A. Griffith, S. Tamer Cavusgil and Marina Dabic (2006), “The Influence of Market and Cultural Environmental Factors on Technology Transfer: A Croatian Illustration,” *Journal of World Business*, 41(2), 100-111.

Gentry, Lance, Roger J. Calantone and **Anna Shaojie Cui** (2006), “The Forecasting Classification Grid: A Typology for Method Selection,” *The Journal of Global Business Management*, 2(1), 48.

Cui, Anna Shaojie, David A. Griffith and S. Tamer Cavusgil (2005), “The Influence of Competitive Intensity and Market Dynamism on Knowledge Management Capabilities of MNC Subsidiaries”, *Journal of International Marketing*, 13(3), P.32-53.

BOOK CHAPTERS

Hult, G. Tomas M., David J. Ketchen, Jr., **Anna Shaojie Cui**, Andrea M. Prud'homme, Steven H. Seggie, Michael A. Stanko, Alex Shichu Xu and S. Tamer Cavusgil (2006), “An Assessment of the Use of Structural Equation Modeling in International Business Research,” in *Research Methodology in Strategy and Management*, Vol. 3, David J. Ketchen and Donald D. Bergh, eds., Oxford, United Kingdom: Elsevier JAI.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Cui, Anna Shaojie (2016), “Alliance Management at Two Levels: The Paradox of Competition,” *2016 Rutgers Alliance Conference – Newark, NJ*.

Nakata, Cheryl, Dan Hogan, Lisa Sharp, Jelena Spanjol and **Anna S. Cui** (2016), “A Consumer-Based Model of Medication Adherence in the Lived Context of Chronic Illness,” *2016 AMA Winter Educator's Conference -- Las Vegas, NV*.

Cui, Anna Shaojie and Yazhen Xiao (2015), “Is Too Much as Bad as Too Little? Market Information and New Product Advantage in Research Intensive Industries,” *2015 AMA Summer Educator’s Conference -- Chicago IL.*

Cui, Anna Shaojie and Meng Zhao (2015), “Stock Market Returns to Innovation Events: Varying Effects at Different Stages of New Product Development,” *2015 Informs Marketing Science Conference -- Baltimore, MD.*

Cui, Anna Shaojie and Fang Wu (2014), “The Impact of Customer Involvement on New Product Outcomes: The Contingent Role of An Experimental Product Development Approach.” *2014 PDMA Research Forum – Denver, Colorado. Conference Best Paper Award.*

Cui, Anna Shaojie and Fang Wu (2014), “Customer Involvement and Product Exploration: The Contingent Role of Experimental Approach in New Product Development.” *2014 AMA Winter Educator’s Conference – Orlando, Florida.*

Spanjol, Jelena, Cheryl Nakata, **Anna Shaojie Cui**, Lisa Sharp, Ben Gerber (2014), “An Interdisciplinary Dialogue on Customer Engagement in Healthcare: Marketing and Medical Perspectives on Medication Adherence.” Special session. *2014 AMA Winter Educator’s Conference – Orlando, Florida.*

Wu, Fang and **Anna Shaojie Cui** (2013), “The Differential Effects of Customer Involvement on New Product Performance.” *2013 PDMA Research Forum – Phoenix, Arizona.*

Zhang, Haisu, Fang Wu and **Anna Shaojie Cui** (2013), “Between Market Learning Mechanisms and New Product Development Performance: The Moderating Role of Customer Need Tacitness.” *2013 PDMA Research Forum – Phoenix, Arizona.*

Cui, Anna Shaojie and Fang Wu (2013), “Does Customer Co-development Result in Better New Products? Alignment with Product Development Approaches.” *2013 Informs Marketing Science Conference – Istanbul, Turkey.*

Wu, Fang and **Anna Shaojie Cui** (2013), “The Differential Effects of Customer Involvement on New Product Performance.” *2013 China Marketing International Conference - Xuzhou, Jiangsu, China.*

Watson-Manheim, MaryBeth, Stephanie Crawford, Cheryl Nakata, Sophie Xiao, E. Holly, Lisa Sharp, Jelena Spanjol, **Anna Shaojie Cui** (2013), “Developing Targeted Text Messages for Enhancing Medication Adherence.” *The 19th Americas Conference on Information Systems – Chicago, Illinois.*

Cui, Anna Shaojie (2013), “The Impact of Portfolio Dynamics on Alliance Termination,” *2013 AMA Winter Educator’s Conference – Las Vegas, Nevada.*

Wu, Fang, **Anna Shaojie Cui** and Shichu Xu (2012), “The Complementarity between Marketing and Technological Knowledge on Innovation Development.” *2012 Informs International Conference – Beijing, China.*

Cui, Anna Shaojie and Gina O'Connor (2011), "The Contribution of Alliance Portfolio Resource Diversity to Firm Innovation: A Contingent View." *2011 PDMA Research Forum - Phoenix, Arizona. Conference Best Paper Award.*

Cui, Anna Shaojie and Gina O'Connor (2011), "Alliance Portfolio Resource Diversity and Firm Innovation." *2011 Informs Marketing Science Conference – Houston, Texas.*

Cui, Anna Shaojie (2010), "Portfolio Dynamics and Alliance Termination: Competing and Synergic Effects." *2010 Informs Marketing Science Conference – Cologne, Germany.*

Cui, Anna Shaojie and Shyam Kumar (2009), "The Termination of Exploration and Exploitation Joint Ventures: The Impact of Uncertainty, Parent Firm Performance, and Joint Venture Characteristics." *2009 Academy of Management Conference – Chicago, Illinois.*

Chan, Kwong, **Anna Shaojie Cui**, and Roger J. Calantone (2008), "The Interaction between New Information and Existing Knowledge in New Product Development." *2008 American Marketing Association Summer Educator's Conference – San Diego, California.*

Cui, Anna Shaojie and Manli Chen (2007), "Effective Customer Involvement in Product Development: A Contingent Perspective." *2007 Academy of Marketing Conference – Egham, Surrey, UK. Best Paper Award in Track.*

Hult, G. Tomas M., David J. Ketchen, Jr., **Anna Shaojie Cui**, Andrea M. Prud'homme, Steven H. Seggie, Michael A. Stanko, Alex Shichu Xu and S. Tamer Cavusgil (2006), "An Assessment of the Use of Structural Equation Modeling in International Business Research." *2007 Academy of International Business Annual Conference – Beijing, China.*

Cui, Anna Shaojie and Roger J. Calantone (2005), "The Co-competition Process and Strategic Alliance Instability: A System Dynamics Model." *2005 American Marketing Association Winter Educators' Conference - San Antonio, Texas.*

Cui, Anna Shaojie (2004), "Partner Asymmetry and International Alliance Failure: An Illustration of Learning Alliances." *2004 American Marketing Association Summer Educators' Conference - Boston, Massachusetts.*

Cui, Anna Shaojie and Roger J. Calantone (2004), "The Effects of Market Intelligence and Organizational Factors on Product Success: Exploring the Complexity of the Relationships." *2004 American Marketing Association Summer Educators' Conference - Boston, Massachusetts.*

Cui, Anna Shaojie and David A. Griffith (2004), "The Environmental Antecedents of Knowledge Management Capabilities: An MNC Subsidiary Examination." *2004 Academy of International Business Annual Conference - Stockholm, Sweden.*

INVITED PRESENTATIONS

“Strategic Change and Termination of Interfirm Partnerships”, Illinois Institute of Technology, 10/2010.

“The Learning Zone in New Product Development”, University of Illinois at Chicago, 10/2009.

“Decomposing Product Innovativeness and Its Effects upon New Product Success”, Remin University, 1/2008.

“Joint Venture Termination: Failure or Adaptation?” Richmond University, 11/2005.

“Joint Venture Termination: Failure or Adaptation?” University of Missouri at St. Louis, 11/2005.

“Joint Venture Termination: Failure or Adaptation?” Rensselaer Polytechnic Institute, 10/2005.

“Product Innovativeness and Its Effects Upon New Product Success: Decomposition and Analysis,” Albert Haring Symposium, 3/2005.

“Partner Asymmetry and Alliance Failure: An Investigation of Learning Alliance,” Midwest Marketing Camp, 7/2004.

OTHER CONFERENCE PARTICIPATION

- Care Innovations Summit, 2012
- Utah Winter Product and Service Innovation Conference 2012, 2010, 2009
- RPI Marketing & Innovation Mini-Conference 2008
- Internationalizing Doctoral Business Education 2004, 2003

SPONSORED RESEARCH PROJECTS AND GRANTS

Received

“Successful Innovation through Customer Involvement: A Contingent View.” PI. Product Development and Management Association (PDMA) research grant, \$5000. 2010.

“Pharmicare Innovation.” Co-PI. The Dean’s RFP “Raising the Research Profile of CBA and the Impact-Value of CBA Research”. UIC College of Business Administration. \$500,000. 4/2011.

“Stock Market Returns to Innovation Events: Varying Effects at Different Stages of New Product Development.” PI. Managerial Studies Research and Development Fund. Department of Managerial Studies, UIC. \$2725. 4/2012.

“Does Customer Co-development Result in Better New Products? Alignment with Product Development Approaches.” PI. Managerial Studies Research and Development Fund. Department of Managerial Studies, UIC. \$2850. 3/2013.

“Utilizing Customer Knowledge in Innovation: Antecedents and Impact of Customer Involvement on New Product Outcomes.” PI. Managerial Studies Research and Development Fund. Department of Managerial Studies, UIC. \$2667. 3/2014.

Applied

“Empowering Patients’ Co-Production of Contextualized Medication Adherence Behaviors.” Co-PI. Patient-Centered Outcomes Research Institute. \$15,000. 2/2015.

“Center for Social Impact”. Co-PI. The Dean’s RFP “Raising the Research Profile of CBA and the Impact-Value of CBA Research”. UIC College of Business Administration. \$500,000. 4/2011.

TEACHING INTERESTS

- New Product Development
- Marketing Research
- Marketing Strategy
- Research methods

COURSES TAUGHT

- Product Management
- Product Planning (MBA)
- Quantitative Business Research Methods
- Marketing Research
- Doctoral Research Method (Doctoral seminar)
- Structural Equation Modeling (Doctoral seminar)

SERVICE ACTIVITIES

Service to the Field

Editorial Board Member

- Industrial Marketing Management, 2010-present
- Journal of Business Research, 2016-present

Member, Product Development and Management Association Academic Committee,
2015-present

Reviewer

- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Product Innovation Management

- Managerial and Decision Economics
- Journal of Management Studies
- Decision Science
- Journal of Consumer Psychology
- IEEE Transactions on Engineering Management
- Journal of International Marketing
- R&D Management
- Technovation
- Organization Studies
- Journal of World Business
- Thunderbird International Business Review
- Organization Studies
- Emerging Research Frontiers in International Business Studies (Volume 2), edited by David Griffith
- Product Development Management Association Research Competition 2016, 2007
- AMA Winter Educators' Conference 2015, 2013
- PDMA Research Forum 2013
- AMA Summer Educators' Conference 2013, Blue Ribbon Panel for Overall Best Conference Paper
- Grant proposal review, Research Grant Council (RGC) of Hong Kong 2011
- Academy of Marketing Science Conference 2010
- International Conference on Information Systems 2010
- AMA Summer Educators' Conference 2008, 2006

Conference Support

- Associate editor, AMA Winter Educator's Conference 2017
- Co-Chair, 2016 PDMA Research Forum
- Co-Chair, Innovation and New product Development track, AMA Winter Educator's Conference 2014
- Academic Program Chair, 2014 PDMA-UIC Doctoral Consortium (2013-2014)
- Organizing Committee Member, Inaugural PDMA-UIC Doctoral Consortium (2010-2011)
- Session Chair, Informs Marketing Science Conference 2011, 2015
- Session Chair, 2014 PDMA-UIC Doctoral Consortium
- Session Chair, Inaugural PDMA-UIC Doctoral Consortium 2011
- Session Chair, 3rd Subsistence Marketplaces Conference 2010

Selected Internal Service, University of Illinois at Chicago

- Doctoral Dissertation Committee Member
 - Jason Ko, Marketing (11/2015 – present)
 - Yazhen Xiao, Marketing (5/2014 – 3/2016)
 - Chenwei Liao, Organizational behavior (4/2013 – 5/2014)
 - Down Schneider, Marketing (3/2012 – 10/2014)
 - Kelly Weidner, Marketing (5/2011 – 7/2012)
 - Chengli Shu, Marketing (3/2011 – 6/2012)
- Visiting Speaker Series Organizer (10/2011–10/2013)
- Marketing Ph.D. Student Recruiting Committee (4/2011 – present)
- Marketing Ph.D. Program Revision Committee (3/2015- 6/2015)
- Marketing Faculty Recruiting Committee Member (11/2011– 10/2013)

- Strategy Faculty Recruiting Committee Member (5/2015 – 12/2015)
- MBA Committee member (8/2015 – present)
- CBA Honors Program faculty fellow (11/2013 – present)
- Faculty Representative, UIC PhD Docnet Recruiting Forum, November 2013

Selected Internal Service, Rensselaer Polytechnic Institute

- Doctoral Dissertation Committee
– Manli Chen (2007-2010)
 - Marketing Faculty Recruiting Committee (2007-2008)
 - MBA Curriculum Committee (2008-2009)
 - China Task Force (2008-2010)
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INDUSTRIAL EXPERIENCE

- Financial Analyst, CITIC Industrial Bank, Beijing, China, 1999-2002
-

MEMBERSHIP IN ACADEMIC ORGANIZATIONS

- Informs Society for Marketing Science
 - American Marketing Association (AMA)
 - Product Development and Management Association (PDMA)
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