

# Haisu Zhang

Assistant Professor of Marketing at Purdue University Calumet

[Greater Chicago Area  
Higher Education](#)

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1. [University of Illinois at Chicago](#)
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[Education](#)

1. MBA, Management at Purdue University Calumet

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- [www.linkedin.com/pub/haisu-zhang/30/560/982](http://www.linkedin.com/pub/haisu-zhang/30/560/982)

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## Summary

Haisu Zhang is an Assistant Professor of Marketing at Purdue University Calumet (PUC). He holds a Ph.D. degree in Business Administration (Marketing) from the University of Illinois at Chicago (UIC). He also received an MBA degree from PUC and a bachelor degree in Business Management from Beijing Technology and Business University. Prior to joining PUC, Haisu was an instructor of marketing and research assistant at UIC. Haisu's research and teaching interests include product innovation, marketing strategy, interorganizational marketing, and international business. His work has been published in the Journal of International Marketing, and presented at American Marketing Association Winter/Summer Marketing Educators' Conference, Annual Global Conference on Product Innovation Management, and Annual Society for Industrial and Organizational Psychology Conference.

## Specialties

Research on innovation, new product development, international business, knowledge management, and organizational learning; statistical techniques of structural equation modeling and hierarchical linear modeling; teaching interests in marketing strategy, international marketing, product/brand management, B2B marketing, and marketing research methods

## Experience

[Assistant Professor of Marketing](#)

[Purdue University Calumet](#)

Educational Institution; 501-1000 employees; Higher Education industry

August 2012 – Present (4 months) Hammond, IN

[Haisu has 3 recommendations](#) (3 co-workers) including:

- 2<sup>nd</sup> [Tim Basadur](#), *Doctoral student and lecturer, University of Illinois at Chicago*
- 2<sup>nd</sup> [Esi A. Elliot](#), *PhD Candidate, University of Illinois at Chicago*

## **Doctoral Student and Instructor**

### **University of Illinois at Chicago Report this position**

Educational Institution; 10,001+ employees; Higher Education industry

August 2007 – August 2012 (5 years 1 month) Greater Chicago Area

[Haisu has 2 recommendations](#) (2 clients) including:

- 2<sup>nd</sup> [Michael Baer](#)
- 2<sup>nd</sup> [Todd Turner Jr](#)

## **Assistant Manager**

### **Walgreens**

Public Company; 10,001+ employees; WAG; Retail industry

2006 – 2006 (less than a year)

Handled daily cash flow including: reconciling, balancing, and depositing

Assessed and maintained inventory

Mediated issues between customers and employees

Served customers based on their specific and individual needs

## **Marketing Assistant**

### **China Sports Audiovisual**

2003 – 2004 (1 year) Beijing, China



Initiated sales plans including: budget, price, sales forecast, and distribution

Solved customer complaints and provided excellent customer service

Managed inventory by receiving and filling orders promptly

## Skills & Expertise Endorsements [Learn more](#)

### 1. 2 Marketing Research

1. 
  2. 
  - 3.
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### 2. 1 Marketing

1. 
  - 2.
- 

## Education

### [Purdue University Calumet](#)

MBA, [Management](#)

2004 – 2006

*Activities and Societies:* [President](#), [International Students Organization](#)

### [University of Illinois at Chicago](#)

Ph.D., [Marketing](#)

2007

*Activities and Societies:* [Representative](#), [Graduate Student Council](#)

[Haisu has 1 recommendation](#) including:

- 2<sup>nd</sup> [Ryan Gensler](#), *Student, University of Illinois at Chicago*