

ANNA SHAOJIE CUI

Assistant Professor of Marketing
College of Business Administration
University of Illinois at Chicago
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ACADEMIC POSITIONS

2010- Present	Assistant Professor College of Business Administration University of Illinois at Chicago
2006- 2010	Assistant Professor 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

2012	Faculty Scholarship Support Program Award
2011	Conference Best Paper Award, PDMA Research Form
2010/2012	SSRN Top Ten Downloaded Papers List
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 strategy and new product development
- Marketing partnerships
- Marketing strategy

REFEREED JOURNAL ARTICLES

Cui, Anna Shaojie and Gina O'Connor, "Alliance Portfolio Resource Diversity and Firm Innovation," forthcoming at *Journal of Marketing*.

Cui, Anna Shaojie and Shyam Kumar, "The Termination of Exploration and Exploitation Joint Ventures: The Impact of Uncertainty, Parent Firm Performance, and Joint Venture Characteristics", forthcoming at *Journal of Business Research*.

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.

Cui, Anna Shaojie., Roger J. Calantone and David Griffith (2011), "Strategic Change and Termination of Interfirm Partnerships", *Strategic Management Journal*, 32 (4), 402-423. (5 citations till March 2012).

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), P. 408. (102 citations till March 2012).

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), P.100. (51 citations till March 2012).

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), P. 48. (3 citations till March 2012).

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. (42 citations till March 2012).

BOOK CHAPTERS

Hult, G. Tomas M., David J. Ketchen, Jr., **Anna Shaojie Cui** et al. (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. (8 citations till March 2012).

RESEARCH UNDER REVIEW

Cui, Anna Shaojie, “Portfolio Dynamics and Alliance Termination: Competing and Synergic Effects,” under second review at *Journal of Marketing*.

SELECTED WORK IN PROGRESS

Working papers

“The Learning Zone in New Product Development”, with Kwong Chan and Roger Calantone. To be submitted to: *International Journal of Research in Marketing*.

“The Role of Market Information in New Product Development in Research-Intensive Industries”. Single author. Target: *Journal of Business Research*.

Data Analysis Stage

“Stock Market Returns to Innovation Events: Varying Effects at Different Stages of New Product Development”. With Meng Zhao. Target: *Journal of Marketing*.

“The Complementarity between Marketing and Technological Knowledge on Innovation Development.” With Fang Wu and ShiChun Xu. Target: *Journal of Product Innovation Management*.

Data Collection Stage

“Successful Innovation through Customer Involvement: A Contingent View”. With Fang Wu.

“The Interaction between Innovation Portfolios and Partnership Portfolios”. Single author.

“Contextual effects in patient medicine adherence.” With Cheryl Nakata, Jelena Spanjol, Lisa Sharp, Mary Beth Watson-Manheim and Stephanie Crawford.

“Barriers and innovation in the process of medicine access for the low income population.” With Cheryl Nakata, Jelena Spanjol, Lisa Sharp, Mary Beth Watson-Manheim and Stephanie Crawford.

CONFERENCE PROCEEDINGS

Wu, Fang, **Anna Shaojie Cui** and Shichu Xu (2012), “The Complementarity between Marketing and Technological Knowledge on Innovation Development.” 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," *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 *Marketing Science Conference* – Houston, Texas.

Cui, Anna Shaojie (2010), "Portfolio Dynamics and Alliance Termination: Competing and Synergic Effects," 2010 *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**, et al. (2006), "An Assessment of the Use of Structural Equation Modeling in International Business Research," *Academy of International Business Annual Conference 2007*– 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 (2003), "The Environmental Antecedents of Knowledge Management Capabilities: An MNC Subsidiary Examination", *Academy of International Business Annual Conference* - Stockholm, Sweden.

CONFERENCE PRESENTATIONS

Cui, Anna Shaojie and Gina O'Connor (2011), "The Contribution of Alliance Portfolio Resource Diversity to Firm Innovation: A Contingent View," *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 *Marketing Science Conference* – Houston, Texas.

Cui, Anna Shaojie (2010), "Portfolio Dynamics and Alliance Termination: Competing and Synergic Effects," 2010 *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.

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.

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 PARTICIPATIONS

- Care Innovations Summit, 2012.
- Utah Winter Product and Service Innovation Conference 2012, 2010, 2009
- Informs Marketing Science Conference 2009, 2008
- RPI Marketing & Innovation Mini-Conference 2008
- Product Development and Management Association Conference 2007, 2006
- 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 research Grant, \$5000. 2/2010.

“Pharmacare 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.

Faculty Scholarship Support Program. UIC Office of Faculty Affairs. \$1000. 3/2012.

Applied

“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. 4/2011.

TEACHING INTERESTS

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

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

SERVICE ACTIVITIES

Service to the Field

Editorial Board Member

- Industrial Marketing Management

Reviewer

- Journal of the Academy of Marketing Science
- Journal of Product Innovation Management
- Journal of International Marketing
- IEEE Transactions on Engineering Management
- Technovation
- Journal of Product Innovation Management special issue on 'Innovation in the Global Automotive Industry'
- Journal of Product Innovation Management special issue on 'Effective Global Product Innovation and Launch'
- International Marketing Review special issue on 'Culture'
- Emerging Research Frontiers in International Business Studies (Volume 2), edited by David Griffith
- AMA Summer Marketing Educators' Conference 2008, 2006
- Academy of Marketing Science Conference 2010
- International Conference on Information Systems 2010
- Product Development Management Association Research Competition 2007
- Grant proposal review, Research Grant Council (RGC) of Hong Kong 2011

Conference Support

- Session Chair, Informs Marketing Science Conference 2011
- Session Chair, Inaugural PMDA-UIC Doctoral Consortium 2011
- Session Chair, 3rd Subsistence Marketplaces Conference 2010

Selected Internal Service, University of Illinois at Chicago

- Doctoral Dissertation Committee Member
 - Chengli Shu, Marketing (3/2011 - present)
 - Kelly Weidner, Marketing (6/2011 - present)
 - Down Schneider, Marketing (3/2012 – present)
- Visiting Speaker Series Organizer (12/2011-present)
- Marketing Faculty Recruiting Committee Member (12/2011-present)

- Inaugural PMDA-UIC Doctoral Consortium Organizing Committee (2010-2011)

Selected Internal Service, Rensselaer Polytechnic Institute

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

- Financial Analyst, CITIC Industrial Bank, Beijing, China, 1999-2002
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MEMBERSHIP IN ACADEMIC ORGANIZATIONS

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