

HAIBO PAN

Research Assistant



Department of Marketing
College of Business
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EDUCATION

Doctor of Philosophy in Marketing City University of Hong Kong, China	2016.09-2022.02
Master of Management in Business Administration Harbin Institute of Technology, China	2010.06-2013.01
Bachelor of Management in Marketing Harbin Institute of Technology, China	2006.09-2010.07

RESEARCH INTERESTS

Channel Governance, with emphasis on *Franchising* and *Agency Theory*
Social Identity Theory, with emphasis on *Consumer Behaviours* and *Marketing Strategy*

JOURNAL PUBLICATIONS

Wang, Xiaoyan, **Haibo Pan**, Nibing Zhu, and Shaohan Alan Cai (2021), "East Asian Films in the European Market: the Roles of Cultural Distance and Cultural Specificity", *International Marketing Review*, 38(4), 717-735. <https://doi.org/10.1108/IMR-01-2019-0045> **(ABS 3 stars)**

Zhou, Mingjian, **Haibo Pan**, and Jifan Ren (2014), "Task Conflict and Relationship Conflict on Team Creativity: The Mediating Role of Team Potency", *Management Review*, 26(12), 120-130. **(Chinese A Journal)**

WORKING PAPERS

Pan, Haibo, and Xu Zheng (2021), "Franchisee Configuration and Franchisee Failure: The Role of Intra- and Inter-Brand Competition", Manuscript Preparation for *Journal of Marketing Research*.

Pan, Haibo, and Xu Zheng (2021), "The Higher Ads Spending, The Better Financial Performance? The Role of Franchisee Configuration", Manuscript Preparation for *Journal of Retailing*.

Antia, Kersi D., Xu Zheng and **Haibo Pan** (2021), "The Financial Impact Of And Firms' Marketing Response To International Terrorism: 9/11 And The Global Airline Industry", *Data Analysis Phase*.

REFERRED CONFERENCE PROCEEDINGS

Pan, Haibo, and Xu Zheng (2018), “Optimizing the Impact of Franchisor Plural Governance on Franchisee Performance: The Moderating Roles of System Size and Regulatory Environment,” *Paper Presented at 2018 Summer AMA Conference, Boston (August 10-12)*.

Ji, Li, Xu Zheng, and **Haibo Pan** (2017), “Regional Clustering, Matching Governance Mechanisms, and Performance Implications in Franchising,” *Paper Presented at 2017 Winter AMA Conference, Orlando (February 17-19)*.

Zhou, Mingjian, and **Haibo Pan** (2013), “Different Paths Different Effects: Testing the Relationship Between Team Task Conflict and Team Creativity”, *In the 19th International Conference on Industrial Engineering and Engineering Management*, 683-690, Springer Berlin Heidelberg.

WORK EXPERIENCE

City University of Hong Kong, <i>Research Assistant</i>	February 2022-August 2022
City University of Hong Kong, <i>Research Assistant</i>	August 2015-August 2016
Hong Kong Baptist University, <i>Research Assistant</i>	November 2014-April 2015
Hong Kong Baptist University, <i>Research Assistant</i>	October 2013-August 2014

TEACHING EXPERIENCE

R and Data Analysis in Marketing (Teaching Assistant)

International Marketing (Teaching Assistant)

AWARDS AND HONORS

Outstanding Graduates Award, <i>Harbin Institute of Technology</i>	2013
Outstanding Students Award, <i>Harbin Institute of Technology</i>	2007, 2011
National Aspiration Scholarship, <i>Harbin Institute of Technology</i>	2007, 2008, 2009

REFERENCES

Dr. ZHENG Xu

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