

# HAIBO PAN

Research Assistant



Department of Marketing  
College of Business  
City University of Hong Kong

83 Tat Chee Avenue  
Kowloon, Hong Kong  
Phone: +852 62168469  
Email: [haibopan@outlook.com](mailto:haibopan@outlook.com)

---

## EDUCATION

<b>Doctor of Philosophy in Marketing</b> City University of Hong Kong, China	2016.09-2022.02
<b>Master of Management in Business Administration</b> Harbin Institute of Technology, China	2010.06-2013.01
<b>Bachelor of Management in Marketing</b> 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>  
**(SSCI, 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.  
**(CSSCI, Chinese A Journal)**

## WORKING PAPERS

**Pan, Haibo**, and Xu Zheng, "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, "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**, "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**

Associate Professor  
Department of Marketing  
City University of Hong Kong  
83 Tat Chee Avenue, Kowloon, Hong Kong  
Phone: +852 34429911  
Email: [xuzheng@cityu.edu.hk](mailto:xuzheng@cityu.edu.hk)

### **Prof. SU Chenting**

Chair Professor  
Department of Marketing  
City University of Hong Kong  
83 Tat Chee Avenue, Kowloon, Hong Kong  
Phone: +852 34424951  
Email: [mkctsu@cityu.edu.hk](mailto:mkctsu@cityu.edu.hk)