



# Zhenning(Jimmy) Xu

Assistant Professor, Ph.D.

November 2021

-  School of Business and Public Administration, CSUB
-  +1 22 3333 4444
-  [rpubs.com/utjimmyx](http://rpubs.com/utjimmyx)
-  [zxu3@csu.edu](mailto:zxu3@csu.edu)
-  [twitter.com/MKTJimmyxu](https://twitter.com/MKTJimmyxu)
-  [github.com/utjimmyx](https://github.com/utjimmyx)
-  [www.linkedin.com/in/zhenning-jjimmy-xu/](https://www.linkedin.com/in/zhenning-jjimmy-xu/)

## About me

Be the change you want to see in the world! Dr. Jimmy Xu helps people create value with marketing analytics and data-driven technologies.

## Some stuff about me - Community Service

- Organizer and speaker - Central Valley Data Analytics and R Users Meetup Group([www.meetup.com/Bakersfield-Data-Analytics-Using-R-Meetup-Group](http://www.meetup.com/Bakersfield-Data-Analytics-Using-R-Meetup-Group))
- Judge (2020/2021)-GOMAC (Global Marketing Online Challenge, [www.gomachallenge.com/](http://www.gomachallenge.com/))
- Academic Committee Member - IEEE International Workshop on Software Engineering and Big Data

## Some stuff about me - Service Learning

- Co-Chair for the 1st CSUB Digital Marketing & Business Analytics Hackathon
- Chair for the 1st, 2nd, and 3rd Analytics and Digital Marketing Symposium and Student Competition at the University of Southern Maine

## Some stuff about me - Experiential Learning

- Marketing Research Course Notes for Students
  - [bookdown.org/utjimmyx/marketing\\_research](http://bookdown.org/utjimmyx/marketing_research)
- Marketing Channel Course Notes for Students
  - [bookdown.org/utjimmyx/marketing\\_channel\\_a\\_strategic\\_analytical\\_and\\_t](http://bookdown.org/utjimmyx/marketing_channel_a_strategic_analytical_and_t)

## Work Experience

2019-now	CSU Bakersfield	Assistant Professor of Marketing
2016-2019	University of Southern Maine	Assistant Professor of Marketing

## Education & Training

2012-16	Ph.D. (Specialization in Marketing Analytics)	University of Texas at El Paso
	Texas, USA	
2019	Data Science Specialization (11 courses)	Johns Hopkins
	University/Coursera	
	USA	
2020	DataRobot for Data Scientists Certificate	DataRobot
	USA	
2012	Master in Business Administration	Marshall University
	WV, USA	

## Research Highlights

- Emerald Literati Award Winners 2020 for the following paper
  - Ref:[www.emeraldgrouppublishing.com/journal/qmr/qualitative-market-research-literati-award-winners-2020](http://www.emeraldgrouppublishing.com/journal/qmr/qualitative-market-research-literati-award-winners-2020)
- Wu, G. J., Tajdini, S., Zhang, J., & Song, L. (2019). Unlocking value through an extended social media analytics framework: Insights for new product adoption. Qualitative Market Research: An International Journal.
- Co-chair for the data-driven marketing for consumer insights track of the 49th ACME (The Association of Collegiate Marketing Educators Conference).

## Published Refereed Journal Papers (Double Blinded)

- Xu, Z., Vail, C., Kohli, A. S., & Tajdini, S. (2021). Understanding changes in a brand's core positioning and customer engagement: a sentiment analysis of a brand-owned Facebook site. Journal of Marketing Analytics, 9(1), 3-16 (ABDC list).
- Gavin Wu, Zhenning (Jimmy) Xu, Jie Zhang, Saeed Tajdini, Lei Song (2019), "Unlocking value through an extended social media analytics framework: Insights for new product adoption," Qualitative Market Research - an International Journal (ABDC list).

- Liu Yu, Faith Xie, Zhenning Xu (2019), "Board Business Connections and Firm Profitability: Evidence from China," *Emerging Markets Finance and Trade* (ABDC list).
- Gavin Wu, Zhenning (Jimmy) Xu, Jie Zhang, Saeed Tajdini, Lei Song (2018), "Unlocking value through an extended social media analytics framework: Insights for new product adoption," *Qualitative Market Research - an International Journal* (B journal, ABDC list).
- Liu Yu, Faith Xie, Zhenning Xu (2018), "Board Business Connections and Firm Profitability: Evidence from China," *Emerging Markets Finance and Trade* (B journal, ABDC list).
- Ramirez, Edward, Roland Gao, John Hadjimarcou, Zhenning (Jimmy) Xu (2018), "User Generated Content as Word of Mouth," *Journal of Marketing Theory and Practice* (B journal, ABDC list).
- Xu, Zhenning (Jimmy), Gary L. Frankwick, and Edward Ramirez (2016), "Effects of Big Data Analytics and Traditional Marketing Analytics on New Product Success, a Knowledge Fusion perspective," *Journal of Business Research* (A journal, ABDC list).
- Xu, Zhenning (Jimmy), Edward Ramirez, Juanjuan Xu, and Yu Liu (2015), "The Effects of Neoliberalism and Trade Liberalization on China's Environment over Time, a Macromarketing Perspective." *Journal of Macromarketing*, 35(2), 187-201 (A journal, ABDC list).