



# Zhenning(Jimmy) Xu

Assistant Professor, Ph.D.

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## 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/Seaker - 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).

## Recent 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).