

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 and speaker Central Valley Data Analytics and R Users Meetup Group(www.meetup.com/Bakersfield-Data-Analytics-Using-R-Meetup-Group)
- Judge (2020/2021)-GOMAC (Global Marketing Online Challenge, 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
- · Marketing Channel Course Notes for Students
 - 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) Paso Texas, USA	University of Texas at El
2019	Data Science Specialization (11 courses) University/Coursera USA	John Hopkins
2020	DataRobot for Data Scientists Certificate USA	DataRobot
2012	Master in Business Administration WV, USA	Marshall University

Research Highlights

- · Emerald Literati Award Winners 2020 for the following paper
 - Ref: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).