XIA WANG

E-mail: wangxia1@gsm.pku.edu.cn

Education

2008~present Ph.D. Candidate, Guanghua School of Management, Peking Univeristy.

2004~2008 B.A., Department of Economics and Business Administration, Beijing Normal University.

Working Project

Wang, Xia, Luping Sun, and Hean Tat Keh (2011). Is Variety the Spice of Life for Packaged Goods, *working paper*.

Wang, Xia, Hean Tat Keh, and Run Ren (2011). A Meta-Analysis of the Consequences of Service Fairness, *working paper*.

Participated Research Programs

The Mechanism Underlying the Effect of Expert Review and Word-of-Mouth in Movie Consumption: A Cross-Culture Research (The National Natural Science Fund, project leader: Hean Tat Keh)

Conference Paper

Wang, Xia, Hean Tat Keh, and Run Ren. A Meta-Analysis of the Consequences of Service Fairness, Annual Conference of China Marketing Science, 2011 (August).

Wang, Xia, Luping Sun, and Hean Tat Keh. Does Variety in Packaged Goods Matter?, Asia-Pacific Conference of the Association for Consumer Research, 2011 (June).

Wang, Xia, and Hean Tat Keh. The Impact of Service Fairness on Customer Satisfaction and Loyalty across Different Service Categories, Annual Conference of China Marketing Science, 2009 (August).

Honors and Awards

2010~2011, Guanghua scholarship, Peking University

2008~2009, Tokyo Mitsubishi Bank scholarship, Peking University

Nov. 2007, National scholarship, Beijing Normal University

Jun. 2006, second prize in the business plan competition of “Challenge Cup”, Beijing Normal University

May 2007, first prize in the 15th “Jingshi Cup” competition of extracurricular academic science and technology works.

Teaching Experiences

Sep. 2010~Nov. 2010, Mar. 2011~May. 2011, Sep. 2011~Oct. 2011, Teaching Assistant, Marketing Management (MBA Students), Guanghua School of Management, Peking University (Instructor: Prof. Keh Hean Tat & Prof. Zhang Ying)

Research Interest

Consumer variety-seeking behavior, Self-control, Word-of-mouth, Fairness issues in service marketing