

## **Dr. Chiquan Guo**

The University of Texas Rio Grande Valley  
Department of Marketing  
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### **Education**

PhD, Southern Illinois University - Carbondale, 2002.  
Major: Business Administration  
Title: Market Orientation and Customer Satisfaction: An Empirical Investigation

MBA, University of Wisconsin - Oshkosh, 1996.  
Major: Business Administration

BA, University of Wisconsin - Green Bay, 1994.  
Major: Economics

### **Employment History**

#### **Academic - Post-Secondary**

Associate Professor of Marketing, The University of Texas Rio Grande Valley. (September 2015 - Present).

### **Licensures and Certifications**

UTRGV's Sustainable Faculty Development Webinar Sessions, The University of Texas Rio Grande Valley Office for Sustainability. (May 2019 - Present).

QM Rubric Update Sixth Edition (RU), Quality Matters (QM). (January 8, 2019 - Present).

Study of Exchange: Comprehension of Local History and Culture, B3 Institute & Center for Teaching Excellence at The University of Texas Rio Grande Valley. (2018 - Present).

Independent Applying the QM Rubric (APPQMR), Quality Matters (QM). (December 9, 2016 - Present).

Majors Fair, The University of Texas-Pan American. (September 23, 2014 - Present).

Teaching Excellence, College of Business Administration at The University of Texas-Pan American. (May 2014 - Present).

Majors Fair, Coordinator of Majors Fair Committee at The University of Texas Rio Grande Valley. (September 24, 2013 - Present).

Teaching Online Certification - Blackboard Learn, Center for Online Learning, Teaching & Technology at The University of Texas-Pan American. (April 8, 2013 - Present).

Responsible Conduct of Research; Social and Behavioral Responsible Conduct of Research Course 1; 1 - Basic Course, CITI Program. (February 20, 2019 - February 19, 2023).

Basic/Refresher Course - Human Subjects Research; Social Behavioral Research Investigators and Key Personnel; 1 - Basic Course, CITI Program. (February 15, 2019 - February 14, 2023).

## **Development Activities Attended**

Workshop, "Blueprinting Sessions - Summer Cohort 1A," Center for Online Learning and Teaching Technology (COLTT). (May 20, 2020 - June 26, 2020).

Workshop, "How to Alleviate, Overwhelm, and Stay Focused," Center for Teaching Excellence (CTE). (April 15, 2020).

Workshop, "Search Committee Training II," Office of Faculty Success & Diversity. (February 28, 2020).

Webinar, "Intermediate - Sustainability #4: Technology, Globalization & Sustainable Development," Office of Faculty Success & Diversity. (November 13, 2019).

Workshop, "Transforming Through Engagement: A Core Priority," Center for Teaching Excellence (CTE). (November 11, 2019).

Workshop, "Search Committee Training I," Office of Faculty Success & Diversity. (November 8, 2019).

Webinar, "Introductory - Sustainability #3: Stop Dooming & Gloom: Engage Students in Solutions," Office of Faculty Success & Diversity. (October 31, 2019).

Webinar, "Intermediate - Sustainability #3: Storytelling for Scientists: Using Narrative to Achieve more Effective Science Communication," Office of Faculty Success & Diversity. (October 30, 2019).

Workshop, "Ensuring Success through Accommodations," Center for Teaching Excellence (CTE). (October 18, 2019).

Webinar, "Intermediate - Sustainability #2: Education 2030 and the Future of Education for Sustainable Development," Office of Faculty Success & Diversity. (October 9, 2019).

Webinar, "Introductory - Sustainability #2: Beyond Science: Framing Sustainability to Welcome all Disciplines," Office of Faculty Success & Diversity. (October 2, 2019).

Workshop, "Tenure and Promotion Committee Meeting," Office of Faculty Success & Diversity. (September 20, 2019).

Workshop, "Community Engagement & Team-Based Learning: Lessons Learned from Teaching the Principles of Behavior to Psychology Students," Center for Teaching Excellence (CTE). (July 30, 2019).

Workshop, "Reflections, Challenges, & Lessons Learned in Supporting Community-Engaged Service in Online & Traditional Courses," The Center for Teaching Excellence (CTE). (July 23, 2019).

Workshop, "Creating a Learner-Centered Syllabus," The Center for Teaching Excellence (CTE). (June 20, 2019).

Workshop, "FLIPPING the Initial and Final Minute of Class!," The Center for Teaching Excellence (CTE). (June 20, 2019).

Workshop, "Community Engagement--Erika Perez," The Center for Teaching Excellence (CTE). (May 3, 2019).

Workshop, "Developing Our Young, Emerging Scholars: A Conversation on Helping Students Find Their Inner-Nerd," The Center for Teaching Excellence (CTE). (April 24, 2019).

Workshop, "Building a Faculty Web Presence for Teaching & Research," The Center for Teaching Excellence (CTE). (April 23, 2019).

Workshop, "Dynamic Lecturing: Reflection & Retrieval Practice," The Center for Teaching Excellence (CTE). (April 9, 2019).

General Faculty Development (GFD), "Community Engaged Scholarship," Office of Faculty Success & Diversity. (April 2, 2019).

Workshop, "Create Micro-Lectures with iPad and Clips," The Center for Teaching Excellence (CTE). (February 27, 2019).

Workshop, "Using Active Learning in Large Lecture Classes," The Center for Teaching Excellence (CTE). (February 26, 2019).

Webinar, "Sustainability Faculty Development: Introductory Webinar #6," The Center for Teaching Excellence (CTE). (February 21, 2019).

Webinar, "Sustainability Faculty Development: Intermediate Webinar #6," The Center for Teaching Excellence (CTE). (February 20, 2019).

Workshop, "Jigsaw Method--Alejandro Garcia," The Center for Teaching Excellence (CTE). (February 19, 2019).

Webinar, "Sustainability Faculty Development: Business Webinar #6," The Center for Teaching Excellence (CTE). (February 18, 2019).

Workshop, "Team-Based Learning," The Center for Teaching Excellence (CTE). (February 12, 2019).

Workshop, "Dynamic Lecturing: Types of Lectures & Activating Prior Knowledge," The Center for Teaching Excellence (CTE). (February 7, 2019).

Workshop, "Scholarship of Teaching & Learning: Reflecting on Teaching & Learning," The Center for Teaching Excellence (CTE). (February 7, 2019).

Webinar, "Sustainability Faculty Development: Introductory Webinar #5," The Center for Teaching Excellence (CTE). (January 31, 2019).

Webinar, "Sustainability Faculty Development: Intermediate Webinar #5," The Center for Teaching Excellence (CTE). (January 30, 2019).

Webinar, "Sustainability Faculty Development: Business Webinar #5," The Center for Teaching Excellence (CTE). (January 28, 2019).

Workshop, "Cooperative Learning: Three Basic and Effective Aspects of Successful Group Work," The Center for Teaching Excellence (CTE). (January 24, 2019).

Workshop, "Small Teaching Changes," The Center for Teaching Excellence (CTE). (January 22, 2019).

Workshop, "Creating Learner-Centered Syllabus," The Center for Teaching Excellence (CTE). (December 13, 2018).

Workshop, "Dr. Alyssa Cavazos ROTA Meeting," The Center for Teaching Excellence (CTE). (December 13, 2018).

Workshop, "Reading Strategies," The Center for Teaching Excellence (CTE). (December 6, 2018).

Workshop, "Statement of Teaching Philosophy," The Center for Teaching Excellence (CTE). (December 6, 2018).

General Faculty Development (GFD), "Recognizing At-Risk Students," Office of Faculty Success & Diversity. (November 15, 2018).

Workshop, "Tools and Strategies to Create a Nice Learning Environment-Dr. Gustavo Dietrich," The Center for Teaching Excellence (CTE). (October 2, 2018).

Workshop, "Understanding How Learning Works," The Center for Teaching Excellence (CTE). (September 26, 2018).

Workshop, "Dynamic Lecturing: Session II," The Center for Teaching Excellence (CTE). (September 25, 2018).

Workshop, "Scholarship of Teaching and Learning (SOTL)," The Center for Teaching Excellence (CTE). (September 20, 2018).

Webinar, "Sustainability Faculty Development: Intermediate Webinar #1," The Center for Teaching Excellence (CTE). (September 19, 2018).

Webinar, "Sustainability Faculty Development: Introductory Webinar #1," The Center for Teaching Excellence (CTE). (September 13, 2018).

General Faculty Development (GFD), "NFSP & All Faculty Session 1: Resource Fair," Office of Faculty Success & Diversity. (September 11, 2018).

Workshop, "Drafting a Strong Teaching & Research Narratives for Annual Review," The Center for Teaching Excellence (CTE). (August 30, 2018).

Workshop, "Using Images and Multimedia to Create Dynamic Lectures," The Center for Teaching Excellence (CTE). (August 8, 2018).

General Faculty Development (GFD), "Structuring Your Summer Class to Make Learning Stick," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (May 15, 2018).

Workshop, "GFD: Successfully Delivering a Summer Course," The Center for Teaching Excellence (CTE). (May 15, 2018).

General Faculty Development (GFD), "Effective Summer Writing," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (April 5, 2018).

Workshop, "Hitting Pause to Create Dynamic Lectures," The Center for Teaching Excellence (CTE). (March 27, 2018).

General Faculty Development (GFD), "Engaging Your Students in the Community," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (March 8, 2018).

General Faculty Development (GFD), "How to Successfully Publish a Book with an Academic Press," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (February 27, 2018).

Distinguished Faculty Colloquium Series, "'The Altermundos of Latin@futurism" by Dr. Cathryn Meria-Watson." (February 22, 2018).

Workshop, "Why Mentoring Matters," The Center for Teaching Excellence (CTE). (February 20, 2018).

General Faculty Development (GFD), "Creating and Accessible Learning Environment," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (February 15, 2018).

General Faculty Development (GFD), "Peer Observation of Teaching," Office of the Senior Associate Vice President for Faculty Affairs & Diversity. (January 25, 2018).

## **TEACHING**

### **Teaching Experience**

#### **The University of Texas Rio Grande Valley**

BADM 9110, Independent Study, 3 courses.  
BADM 9391, Dissertation-Extension, 6 courses.  
BADM 9690, Dissertation-Residency, 2 courses.  
MARK 3300, Principles of Marketing, 4 courses.  
MARK 3311, Business & Culture, 1 course.  
MARK 3383, Pricing Strategy & Tactics, 6 courses.  
MARK 4350, Marketing Research, 7 courses.  
MARK 4399, Marketing Strategy (Capstone), 4 courses.  
MARK 6340, Market Research Methods, 2 courses.  
UNIV 6100, Comp Exam Ext, 1 course.

### **Directed Student Learning**

Dissertation Committee Chair, Department of Marketing, (September 2019 - Present)  
Chukwuemeka Duruamaku

Dissertation Committee Chair, Department of Marketing, (September 2018 - Present)  
Sudipto Sarkar

Dissertation Committee Member, "Consumer Response to the Disposal of Potentially Harmful Products: The Product Life-Cycle, Consumer Activism, and Subjective Well-Being across Borders," Department of Marketing, (September 2016 - August 2019)  
Sergio Robles

## RESEARCH

### Published Intellectual Contributions

#### Book, Chapter in Scholarly Book-Revised

Guo, C., Zeng, C. (2019). Chapter 23 Anime and Manga Fandom in the 21st Century: A Close-Up View. In Charlie Cheng Lu Wang (Ed.), *Handbook of Research on the Impact of Fandom in Society and Consumerism* (pp. 480-496). IGI Global. <https://www.igi-global.com/>

#### Journal Article, Academic Journal

Hao, W., Paul, J., Trott, S., Guo, C., Wu, H.-H. (2021). Two Decades of Research on Nation Branding: A Review and Future Research Agenda. *International Marketing Review (A in ABDC's List)*, 38(1), 46-69. <https://www.emerald.com/insight/0265-1335.htm>

Guo, C., Sarkar, S., Zhu, J.\*\* , Wang, Y. J. (2020). R&D Investment, Business Performance, and Moderating Role of Guanxi: Evidence from China. *Industrial Marketing Management (A\* in ABDC's List)*, 91(November), 55-63.

Wang, T., Jia, Y., Xiao, K., Guo, C. (2020). How to Reduce Opportunism through Contractual Governance in the Cross-Cultural Supply Chain Context: Evidence from Chinese Exporters. *Industrial Marketing Management (A\* in ABDC's List)*, 91(November), 323-337.

Zeng, F., Li, W., Wang, V. L., Guo, C. (2020). The Impact of Advertising Self-Presentation Style on Customer Purchase Intention. *Asia Pacific Journal of Marketing and Logistics (A in ABDC's List)*, 32(6), 1242-1254.

Guo, C., Kulviwat, S., Zhu, J., Wang, Y. J. (2019). Competing in an Emerging Market: Antecedents and Consequences of Market Orientation and the Role of Environmental Factors. *Journal of Strategic Marketing*, 27(3), 248-267 (A in ABDC's List).

Wang, Y. J., Capon, N., Wang, V. L., Guo, C. (2018). Building Industrial Brand Equity through Resource Advantage. *Industrial Marketing Management*, 72(July), 4-16 (A\* in ABDC's List).

Guo, C., Wang, Y. J., Hao, A. W., Saran, A. (2018). Strategic Positioning, Timing of Entry, and New Product Performance in Business-to-Business Markets: Do Market-Oriented Firms Make Better Decisions? *Journal of Business-to-Business Marketing*, 25(1), 51-64 (B in ABDC's List).

### Presentations Given

Guo, C., (June 29, 2019). , International Symposium on Cross-Cultural Relationship Management Business School of Sichuan University in Chengdu, Sichuan, China.

Guo, C., Wang, Y., Hao, A. W., LaPlaca, P., (June 29, 2019). *Cross Cultural Relationship Orientation*, International Symposium on Cross-Cultural Relationship Management Business School of Sichuan University in Chengdu, Sichuan, China.

Guo, C., Zhu, J., Sudipto, S., Wang, Y. J., (May 23, 2018). *Guanxi and Organizational Performance: A Cost-Benefit Perspective*, 2018 Academy of Marketing Science Annual Conference in New Orleans in New Orleans.

## Intellectual Contributions under Submission

### Journal Articles

Guo, C., Hossain, M. N., Kroll, M., Elnahas, A., Ater, B. The Impact of CEO Ideology and Political Alignment on R&D Spending and Business Performance. *Organization Science*.

## Research Currently in Progress

"CEO Gender and Corporate Social Responsibility" (On-Going).

## SERVICE

### Department Service

Committee Member, Annual Review Committee [10 hours per year]. (September 2019 - August 2020).

Committee Member, Search Committee [20 hours per year]. (September 2019 - August 2020).

Committee Member, Doctoral Comprehensive Exam Committee [10 hours per year]. (May 2020 - June 2020).

Committee Member, Doctoral Preliminary Exam Committee [5 hours per year]. (June 9, 2020 - June 15, 2020).

Committee Chair, Annual Review Committee [20 hours per year]. (September 2018 - August 2019).

Committee Chair, New Master Program Subcommittee [20 hours per year]. (September 2018 - August 2019).

Committee Member, Tenure and Promotion and Annual Review Committee [10 hours per year]. (September 2017 - August 2018).

Committee Member, Doctoral Comprehensive Exam Committee [10 hours per year]. (June 1, 2018 - June 30, 2018).

### College Service

Committee Member, Masters Committee [20 hours per year]. (September 2018 - Present).

Committee Member, Grade Appeal Committee [2 hours per year]. (May 28, 2020).

Committee Member, MBA Committee [10 hours per year]. (September 2017 - August 2018).

Committee Member, Research & Engagement Committee. (September 2017 - August 2018).

## Professional Service

Reviewer, Ad Hoc Reviewer, International Marketing Review [5 hours per year]. (August 2020 - Present).

Reviewer, Ad Hoc Reviewer, Industrial Marketing Management [20 hours per year]. (May 2019 - Present).

Reviewer, Ad Hoc Reviewer, International Business Review [5 hours per year]. (March 25, 2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Managerial Issues. (April 2018 - August 2019).

Reviewer, Ad Hoc Reviewer, Journal of Business Theory and Practice [10 hours per year]. (September 2016 - August 2018).

\* indicates undergraduate student

\*\* indicates graduate student