

SHUYI HAO

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EDUCATION

NEOMA Business School

Doctor of Philosophy (PhD), Marketing

Reims, France
Oct 2020 – 2023

IESEG School of Management

Master of Science, International Business Negotiation

Paris, France
Aug 2016 – Mar 2018

- Average grade: 16.2/20
- Participated in 2017 Warsaw Negotiation Round- Central Europe's first international negotiation competitions

Université Grenoble Alpes - CUEF

French language studies

Grenoble, France
Sep 2015 – May 2016

University of Minnesota - Twin Cities

Bachelor of Arts, Strategic Communication-Advertising track

Minneapolis, USA
Sep 2011 – Dec 2014

- Graduated one semester earlier with an average GPA 3.4/4
- Awards: College Dean's list, MCAE Maroon Academic All-Star

WORK EXPERIENCE

ICN Business School

Assistant Professor - Marketing

Paris, France
Aug 2023 – Present

- Delivering courses and workshops such as Direct Marketing and Mobile Marketing, Marketing and E-business, Global Integrate Marketing Communication
- Contributing to research activities

NEOMA Business School

Research Fellow & Lecturer - Marketing

Reims, France
Oct 2020 – Aug 2023

- Assisting in research activities
 - Paper accepted by *Recherche et Applications en Marketing* (FNEGE 2, CNRS 2)
- Supporting teaching and services-related tasks, such as:
 - Proposing the new course curriculum based on job market trends and demand and assisting in developing online learning sessions
 - Assisting in student engagement activities on the *NEOMA Virtual Campus*
 - Designing the orientation program for visiting students from Nankai University, China
- Course delivery (face-to-face, asynchronous, and online sessions):
 - Web marketing and history (27 hours) – Undergraduate
 - Communication Strategies (12 hours) – Grande Ecole
- Global BBA dissertation supervision: supervising 5 students on their undergraduate dissertations
 - Topics include: 1) electric vehicle adoption among Chinese consumers, 2) the effect of streaming on the cultural industry, 3) the evolution of consumer demands and customization of streaming platforms, 4) luxury branding, and 5) implications of web 4.0 for organizations

ISTEC - School of Management and Marketing

Lecturer – Marketing (part-time)

Paris, France
Oct 2022 – Present

- Designing pedagogical material and evaluation criteria for MBA students via digital and traditional channels
- Courses delivery:
 - Market studies: 60 hours
 - Multi-channel strategies: 28 hours

IAE Rouen*Lecturer – Marketing (part-time)***Rouen, France**

Oct 2021 – May 2022

- Responsible for course curriculum development and assessment
- Courses delivered:
 - Marketing management (24 hours) – Undergraduate
 - Customer relationship management (96 hours) – Undergraduate

FESCO Adecco Talent *(China-Switzerland JV, providing HR solutions)**Consultant – Life science***Shanghai, China**

Mar 2020 – Aug 2020

- Conducted marketing research based on clients' requirements
- Responsible for the full recruitment circle
- Managed working budget and personal sales pipeline to ensure a healthy cash flow
- Worked with clients including Johnson & Johnson, Takeda, and Ipsos on mid-to-senior level positions recruitment

Hudson *(International enterprise specializing in talent recruitment and management)**Associate consultant/Consultant – Professional services***Shanghai, China**

Oct 2018 – Mar 2020

- Conducted marketing research based on clients' requirements
- Worked with clients including from consulting and advertising industries such as Boston Consulting Group, McKinsey, Havas Media Group, GFK, Dentsu Aegis Network, and Mediapro. Constantly met sales targets and got promoted 6 months after joining the company
- Provided candidates with interview coaching sessions on personal branding, body language, presentation delivery, etc.

Labbrand *(Brand consulting and innovation firm with offices in 4 countries)**Business Consultant***Shanghai, China**

Apr 2018 – Oct 2018

- Provided strategic recommendations based on primary research, securing 7 deals within a 6-month period
- Created compelling case studies, custom-designed proposals, and newsletters to promote company services and boost brand image
- Established, maintained, and grew good relationships with company directors while liaising with partner agencies on developing new clients

Boston Scientific *(International developer, manufacturer, and marketer of medical devices)**Marketing Communication Assistant***Paris, France**

Oct 2017- Mar 2018

- Took charge of Boston Scientific Europe product catalog (80+pages) updates in 5 language versions
- Assisted with copywriting and proofing of sales and marketing materials on multiple media channels
- Collaborated with agencies on consumer behavior studies; developing creative videos, animations, and adverts for online and offline events
- Worked with the global Marketing Communication team on creating new ideas and programs for the European market
- Maintained communications databases and handled administrative requests

The Minnesota Daily *(Largest student-run newspaper in the U.S.)**Marketing Brand Ambassador***Minneapolis, USA**

Sep 2014 - Jan 2015

- Developed marketing strategies specifically targeted to international students, growing readership and engagement by 50% within 3 months
- Brainstormed and executed promotional activities to increase brand awareness of the newspaper on campus
- Led a team of 4 to conduct weekly market research to gain consumer insights by gathering and analyzing data
- Generated new leads and grew readership via digital channels such as blogs, articles, email campaigns, and social media

Jiangsu College for International Education *(Institute for international studies)**Marketing Intern***Nanjing, China**

Jun 2012 - Aug 2012

- Assisted marketing manager in preparing promotional materials and setting up bi-weekly conferences
- Partnered with local organizations and schools to co-organize events; strengthening community relations
- Edited publicity materials and planned online promotions on social media

JOURNAL PUBLICATIONS

- CHEN. X., GUO. S., XIONG. J., and **HAO, S.**, How customer-perceived dependence impacts customer forgiveness in service failure: evidence from financial industry in Mainland China. 2022, *Frontiers in Psychology* (ABS 1), doi: 10.3389/fpsyg.2022.914024
- SCARINGELLA. L., XIONG. J., CHAKRABORTY. S., and **HAO, S.**, The “incupportive model” for technological spin-offs: insights of three research centers in France. 2022, *IEEE Transactions on Engineering Management* (ABS 3), doi: 10.1109/TEM.2022.3208964.

CONFERENCE PRESENTATIONS

- 2023 Global Marketing Conference:
 - *Navigating the global landscape: Insights into the role of psychic distance on B2B customer experience*; **HAO, S.**, and TOUZANI, M.
 - *Brands in Metaverse*; PUESCHEL, J., MOOKHERJEE, S., GOUDEY, A., and **HAO, S.**
Award: Best Conference Track Paper Award in the track "Fashion Marketing & Management in Metaverse."
- 2023 ACR Special Conference on Metaverse (abstract accepted): *Brands in Metaverse*; PUESCHEL, J., MOOKHERJEE, S., GOUDEY, A., and **HAO, S.**
- 2023 International Conference on Research in Advertising (abstract accepted): *Preferences for cultural cues of social media influencers*; BOTTS, M., and **HAO, S.**
- 2023 Inaugural B2B Connect Research Symposium (cohosted by the AMA, EMAC, and ANZMAC)
 - Collaborating with a group of B2B Marketing scholars around the globe, developing research presentations for the symposium, and advancing towards a publishable work
 - Track: *Understanding the Trade-offs from Prioritization of Sustainability in Global Supply Chains*
 - Contributors: Ćorić, D. S., Ozturan, P., Dong, M.C., **Hao, S.**, and Griffith, D.A.
 - Invited submission *International Journal of Research in Marketing* (ABS 4)
- 2023 Monaco Symposium on Luxury:
 - *From mainstream to ugly luxury: Evidence from Chinese millennial*; PUESCHEL, J., CHRÉTIEN-ICHIKAWA, S., **HAO, S.**, and TOUZANI, M.
- Academy of International Business 2022 conference:
 - *An exploratory study on the cross-border customer experience – Evidence from China*; **HAO, S.**, and TOUZANI, M. (Doctoral consortium); **Awarded with the doctoral student scholarship**
 - *The cross-border B2B customer experience: towards a conceptual framework*; **HAO, S.**, and TOUZANI, M. (Journal of International Marketing & International Marketing Review joint workshop)
- 12th SERVSIG Conference 2022:
 - *When and how consumers spread WOM after encountering unexpected positive vs. negative service experiences*; Vuong, C., **HAO, S.**, and MENG, Y
- 2022 American Marketing Association Global Marketing SIG conference:
 - *Advertising in live streaming commerce versus social media - the role of communication styles*; **HAO, S.**, MENG, Y., XIONG, J., and PONNAMMA DIVAKARAN, P.K.
 - Exploring the impacts of psychic distance on customer experience; **HAO, S.**, and TOUZANI, M. (Doctoral consortium); **Awarded with the doctoral student travel stipend**
- 2021 American Marketing Association Global Marketing SIG conference:
 - *The antecedents and outcomes of cross-border customer experience – Evidence from China*; **HAO, S.**, and TOUZANI, M. (Doctoral consortium); **Awarded with the doctoral student travel stipend**

JOURNAL SUBMISSIONS

- ABBES. M., JULIEN. A., **HAO, S.**, and TOUZANI., M., Barriers to the adoption of digital signatures in French retail digital banking. *IEEE Transactions on Engineering Management* (ABS 3), revision for 3rd round review
- **HAO, S.**, MENG. Y., XIONG. J., and PONNAMMA DIVAKARAN. P.K., Live Streaming Commerce in accelerating social customer journey: Influences of communication styles on purchase intentions. *International Journal of Electronic Commerce* (ABS 3), revision for resubmission
- **HAO, S.**, and TOUZANI., M., The cross-border B2B customer experience: towards a conceptual framework. *Journal of International Marketing* (ABS 3), undergoing review

WORK IN PROGRESS

- XIONG. J., MENG. Y., **HAO, S.**, LU. X., and JIANG. C., How digital public service platform adoption facilitates industrial resilience: from the tourism perspective. Completed data collection and finalizing manuscript, Target journal: *Tourism Management* (ABS 4)
- MENG. Y., **HAO, S.**, and XIONG. J., A cross-cultural study of innovative product return on live streaming commerce: the role of personal innovativeness and technology acceptance. Finalizing manuscript, Target journal: *Journal of Service Research* (ABS 3)
- TOUZANI, M., ABBES. M., CHARFI. A., and **HAO, S.**, Mystery & exoticism in retailing. Finalizing manuscript, Target journal: *Journal of Retailing* (ABS 4)
- PUESCHEL, J., Mookherjee, S., GOUDEY, A., and **HAO, S.**, Brands in the Metaverse. To be submitted, Target journal: *Journal of Product Innovation Management* (ABS 4)
- PUESCHEL, J., CHRÉTIEN-ICHIKAWA, S., **HAO, S.**, and TOUZANI, M., From mainstream to ugly luxury: Evidence from Chinese millennial. Finalizing manuscript; Target journal: *Psychology and Marketing* (ABS 3)
- **HAO, S.**, ABBES. M., and TOUZANI, M., A comparative study on mobile banking adoption – Evidence from China and France. Data collection and drafting manuscript, Target journal: *Technological Forecasting and Social Change* (ABS 3)

RESEARCH GRANT

- *The Complexity Advantage - Markets, Information & Complexity* Area of Excellence, NEOMA Business School, France, 21/12/2-22 31/08/2024, 4000 euros.

TEACHING EXPERIENCE

- Web marketing and history: Undergraduate – 27 hours
- Customer relationship management: Undergraduate – 96 hours
- Marketing management: Undergraduate – 24 hours
- Communication Strategies: Grand Ecole – 12 hours
- Market studies: MBA – 60 hours
- Multi-channel strategies: MBA – 28 hours

REFERENCES

Professor Mourad Touzani (PhD Supervisor)

Professor, Department of Marketing

NEOMA Business School, France

mourad.touzani@neoma-bs.fr

Professor Molka Abbes (Manager)

Associate professor, Department of Marketing
Director of Global BBA
NEOMA Business School, France
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Professor Yan Meng

Associate professor, Department of Marketing
Grenoble Ecole de Management, France
meng.yan@grenoble-em.com

Professor Pradeep Divakaran

Associate professor, Department of Marketing
Rennes School of Business, France
pradeep.divakaran@rennes-sb.com

Professor Julia Pueschel

Assistant professor, Department of Marketing
NEOMA Business School, France
julia.pueschel@neoma-bs.fr

Professor Anis Charfi (for teaching)

Director of MBA
ISTEC - School of Management and Marketing, France
charfi@istec.fr

PROFESSIONAL MEMBERSHIP

American Marketing Association: Oct 2021- Present
Academy of International Business: June 2022 - Present

ADDITIONAL INFORMATION

Computer skills: SPSS, Microsoft Office, Google Apps suite, Google Analytics, SEO, Salesforce, Adobe Photoshop, Adobe InDesign, Prezi

Languages: Mandarin Chinese (native), English (C1), French (B2)

LinkedIn: www.linkedin.com/in/shuyihao