FUAN LI

Professor of Marketing, September 1, 2010

Department of Marketing, Management, and Professional Sales

***HOME ADRESS***

11 Amethyst Lane PHONE: 973-932-5322 (h)

Paterson, NJ 07501 973-720-3528 (o)

 EMAIL: lif@wpunj.edu

***EDUCATION***

PhD Marketing, Florida International University, June 1999

MBA College of Business, Idaho State University, May 1994

MA Philosophy, East China Normal University, Shanghai, China, June 1985

 BA Philosophy, Shandong University, Jinan, China, June 1982

***UNIVERSITY POSITIONS AND TEACHING EXPERIENCE***

**Professor:**

William Paterson University: Fall 2010 – present

**Associate Professor**:

William Paterson University: Fall 2002 – 2010

**Assistant Professor**:

Eastern Kentucky University: Fall 2001- Summer 2002

Mercyhurst College, Fall 1999 – Summer 2001

***Marketing Courses Taught:***

Marketing Research

 Consumer Behavior

 Marketing Management

 Retail Management

 Principles of Marketing

 Professional Sales

Integrated Marketing Communication

***PUBLICATIONS/RESEARCH***

###### Refereed Journal Articles

**Fuan Li** (2022), “Market Ethic and Morality Transformation in Emerging Economies,” *International Journal of Economics and Business Administration,* Volume X, Issue 1, 382-395.

Nancy Yi-Feng Chen, **Fuan Li,** Shan Feng & Sixue Zhang (2021), “Moral disengagement and moral judgment: The roles of moral endorsement, shareholder-value orientation, and intensity of moral issues.” 31 (5), 365-380. DOI:10.1080/10508422.2020.1744149

Xingyuan Wang, **Fuan Li,** and Fan Jia (2020), “Optimal Advertising Budget Allocation across Markets with Different Goals and Various Constraints.” *Complexity*, 1-12. Article ID 6162056, <https://doi.org/10.1155/2020/6162056>

**Fuan Li**, Xingyuan Wang, & Rajiv Kashyap (2019), “Socially Responsible Practice and CSR Orientation of Chinese Managers: The Role of Confucian Ethics and Confucian Dynamism.” *Sustainability,* 11 (23): 1-13; [doi.org/10.3390/su11236562](https://doi.org/10.3390/su11236562).

**Fuan Li,** Mike Chen-Ho Chao, Nancy YI-Feng Chen, and Sixue Zhang (2018), “Moral Judgment in a Business Setting: The Role of Manages’ Moral Foundation, Ideology, and Level of Moral Development.” *Asia Pacific Journal of Management*, 35 (1), 121-143.

**Fuan Li**, Sixue Zhang and Xuelian Yang (2018), “Moral Integrity and Relationship Commitment: An Empirical Examination in a Cross-Cultural Setting.” *Journal of Business Ethics*, 151 (3), 785-798. DOI 10.1007/s10551-016-3246-z

Wang, Xingyuan, **Fuan Li** and Qin Sun(2018), “Confucian Ethics, Moral Foundations, and Shareholder Value Perspectives: An Exploratory Study.” *Business Ethics: An European Review, 27 (3), 260-271.*

**Fuan Li**, Xingyuan Wang and Rajiv Kashyap (2017), “Corporate Sustainability in Emerging Markets: The Role of Manager’s Moral Foundations and Cultural Traditions.” *Journal of Leadership, Accountability and Ethics*, 14(4), 64-73.

Cardona, Adolfo Rudy, Qin Sun, **Fuan Li** & Darin White (2017), “Assessing the Effect of Personal Cultural Orientation on Brand Equity and Revisit Intention: Exploring Destination Branding in Latin America.” *Journal of Global Marketing,* 30 (5, Nov/Dec), 282-296

Chao, Mike, **Fuan Li** and Haiyang Chen (2016), “Perceived Ethicality of Moral Choice: The Impact of Ethics Codes, Moral Development and Relativism.” *The Nankai Business Review* *International*, 7 (2), 258-279.

**Fuan Li**, Lan Xu, Tiger Li and Nan Zhou (2015), “Brant Trust in a Cross-Cultural Context: Test for Robustness of an Alternative Measurement Model.” *Journal of Product and Brand Management*, 24 (5), 462-471.

Chen, Sheng-Chih, Jie Min, Jinn-Tsair Teng and **Fuan Li** (2015), “Inventory and Shelf-Space Optimization for Fresh Produce with Expiration Date under Freshness-and-Stock-Dependent Demand Rate.” *Journal of the Operational Society*, 6, 1-13.

Mike Chao, Shan Feng, and **Fuan Li,** (2014), “The Journey from Market Orientation to New Product Performance in the Host Country: A Knowledge and Learning Perspective.” *Journal of Marketing Development and Competitiveness****,*** 8 (1), 62-73.

Li, Tiger, Chiang-Nan Chao and **Fuan Li** (2013), “Teaching International Marketing in an Experiential Learning Course: Practice and Impacts.” *International Journal of Education Research,* 8 (1), 37-48.

Lan Xu, **Fuan Li**, Joe Zhou, Zhilin Yang and Paul Miniard (2011), “Integrity and Benevolence: An Examination of their Distinct Role in Building Consumer Trust.” *Asia-Pacific Advances in Consumer Research*, 9 (1), 3-4.

Wang Xinyuan, **Fuan Li** and Xu Wei (2010), “How Do They Really Help? An Empirical Study of the Role of Different Information Sources in Building Brand Trust.” *Journal of Global Marketing*, 23 (3), 243-52.

Wang Xinyuan, Wei Yu and **Fuan Li** (2009), “An Empirical Study of the Impact on Brand Performance of Habitat and Market Structure.” *Chinese Industrial Economics*, 11 (1), 15-28.

**Li, Fuan,** Nan Zhou, Rajiv Kashyap, and Chilin Yang (2008), “Brand Trust as a Second Order Factor: An Alternative Measurement Model.” *International Journal of Market Research,* 50(6), 817-839.

Xu, Lan, Chilin Yang, Nan Zhou and **Fuan Li** (2008), “The Contingent Effects of Benevolence and Integrity on Brand Trust: An Examination of Moderators.” *Journal of Marketing Science*, 4 (10), 15-35.

**Li, Fuan** (2007), “What Is a Trusted Brand? An Exploration into the Meaning and Dimensionality of Trust-in-the-Brand.” *Business Research Yearbook* 14 (1), 819-825.

**Li, Fuan** and Paul W. Miniard (2006), “On the Potential of Advertising to Facilitate Trust in the Advertised Brand.” *Journal of Advertising*, 35 (4), 101-12.

**Li, Fuan** and Lerzan Aksoy (2006), “Dimensionality of Individualism-Collectivism and Measurement Equivalence of Triandis and Gelfand’s Scale.” *Journal of Business and Psychology*, 21(3), 1-15.

**Li, Fuan** and Haiyang Chen (2006), “Individualism - Collectivism, Moral Schema, and Ethical Decision Process.” *Journal of Business Management and Change* 1 (1), 14-26.

Zhuang, Guijun, Alex S. L. Tsang, Nan Zhou, **Fuan Li,** and J. F. A. Nicholls (2006), “Impacts of Situational Factors on Buying Decisions in Shopping Malls: An Empirical Study with Multinational Data.” *European Journal of Marketing,* 40 (1/2), 17-43.

**Li, Fuan** and Xingyuan Wang (2005), “The Influence of Individualism-Collectivism on Business Ethics.” *The Academic Journal of Shandong University,* 54 (6), 9-15.

**Li, Fuan** and Haiyang Chen (2005), “The Impact of Collectivism and Individualism on Ethical Decision Process.” *Business Research Yearbook*, 12 (1), 259-263.

Zhuang, Guijun, Shi-Long Zeng, **Fuan Li,** and Nan Zhou (2004), “Comparative Study on the Behavior of Mall Shoppers in Xi’an and Hong Kong.” *Forecasting*, 23(1), 37-42.

Zhuang, Guijun, Nan Zhou, and **Fuan Li** (2004), “Impact of Situational Factors on Shoppers’ Buying Decision: An Initial Study.” *Mathematical Statistics and Management*, 23(4), 7-13.

**Li, Fuan,** Nan Zhou, J. F. A. Nicholls, Guijun Zhuang, and Carl Kranendonk (2004), “Interlinear or Inscription? – A Comparative Study of Chinese and American Mall Shopper’s Behavior.” *Journal of Consumer Marketing*, 21 (1), 51-61.

**Li, Fuan** and Stephen C. Betts (2004), “Between Expectation and Behavioral Intent: A Model of Trust.” *Academy of Organizational Communications Journal* 8(2),1-11.

Nicholls, J. F. A., **Fuan Li,** Carl Kranendonk, and Tomislav Mandokovic (2003), “Structural or Cultural: An Exploration into Influences on Consumers’ Shopping Behavior of Country Specific Factors Versus Retailing Formats.” *Journal of Global Marketing*, 16 (4), 97-115.

Alex Tsang, Guijun Zhuang, **Fuan Li,** and Nan Zhou (2003), “A Comparison of Shopping Behavior in Xi’an and Hong Kong Malls: Utilitarian versus Non-Utilitarian Shoppers.” *Journal of International Consumer Marketing*, 16(1), 29-46.

**Li, Fuan** and Steven C. Betts (2003), “Trust: What It Is And What It Is Not*,” International Business & Economics Research Journal*, 2 (7), 103-8.

**Li, Fuan,** J. A. F. Nicholls, Nan Zhou, Tomislav Mandokovic, and Guijun Zhuang (2003),

“A Pacific Rim Debut: Shoppers in China and Chile.” *Asia Pacific Journal of Marketing and Logistics*, 15 (1/2), 115-31.

Nicholls, J. F. A., **Fuan Li,** Tomislav Mandokovic, and Sydney Roslow (2002), “The Seven Year Itch?: Mall Shoppers 1993, 1999.” *Journal of Consumer Marketing,* 19 (2), 149-63.

Nicholls, J. F. A., **Fuan Li,** Tomislav Mandokovic, Sydney Roslow, and Carl Kranendonk (2001), “Intro-American Perspectives from Mall Shopping: Chile-United States.*” Journal of Global Marketing,* 15 (1), 87-103.

Zhuang, Guijun, Nan Zhou, **Fuan Li**, and Shilong Zheng (2001), “Patronage Behaviors of Chinese Customers at Regional Shopping Centers.” *Management World*, 94, 181-88.

**Li, Fuan**, Paul W. Miniard and Michael J. Barone (2000), “The Facilitating Influence of Consumer Knowledge on the Effectiveness of Daily Value Information.” *Journal of the Academy of Marketing Science*, 28 (3), 425-436.

 **Li, Fuan** and J. A. F. Nicholls (2000), “Transactional or Relationship Marketing: Determinants of the Strategic Choices.” *Journal of Marketing Management*, 16 (5), 449-64.

Nicholls, J. F. A., **Fuan Li,** Tomislav Mandokovic, Sydney Roslow, and Carl Kranendonk, (2000), “US-Chilean Mirrors: Shopping Mall Visits in Two Countries.” *Journal of Consumer Marketing*, 17 (2), 106-19.

**Li, Fuan** (1989), “Meanings and References,” *Modern Logic Review*, 9 (September), 45-54.

 **Li, Fuan** (1989), “Some Issues in Kant's Transcendental Logic” *Academic Study Monthly,* 11 (March), 38-43.

**Li, Fuan** (1988), “Transcendental Logic and Dialectical Thinking,” *East China Normal University Learned Journal*, 15 (March), 102-114.

# **Li, Fuan** (1988), “On Defining Constructs,” *Selected Logical Papers*, edited by the Shanghai Society of Logicians and Philosophers, 8, 124-132.

**Li, Fuan** (1986), “On Kant's Work about the Inherent Form of Thought**,”** *The Literature, History and Philosophy Bimonthly*, 34 (April), 79-85.

**Li, Fuan** (1985), “The Formation of Concepts and Kant’s Inherent Form of Thought,” *Journal of Southwest China Normal University***,** 22 (June), 109 –118.

**Li, Fuan** (1983), “The Abstract and the Concrete,” *The Literature, History and Philosophy Bimonthly*, 31 (February), 93-99.

***Refereed Conference Proceedings***

**Fuan Li** (2021)**,** “Market Ethic and Morality Transformation in Emerging Economies” *Proceeding of International Conference on Applied Business & Economics, Nov. 2021, 1-12.*

**Fuan Li,** Sixue Zhang, and Lan Xu (2020), “Shareholder Value Perspective and Moral Judgment in Emerging Economies: The Role of Ethics of Autonomy and Ethical Egoism” AMA Winter Educator’s Conference Proceedings. Vol 31, 18-19.

**Fuan Li** (2018), “Effect of shareholder value perspectives on ethical decisions in an emerging market: The role of egoism and ethics of autonomy,” Proceedings of *Northeastern Association of Business, Economics and Technology*, 41st Annual Meeting, College Park, PA November 2018; Ed. Jerry D. Belloit, Cori Jo Myers, and Norman C. Sigmond. P. 135-145.

Mike Chen-ho Chao, **Fuan Li** , and Haiyang Chen (2014), “The Impacts of General Ethical Value, Relativism, and Moral Maturity on Chinese Mangers’ Moral Judgment” Proceedings of the China Marketing International Conference, Wuhan, China, July 11-14, 37-41.

Mike Chen-ho Chao and **Fuan Li** (2013), “The Impacts of Culture, Institutions, and Self-Regulation on the Differences of Micro-Social Contracts: Can Chinese Marketers Accept American Marketing Association’s Code of Ethics?” Proceedings of the China Marketing International Conference, Xuzhou, China, July 12-15, 37-41.

**Fuan Li,** Xuelian Yang and Mike Chao (2013), “Integrity and Relationship Commitment: The Moderating Effect of National Culture,” *Proceedings of the Eastern Academy of Management Conference*, Baltimore, MD, May 8-11, 1696-1710.

Tiger Li, Chiang-nan Chao and **Fuan Li** (2011), “Teaching International Marketing in an
Experiential Learning Course: Practice and Impacts,” *Conference proceedings of the International Academy of Business and Public Administration Disciplines,* Memphis, TN, Oct. 27-30,8 (4), 389-401.

**Li, Fuan** (2008), “What is in Consumers’ Trust? An Exploration into Its Meaning and Dimensionality,” *Proceedings of the International Academy of Management and Business Conference,* San Diego, CA, January 28-3, 7-15.

**Li, Fuan** and Rajiv Kashyap (2007), “Trust: A New Look on an Old Construct,” *Proceedings of the Eastern Academy of Management Conference*, New Brunswick, NJ, May16-19, 1756-1775.

Kashyap, Rajiv and **Fuan Li** (2006), “If the Cause Doesn’t Fit Must the Marketer Quit? Investigating the Importance of Fit between Brands and Social Causes,” *Marketing Theory and Applications*, 17 (AMA 2006 Winter Educators’ Conference), eds. Johnson, Jean L. and John Hulland, Chicago, IL: American Marketing Association, 91-98.

**Li,** **Fuan** and Les J. Vermillion (2006), “Asian Collectivism and Ethical Decision Making,” in *Proceedings of the Academy for Studies in International Business*, 6 (1), New Orleans, Louisiana, 11-16.

**Li, Fuan** (2005), “Cultural Differences in Business Ethics” *Proceedings of the Eastern Academy of Management Conference*, Springfield, MA, May12-15, 1180-1192.

Raza Mir and **Fuan Li** (2005),“Are You Committed? Understanding the Post-Off shoring Employee,” *Proceedings of the Eastern Academy of Management conference*, Springfield, MA, May 12-15, 1040-1059.

**Li,** **Fuan** (2005), “Cultural Orientation, Skepticism and Susceptibility to Potentially Misleading Advertising Claims,” in *Proceedings of the Academy of Marketing Studies*, 10(1), Memphis, TN, April 14-16, 25-28.

**Li,** **Fuan** and Yuhong Wu (2005), “Cultural Orientation and Business Ethics,” in Proceedings of *the Academy of Legal, Ethical and Regulatory Issues*, 9(1), Memphis, TN, April 14-16, 85-88.

**Li, Fuan** (2003), “Do I Have to Know You to Trust You?” *in Advances in Marketing: Pedagogy, Philosophy and Processes*, Proceedings of the Annual Meeting of the Society For Marketing Advances, New Orleans, Louisiana, November 4-8, 2003, 143-146.

Turso, Carl and **Fuan Li** (2003),“The Present and the Future: An Empirical Study of the EDI Service Industry,” in *Proceedings of the Academy of Strategic E-Commerce*, 2 (2), Allied Academy of International Conference, Las Vegas, October 2003, 13-17.

**Li, Fuan,** Nan Zhou, and Guijun Zhuang(2003), “Need-Driven or Pleasure-driven? An Empirical Study of Chinese Consumers’ Behavior at Shopping Malls,” in *Proceedings of the Academy of Marketing Studies*, 8 (2), Allied Academy of International Conference, Las Vegas, October 2003, 69-73.

**Li, Fuan** (2003), “Exploring the Meaning of Brand Trust,” *in Development in Marketing Science*, eds. Harlan E. Spotts, Academy of Marketing Science, Vol. 26, 296-302.

**Li, Fuan** and Stephen Betts (2003), “Trust: What It Is and What It Is Not,” *in the Applied Business Research Conference Proceedings*, Mexico: Acapulco, March 2003, 1-6 (the paper received the Best Paper award).

**Li, Fuan** and Stephen Betts (2003), “Between Expectation and Behavioral Intent: A Model of Trust,” in *Proceedings of the Academy of Organizational Culture, Communications and Conflict,* 7 (1), Allied Academies International Conferences, Tunica, MS, April 2003, 33-38 (the paper received Distinguished Research Award).

Zhuang, Guijun, Nan Zhou, and **Fuan Li** (2002), “The Impact of Situational Factors on Chinese Mall Shoppers’ Buying Decisions,” in *Asia Pacific Advances in Consumer Research*, Association for Consumer Research, Vol. 5, 351-357.

Vermillion, Leslie J., F.B. Seaton, **Fuan Li**, and Justin Peart (1999), “The Effects of Country-of-Origin and Consumer Ethnocentrism on Perceptions of Cost of Service and Quality: A First look at Moderators of International Service Evaluations,” in *Emerging Global Issues in the Next Millennium* (1999 Global Business and Technology Association Conference), eds. Charles Little, Nejdet Delener, and Stanley J. Lawson, NY: Jamaica, St. John’s University, 302-311.

Greenberg, Barnett A. and **Fuan Li** (1998), “Relationship Marketing: A Tactic, a Strategic Choice, or a Paradigm,” *Marketing Theory and Applications*, 9 (AMA 1998 Winter Educators’ Conference), eds. Dhruv Grewal and Connie Pechmann, Chicago, IL: American Marketing Association, 208-214.

**Li, Fuan**, Barnett A. Greenberg, and Tiger Li (1997), “Toward a General Definition of Relationship Marketing,” *Enhancing Knowledge Development in Marketing*, 8 (AMA 1997 Summer Educators’ Conference), eds. William M. Pride and G.Tomas M. Hult, Chicago, IL: American Marketing Association, 238-244.

**Li, Fuan**, Les Vermillion, and Bruce Seaton (1998), “Does Relationship Marketing Necessarily Imply Cooperative and Collaborative Marketing Relationships*?” Advances in Relationship Marketing*, 4 (The Fifth Annual Conference of Relationship Marketing), 35-46.

**Li, Fuan** and Barnett A. Greenberg (1997), “Challenges to the Present Concept of Marketing and Their Implications,” *Marketing Theory and Applications*, 8 (AMA 1997 Winter Educators’ Conference), eds. D. Thorne LeClair and Michael Hartline, Chicago, IL: American Marketing Association, 330-335.

LeBlac, Ronald and **Fuan Li** (1994), “Managerial Issues in China: Confucianism, Communism, and Change,” in *Pacific Basin Interface: Global Business Environment and Strategies* (ISU Annual International Conference), eds. William G. Philips, 2, 84-90.

***Books***

 Feng, Mian, **Fuan Li,** and Xinrong Ma (1989), *Philosophical Logic and the Philosophy of Logic*, Shanghai PRC: ECNU Press.

Peng Yilian, Xinrong Ma, and **Fuan Li** (1987), *On Concept: Its Formation and Development*, Shanghai PRC: ECNU Press.

Tong, Shijun, Chunlin Shao, and **Fuan Li** (1986), *The Methods of Contemporary Thought*, Shanghai, PRC: Peoples’ Publishing House.

***Book Chapter***

**Li, Fuan** (2008), “Asian Collectivism and Ethical Decision-Making,” in *New Horizons in Asian Management: Emerging Issues and Critical Perspectives*, edited by Diana Rosemary Sharpe and Harukiyo Hasegawa, New York, NY: Palgrave Macmillan.

 **Li, Fuan** (1987), "Leibnitz's Theory of Double Truth and Law of Sufficient Reason," in *Selected Logical Papers: the Development of Logic and Methodology*, edited by the Shanghai Society of Logicians and Philosophers, Shanghai PRC: Shanghai People’s Press.

**Li, Fuan** (1986), “Critical Reasoning and Logic,” in *Elementary Logic*, eds. Yilian Peng and Yingchan He, Shanghai PRC: ECNU Press.

### Research in Progress

“Shareholder value perspective and moral decision-making in emerging countries: The role of ethics of autonomy and ethical egoism,” second review at *Management Decision*.

“The Impacts of Culture, Institutions, and Self-Regulation on the Differences of Micro-Social Contracts,Can Chinese Marketers Accept American Marketing Association’s Code of Ethics?” targeted *at Journal of Asian Business Studies*.

***PRESENTATIONS***

Fuan Li and Xingyuan Wang (2020), “Moral Decision Making in Emerging Markets: The Role of Ethics of Autonomy and Confucian Ethics,” Presented at Annual Conference of Association of Business and Culture (virtual conference hosted by Shandong University.)

Fuan Li, Xingyuan Wang and Rajiv Kashyap (2017), “Moral foundations and corporate sustainability: the moderating role of cultural tradition of emerging markets,” Presented at Annual Conference of Society of Business, Industry and Economics, Sandestin, FL, (April 19-21).

Fuan Li, Xingyuan Wang and Rajiv Kashyap (2016), “Going or Not Going Green: The Role of Moral Foundations, Traditional Culture and Social Responsibility Orientation of the Managers in Emerging Markets,” Presented at *the China Marketing International Conference*, Qingdao, China, (July 9-11).

Cardona, Adolfo R., Qin Sun, **Fuan Li** and Darin White, “Personal Cultural Orientation, Destination Brand Equity and Revisit Intention: Implications for Destination Branding in Latin America”, *Proceedings of* *AMS 2015 Annual Conference*, Denver, Colorado, (May 2015)

Fuan Li, “Ethic of Market and Moral foundation of Market Economy in China,” Proceedings of the China Business Culture and Management Conference, Jinan, China, (December 2014) 19-21, p. 8.

Chao, C.-H., Feng, S., Li, F., "The Journey from Market Orientation to New Product Performance in the Host Country: A Knowledge and Learning Perspective," 42nd AMS (Academy of Marketing Science) Annual Conference, Monterey Bay, California. (May 2013).

**Fuan Li**, Lan Xu, Tiger Li, and Nan Zhou, “Is Doing a Good Job Enough? A Cross National Examination of the Determinants of Brand Trust,” *Conference proceedings of the International Academy of Business and Public Administration Disciplines,* Dallas, Texas. (March 2012).

Tiger Li, Chiang-nan Chao and **Fuan Li**, “International Marketing and Experiential Learning: A Well Fit for Business Education?” *Proceedings of the Consortium for International Marketing Research,* Atlanta, GA. (April 2011).

Wang Yonggui, **Fuan Li** and An Shenghui, “An Empirical Study of Relationship Benefit-Based Drivers of Customer Assets in the Context of China: The Mediating Role of Relationship Quality” *Proceedings of the Academy of Marketing Sciences Annual Conference*, Portland, Oregon. (May 2010)

Wang Xingyuan, **Fuan Li** and Yu Wei, “How Do They Really Help? An Empirical Study of the Role of the Different Information Sources in Building Brand Trust” *Proceedings of the Academy of Marketing Sciences Annual Conference*, Baltimore, MD. (May 2009).

**Li Fuan,** “Research in Marketing and Customer Relationship Management,” invited presentation at University of International Business & Economics, Beijing, China. (March 2009).

**Li, Fuan**, “CRM and the Future of Marketing as a Business Function,” invited presentation at Shandong University, Shandong, China. (May 2006).

**Li, Fuan, “**Brand Trust: Toward an Integrated Model,” invited presentation at Tsinghua University, a prestigious university in Beijing China. (June 2005).

**Li Fuan**, Nan Zhou, and Guijun Zhuang, “An Empirical Examination of Behavioral Patterns of Chinese Consumers at Modern Retail Facilities,” International Association for Chinese Management Research Conference, Beijing, China. (June 2004)

**Fuan Li**, J.A. F. Nicholls, Na Zhou, Tomislav Mandokovic, and Guijun Zhuang , The Eighth Cross - Cultural Research Conference, “Initial Pacific Rim Contrasts: Shoppers in China and Chile,” Oahu, Hawaii. (June 2001).

J. A. F. Nicholls, **Fuan Li**, Tomislav Mandakovic, Carl J. Kranendonk, and Sydney Roslow, AMA 2000 Winter Educators’ Conference, “Differences in Mind-Set?  A Comparative Study of Shoppers in Chile and the United States,” Chicago, IL: American Marketing Association, (February 2000).

**Li, Fuan** and Paul W. Miniard, AMA 1999 Summer Educators’ Conference “You Can Trust Me: An Examination of Trust-In-The-Brand Advertising Appeals,” *Enhancing Knowledge Development in Marketing*, 10, pp 88-89.Chicago, IL: American Marketing Association (August 1999).

**Li, Fuan**, Justin Peart, Bruce Seaton, and Les Vermillion, 1999 AMS (Academy of Marketing Science) Annual Conference, “The Impact of Country-of-Origin and Consumer Ethnocentrism on Perceptions of Product Quality and Service Cost,” Miami, FL. (May 1999).

Nicholls, J. F. A., Tomislav Mandokovic, **Fuan Li**, and Sydney Roslow, The Seventh Cross - Cultural Research Conference “Are US Shoppers Different From Chilean? A comparative Study of Shopping Behaviors Across Countries,” Association for Consumer Research and American Psychological Association, Cancun, Mexico. (June 1999)

### Li, Fuan and J. A. F. Nicholls, AMA 1998 Summer Educators’ Conference, “Conceptualizing Boundary Conditions of Relationship Marketing,” Enhancing Knowledge Development in Marketing, 9, 297-8, eds. Ronald C. Goodstein and Scott B. MacKenzie, Chicago, IL: American Marketing Association, (August 1998).

***SERVICE***

**Committee membership**

* + The Faculty Senate Academic Standard Council (University)
	+ The Faculty Senate Research Council (University)
	+ Served as TDCI facilities coordinator representing the Dept of Marketing and Management Sciences (University)
	+ The Marketing and Management Department Range Adjustment Committee (Department)
	+ The Research Forum Committee (College);
	+ The Professional Enrichment Committee (College)

**Reviewer:**

* + Served on the review board of
		- *Journal of Hospital Marketing and Public Relations*
		- *Journal of Chinese Entrepreneurs*
	+ Served as ad hoc reviewers for
		- *Journal of Advertising*
		- *Journal of Marketing Science*
		- *Journal of European Marketing*
		- *Journal of Asian Business Studies*
		- *Journal of Asian Business*
	+ Served as a reviewer for the following conferences in the past few years
		- Academy of Marketing Science Annual Conference
		- Eastern Academy of Management Annual Conference,
		- Society for Marketing Advances Annual Conference,
		- Society for Business and Economics Annual Conference,
		- Western Decision Sciences Institute Annual Conference

**Consulting Services:**

* + Marketing Auditing for Kenilworth, a manufacturer of Children wear in Paterson NJ, 2005
	+ Researching on its company image for ACT, an EDI service firm, Fairlawn, NJ, 2003

### HONORS AND AWARDS

* + Best Paper Award, Third Place, China Marketing International Conference, Beijing, China, 2017
	+ Financial Grant awarded by the Research Grants Council of the HKSAR (2007, project number: CityU 1215/04H–9040944)
	+ Distinguished Research Award from Academy of Organizational Culture, Communications and Conflict 2003, Allied Academies International Conference, Tunica, MS
	+ Best Paper Award, International applied Business Research Conference, Acapulco, Mexico, 2003
	+ "Outstanding MBA Student" Award from Idaho State University, 1994.
	+ Beta Gamma Sigma National Business Honor Society, Idaho State University, 1994.

***PROFESSIONAL AFFILIATIONS***

 Academy of Marketing Science

Association for Consumer Research

Eastern Academy of Management