

# Hejun Zhuang

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## EDUCATION

2014 July Ph.D., Marketing (Micro Economics), University of Alberta  
2000 March M.Ph., Management Science and Engineering, South China University of  
Technology  
1992 July B.A., Scientific English, South China University of Technology

## WORK EXPERIENCES

2014 – Present Assistant professor, Business Administration Dept., Brandon University  
2012 – 2013 Visiting graduate scholar in Haas School of Business, U of Berkeley  
2008 – 2014 Teaching and Research Assistant, Marketing Dept., University of Alberta  
2000 – 2008 Lecturer, School of Business Administration, South China U. of Technology  
1994 – 1997 Sales Coordinator, ECH Holding Company Guangzhou Office (Hankook tire)  
1993 – 1994 Sales Manager, Stanley Metalware Manufactory Comp. Ltd.  
1992 – 1993 Saleswomen, Guangdong Pearl Packing Company Ltd.

## TEACHING

*Brandon University* (2014 – Present), five marketing courses:

- Marketing Fundamentals, Advertising Principles, Marketing Management, Consumer Behavior, Marketing Research

*University of Alberta* (2010 – 2011), one marketing course:

- Marketing Research

*South China University of Technology* (2000 – 2008), undergraduate and graduate courses:

- Principle of Statistics, Operations Research, Management Information System, Operations Management

## RESEARCH

## **RESEARCH INTERESTS**

- Consumer behaviors, marketing Strategy, Industrial Organization, Online Auctions

## **PUBLICATIONS**

Zhang, Zenlin; Ma, Minghui; Peer T.L. Poplkowski Leszczyc: Zhuang, Hejun (2019), "The Influence of Coupon Duration on Consumer Redemption Behavior and Brand Profitability", *European Journal of Operational Research*. Forthcoming.

Zhuang, Hejun, Peter T.L. Popkowski Leszczyc and Yuanfang Lin (2018) "Why is price dispersion higher online than offline? The Impact of Retailer Type and Shopping Risk on Price Dispersion", *Journal of Retailing*, 94(2): 136-153.

Zhuang, Hejun (2018), "Modeling Strategic Location Choices for Disadvantaged Firms", *International Business Research*, 11(10):59-78.

Zhuang, Hejun; Zhao, Xiande; Yeung, Jeff Hoi Yan; Zeng, Bin; and Juan Hao (2011), "DCHS case study: 3rd-party logistics – advanced services to gain a competitive advantage", *International Operations Management: Lessons in Global Business*, edited by Alberto F. De Toni., Publisher: Gower Pub Co. ISBN-10: 8186268588, ISBN-13: 978-8186268582.

Zhuang, Hejun (2007), "Analysis on the Supply Causes of Online Price Dispersion in Hotel Booking", *China Management Studies*, 2(3): 23-38.

Zhuang, Hejun (2007), "Analysis on the Online Purchasing Websites", *Market Modernization*, 5s: 92-93.

Zhuang, Hejun(2007), "Pricing and Price Dispersion: Online Hotel Booking", *Technoeconomics & Management Research*, 3: 89-91.

Fan, Xiucheng; Zhao, Xiande and Hejun Zhuang (2002), "Effect of Values on Complaining Intentions to Poor Service", *Nankai Business Review*, 5: 11-16.

Zhuang, Hejun; Chen, Yanping and Jianmei Yang (2000), "Social Post-assessment on Major Irrigation Projects in Guangdong", *Technoeconomics & Management Research*, 6:50-52.

Zhuang, Hejun and Jianmei Yang (2000), "Social Post-assessment on the Projects Investment", *Reform & Strategy*, Special issue.

## **PAPERS UNDER REVIEW**

Zhuang, Hejun, Peter T.L. Popkowski (2018), "Optimal Seller Strategy in Overlapping Auctions", 3<sup>rd</sup> round of resubmission in *Decision Science Journal*.

## **BUSINESS CASES**

*Chinese Management Case-sharing Center* <http://www.cmcc-dut.cn>

Hu, Yang; Dai, Hongxiang; Zhuang, Hejun; Xu, Xuejun (2008), "Kingshan Comp: VIP Supplier Relationship Management", Case No: OM-0004, 5 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=426>.

Zhan, Gaojie; Zhuang, Hejun; Xu, Xuejun (2008), "Binghai Survives in a Turbulent Environment ", Case No: OM-0005, 9 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=165>.

Zhen, Lianjun; Hu, Gairong; Zhuang, Hejun; Xu, Xuejun (2008), Guangzhou Lift Electric Company: JIT", Case No: OM-0006, 6 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=99>.

## **PRESENTATIONS AND CONFERENCES**

"The Impact of Market Structure and Shopping Risk on Online versus Offline Price Dispersion", presented at Faculty of Arts Speakers Series, October, 2018.

"Location Choices of Disadvantaged Firm", Presented at INFROMS Marketing Science Conference, Shanghai, June, 2016.

"The Impact of Market Structure and Shopping Risk on Online versus Offline Price Dispersion", presented at the Seventh Annual UT Dallas FORMS Conference, Dallas, February, 2013.

"Optimal Seller Strategy in Overlapping Auctions", presented at the Sixth Annual UT Dallas FORMS Conference, Dallas, February, 2012.

"Optimal Seller Strategy in Overlapping Auctions", presented at School of Business Ph.D. Conference, University of Alberta, October, 2011.

"Optimal Seller Strategy in Overlapping Auctions", presented at University Alberta mini retreat, September, 2011.

"Optimal Seller Strategy in Overlapping Auctions", presented at University Alberta mini retreat, September, 2009.

“The effect of online and offline distribution strategy on pricing and price dispersion”,  
presented at INFORMS Marketing Science Conference, Michigan, June, 2009.

“The effect of online and offline distribution strategy on pricing and price dispersion”,  
presented at University Alberta mini retreat, September, 2008.

### **WORKING PAPERS**

Zhuang, Hejun, “Market Segmentations for Firms with Asymmetric Competitive Advantage”

Zhuang, Hejun; Peter T.L. Popkowski Leszczyc, and Yu Ma, “Learning and Switching in Online Auctions”

Zhuang, Hejun, “In the Same Service Package as Two Years Ago or Pay-as-go: Service Pricing with Congestion and Network Externality”.

Zhuang, Hejun; Gerald Häubl, “Waiting in Line: Spatial Layout Impacts Consumer’s Anticipated and Perceived Waiting Time”

### **COMPUTER TOOLS USED IN TEACHING AND RESEARCH**

– SPSS, Matlab, Mathematica, R

### **GRANTS AND SCHOLORSHIPS**

Brandon University Research Committee SSHRC Grant	2018-2020
PhD Exchange Scholarship (funded by Business School, University of Alberta)	2012
Quantitative Marketing and Structural Econometrics Workshop funding (funded by Columbia-Duke-UCLA Workshop)	2010
Provost Doctoral Entrance Award (funded by University of Alberta)	2008-2009
Ph.D. Fellowship (funded by University of Alberta)	2008-2012
Best Graduate Student Award (funded by South China University of Technology)	1999
Graduate Student Scholarship (funded by South China University of Technology)	1997-2000
Undergraduate Student Scholarship (by South China University of Technology)	1988-1992

### **SERVICES**

#### **PROFESSIONAL SERVICES**

Reviewer of Mitacs Accelerate research proposal 2018

Reviewer of	since 2017-Present
--- Marketing Letter	
--- International Business Research	
--- International Journal of Marketing Studies	
	since 2018-Present
--- Journal of Retailing and Consumer Services	
--- Omega: The International Journal of Management Science	
	since 2019-Present
--- IEEE Access	
Member of INFORMS	since 2009 -Present

### **DEPARTMENTAL ACTIVITIES**

The review of Business Administration Program, Brandon U.	2016 – 2017
Joint Business School with Assiniboine Community College, Brandon U.	2015 – 2017
The student exchange program with Universities in China, Brandon U.	2014 – 2015
Guiding summer student research project, South China U. of Tech.	2006

### **UNIVERSITY COMMITTEES**

The Senate's International Activities Committee, Brandon U.	April 2019 – April 2020
Status of Women Review Committee, Brandon U.	April 2018 – April 2020
Arts website committee, Brandon U.	Sept. 2018 – Sept. 2019
SWRC Five-Year Review Committee, Brandon U.	Dec. 2018 – Sep. 2019
Faculty Search Committee, Brandon U.	2017, 2018, 2019
Undergraduate and Graduate thesis committee, South China U of Tech.	2002-2008