

Hejun Zhuang

EDUCATION

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

TEACHING

- Marketing Fundamentals, 16.261
- Consumer Behavior, 16.365
- Advertising Principles, 16.366
- Marketing Management, 16.367
- Marketing Research, 16.368

RESEARCH

Research Interests: Marketing Strategy, including firm's decisions on pricing, product positioning, promotion, and retailing and online auctions.

Peer-Reviewed Journal Publication

1. Zhuang, H. and Popkowski Leszczyc, P. (2021). Optimal Seller Strategy in Overlapping Auctions, *Journal of Retailing and Consumer Services*, forthcoming.
2. Zhang, Z., Ma, M., Popkowski Leszczyc, P. and Zhuang, H. (2020). The Influence of Coupon Duration on Consumer Redemption Behavior and Brand Profitability, *European Journal of Operational Research*, 281(1): 114-128.
3. Zhuang, H., Popkowski Leszczyc, P. and Lin, Y. (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.
4. Zhuang, H. (2018). Modeling Strategic Location Choices for Disadvantaged Firms. *International Business Research*, 11(10):59-78.
5. Yang, L., Xu, X., Zhuang, H., Ye, F. and Zhao, X. (2008). A Case Study of International Operations Strategy with Chinese Manufacturing Enterprises, *Proceedings of the Second International Conference on Operations and Supply Chain Management*, 489-493.
6. Zhuang, H., Yang, L. and Xu, X. J. (2008). Selection of Logistics Sourcing in China: Strategy and Case Studies, *Proceedings of the Second International Conference on Operations and Supply Chain Management*. 427-432
7. Zhuang, H. (2007). Analysis on the Supply Causes of Online Price Dispersion in Hotel Booking. *China Management Studies*, 2(3): 23-38.
8. Zhuang, H. (2007). Analysis of the Online Purchasing Websites. *Market Modernization*, 5s: 92-93.
9. Zhuang, H. (2007). Pricing and Price Dispersion: Online Hotel Booking, *Technoeconomic & Management Research*, 3: 89-91.

10. Fan, X., Zhao, X. and Zhuang, H. (2002). Effect of Values on Complaining Intentions to Poor Service, *Nankai Business Review*, 5: 11-16.
11. Zhuang, H., Chen, Y. and Yang, J. (2000). Social Post-assessment on Major Irrigation Projects in Guangdong, *Technoeconomic & Management Research*, 6:50-52.
12. Zhuang, H. and Yang, J. (2000). Social Post-assessment on the Projects Investment, *Reform & Strategy*, Special issue.

Book Chapter

13. Zhuang, H., Zhao, X., Yeung, J., Zeng, B., and Hao, J. (2016). 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: London, New York: Routledge, 2016.

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

14. Hu, Y., Dai, H., Zhuang, H. and Xu, X. (2008). Kingshan Comp: VIP Supplier Relationship Management, Case No: OM-0004, 5 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=426>.
15. Zhan, G., Zhuang, H. and Xu, X. (2008). Binghai Survives in a Turbulent Environment, Case No: OM-0005, 9 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=165>.
16. Zhen, L., Hu, G., Zhuang, H. and Xu, X. (2008). Guangzhou Lift Electric Company: JIT, Case No: OM-0006, 6 pages, <http://www.cmcc-dut.cn/caseshowbyid.php?itemid=99>.

Presentations

1. “Optimal Seller Strategy in Overlapping Auctions,” presented at the World-Class BUILT in Brandon Homecoming at Brandon University, November 2019.
2. “The Impact of Retailer Type and Shopping Risk on Price Dispersion,” presented at Faculty of Arts Speakers Series at Brandon University, October 2018.
3. “The Impact of Retailer Type and Shopping Risk on Price Dispersion,” presented at Southern Connecticut State University, December 2018.
4. “The Impact of Retailer Type and Shopping Risk on Price Dispersion,” presented at York University, January 2018.
5. “Location Choices of Disadvantaged Firm,” presented at INFROMS Marketing Science Conference, June 2016.
6. “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.
7. “Optimal Seller Strategy in Overlapping Auctions,” presented at the Sixth Annual UT Dallas FORMS Conference, Dallas, February 2012.

8. “Optimal Seller Strategy in Overlapping Auctions,” presented at School of Business Ph.D. Conference, University of Alberta, October 2011.
9. “Optimal Seller Strategy in Overlapping Auctions,” presented at University Alberta Mini-retreat, September 2009.
10. “The Effect of Online and Offline Distribution Strategy on Pricing and Price Dispersion,” presented at INFORMS Marketing Science Conference, June 2009.
11. “The Effect of Online and Offline Distribution Strategy on Pricing and Price Dispersion,” presented at University Alberta Mini-retreat, September 2008.
12. “Selection of Logistics Sourcing in China: Strategy and Case Studies,” present at The Second International Conference on Operations and Supply Chain Management, Taiwan, 2008.
13. “A Cross-Culture Investigation of Complaining as Planned Behaviors,” presented at 11th Annual Frontiers in Services Conference, June 2002.

Grants

1. SSHRC Insight Grant (principal investigator, with Ernan Haruvy, Peter Popkowski Leszczyc): “Online versus Offline Price Dispersion: Do Store Familiarity and Consumer Search Cost Matter?” \$59,951 for 2021-2024.
2. BURC Grant (principal investigator, with Peter Popkowski Leszczyc): “Bidding and Auction Design in Online Market” \$1,884 for 2018-2020.