

Xing Pan

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EDUCATION

Ph.D., 2003, Marketing, University of Maryland, College Park, Maryland

M.A., 1998, Economics, Ohio State University, Columbus, Ohio

B.A., 1997, Economics, Peking University, Beijing, China

PROFESSIONAL EXPERIENCE

July 2007 – present	Assistant Professor of Marketing Anderson Graduate School of Management, University of California, Riverside
August 2003 – June 2007	Assistant Professor of Marketing Kelley School of Business, Indiana University
August 1998 – July 2003	Lecturer and Research Assistant of Marketing R. H. Smith School of Business, University of Maryland

RESEARCH AREAS & IMPACT

Areas e-Business, Retailing, Pricing, Service Management, Competitive Strategy,
Consumer Economics, Econometrics, Game Theory

Impact Google Scholar Citation Counts: **532**
ISI Citation Counts: **165**
H-index (Hirsch index): **7** (All as of 11/25/2010)

DISSERTATION

Price Dispersion and Price Competition in Online Retail Markets

– Won the 2004 Best Dissertation Award by the *Academy of Marketing Science*.

HONORS AND AWARDS

2008-10	Academic Senate Research Awards, University of California Riverside
2008	Regents' Fellowship, \$5000, University of California Riverside
2007	Best Reviewer of the Year, <i>Journal of Interactive Marketing</i>
2007-10	AGSM Dean's Research Grants, University of California Riverside

- 2006 Faculty Fellow of the American Marketing Association Sheth Foundation
Doctoral Consortium
- 2004 Winner of the Academy of Marketing Science (AMS) Mary Kay Best
Doctoral Dissertation Award
- 2002 Winner of the 2nd e-Business Research Center (eBRC) International
Doctoral Research Support Award Competition: \$5000 Dissertation
Research Support
- 2002 Frank T. Paine Doctoral Award for Academic Achievement, R. H. Smith
School of Business, University of Maryland
- 2002 INFORMS Marketing Science Doctoral Consortium Fellow, University of
Alberta, Canada
- 2001 Washington Economic Club 12th Annual Doctoral Research Fellowship:
\$10,000 award winner of the best dissertation proposal competition in
all areas in business and economics from all Washington area
universities
- 2000 AMA-Sheth Doctoral Consortium Fellow, University of West Ontario
- 1999-2000 R. H. Smith School of Business Dean's Research Fellowship
- 1997-1998 The Ohio State University Graduate School Fellowship
- 1993-1997 Scholarships for Outstanding Academic Performance, Peking University
- 1995 Outstanding Award in National Socioeconomic Research, Peking University
Research paper "Issues and Solutions: Socioeconomic Development in
China's Rural Areas", published in Peking University's Social Research
Volume 1995.

PUBLICATIONS

Xueming Luo, Rebecca J. Slotegraaf, and Xing Pan (2006), "The Simultaneous Role of Cross Functional Cooperation and Competition in Firms," *Journal of Marketing*, 70 (April): 67-80.

Xing Pan, Brian Ratchford, and Venkatesh Shankar (2004), "Price Dispersion on the Internet: A Review and Directions for Future Research," *Journal of Interactive Marketing*, special issue on online pricing, 18 (4): 116-135.

Listed on SSRN's Top Ten download lists for Strategy & Economics Hits, eBusiness Abstracts Hits, Managerial Marketing Recent Hits, Quantitative Marketing Recent Hits, Behavioral Marketing Recent Hits, Emerging Markets: Economics Recent Hits, MRN Marketing Network Recent Hits, ISN Subject Matter Journal Recent Hits, MRN Information Systems & eBusiness Network

Recent Hits, POL Subject Matter Journal Recent Hits, and MRN Corporate Strategy & Business Policy Network Recent Hits.

Brian Ratchford, Xing Pan, and Venkatesh Shankar (2003), "On the Efficiency of Internet Markets for Consumer Goods," *Journal of Public Policy and Marketing*, special issue on "Marketing's Information Technology Revolution", 22 (1): 4-16.

Lead article of the special issue.

The 2nd most cited article in the *Journal of Public Policy and Marketing*, during 2003 onward.

Xing Pan, Venkatesh Shankar, and Brian Ratchford (2003), "The Evolution of Price Dispersion in Internet Retail Markets" *Advances in Applied Microeconomics*, volume 12, *Organizing the New Industrial Economy*, 85-105.

Listed on Social Science Research Network (SSRN)'s Top Ten download list for MRN Marketing Network Recent Hits, MKTG Subject Matter Journals Recent Hits, Mgr Mkt: Internet Marketing & E-Commerce (Topic) Recent Hits, Managerial Marketing Recent Hits, Quantitative Marketing Recent Hits, Quant. Mkt: Marketing Mix Decisions (Topic) Recent Hits, and Emerging Markets: Economics Recent Hits.

Xing Pan, Brian Ratchford, and Venkatesh Shankar (2002), "Can Price Dispersion in Online Markets Be Explained by Differences in E-tailer Service Quality?" *Journal of the Academy of Marketing Science*, special issue on "Marketing and Serving Customers through the Internet", 30 (4): 433-445.

Listed on Social Science Research Network (SSRN)'s Top Ten download list for Industrial Organization: Empirical Studies of Firms & Markets Recent Hits, Market Structure Recent Hits, and Quantitative Marketing: Sector-Specific Research All Time Hits.

Xing Pan, Venkatesh Shankar, and Brian Ratchford (2002), "Price Competition between Pure Play versus Bricks-and-Clicks E-tailers: Analytical Model and Empirical Analysis" *Advances in Applied Microeconomics*, volume 11, *Economics of Internet and E-Commerce*, 29-61.

Listed on SSRN's Top Ten download lists for Quantitative Marketing: Sector-Specific Research All Time Hits.

WORKING PAPERS

Xing Pan and Xueming Luo, "Why Firms Prosper or Perish? The Role of Service Capabilities in Value Appropriation".

Xing Pan, Brian Ratchford, and Venkatesh Shankar, "Drivers of Price Dispersion among E-Tailers during the Boom, Shakeout, Restructuring, and Mature Periods of e-Commerce".

Listed on SSRN's Top Ten download list for Quantitative Marketing and Industrial Organization Recent Hits, Quantitative Marketing: Marketing Mix Decisions All Time Hits, Marketing Subject Matter Journals Recent Hits, IO: Empirical Studies of Firms & Markets Recent Hits, and Quantitative Marketing All Time Hits.

Xing Pan, Brian Ratchford, and Venkatesh Shankar, "Service and Price Competition between Horizontally Differentiated Sellers: Implications for Internet versus Bricks-and-Mortar Retailing".

Listed on SSRN's Top Ten download lists for Computers & eBusiness Research Institutes Papers All Time Hits, Emerging Markets: Economics Recent Hits, Review of Marketing Science Recent Hits, Managerial Marketing Recent Hits, Computers & Information Technology Recent Hits, eBusiness Abstracts Recent Hits, Microeconomic Theory Recent Hits, MRN Information Systems & eBusiness Network Recent Hits, ISN Subject Matter Journals Recent Hits, Marketing Subject Matter Journals Recent Hits, MRN Marketing Network Recent Hits, and Computers & eBusiness Research Institutes Papers Recent Hits.

WORK IN PROGRESS

"The Influences of Online Word-of-Mouth on Consumer Information Processing and Decision Making: Experiments in the Virtual Worlds". (With Thomas Novak).

"e-cology: Dynamic Dependence and Evolution of Online Customer Reviews". (With Fang Fang and Bin Gu).

"A Meta Analysis of Regular Price Elasticity, Promotional Price Elasticity, and Deal Elasticity". (With Venkatesh Shankar).

"Dynamic Promotions to New, Switching, and Loyal Customers with Consumer Learning and Network Effects". (With Yuanjie He and Sijun Wang).

"Channel Coordination and Price Dispersion under Demand Uncertainty".

"Online Provision of Free Ridable Product Information".

"E-tailer Brand Equity Under Information Transparency: A Study of Consumer Choice in Online Shoptbot".

CONFERENCE PRESENTATIONS

"e-cology: Dynamic Dependence and Evolution of Online Customer Reviews" (with Fang Fang and Bin Gu), June 2010, Marketing Science Conference, Cologne, Germany.

“Consumer Information Processing and Decision Making under the Influence of Online Word-of-Mouth: Experiments in a Virtual Art Gallery” (with Thomas Novak), June 2009, Marketing Science Conference, Ann Arbor, Michigan.

“Service Capabilities in Value Appropriation: A Conceptualization and Investigation of Internet Retailers” (with Xueming Luo), May 2008, The Sloan Foundation Industry Studies Conference, Boston, MA.

“A Meta-analysis of Regular Price, Deal, and Promotional Price Elasticities: Theoretical and Empirical Analyses” (with Venkatesh Shankar), March 2nd, 2007, *The 1st Frank M. Bass Conference*, Frank M. Bass Institute for Marketing Science, Dallas, TX.

“Service Capabilities in Value Appropriation: An Investigation of Online Retailers,” (with Xueming Luo), October 2005, American Marketing Association 14th Annual Frontiers in Services Conference, Tempe, AZ.

“The Simultaneous Role of Cross Functional Cooperation and Competition in Firms,” (with Xueming Luo and Rebecca J. Slotegraaf), August 2005, *Academy of Management Conference*, Honolulu, HI.

“Dynamic Service Capabilities: The Conceptualization and Longitudinal Investigation of E-tailers,” (with Xueming Luo), June 2005, *Marketing Science Conference*, Atlanta, GA.

“Online Provision of Free Ridable Product Information” (with Yacheng Sun), June 2005, *Marketing Science Conference*, Atlanta, GA.

“E-tailer Brand Equity and Service Quality: A Study of Consumer Choice in Online Shoptbot”, June 2004, *Marketing Science Conference*, Rotterdam, Netherlands.

“Price Dispersion On the Internet: A Review and Directions for Future Research,” (with Venkatesh Shankar and Brian Ratchford), June 2004, *Marketing Science Conference*, Rotterdam, Netherlands.

“Price Dispersion and Price Competition in Online Retail Markets”, May 2004, *Academy of Marketing Science Annual Conference*, Vancouver, Canada.

“Bricks-and-Clicks vs. Pure E-tailer: A Model of Competition in Both Retail Service and Price”, (with Venkatesh Shankar and Brian Ratchford), October 2003, American Marketing Association 12th Annual Frontiers in Services Conference, Washington DC.

“A Model on the Retail Service and Price Competition: The Case of Pure E-tailer vs. Bricks-and-Mortar”, (with Venkatesh Shankar and Brian Ratchford), May 2003, *Academy of Marketing Science Annual Conference*, Washington DC.

“Do Drivers of Online Price Dispersion Change as Online Markets Grow”, (with Venkatesh Shankar and Brian Ratchford), January 2003, *American Economic Association Annual Conference*, Washington DC.

“Price Competition Between Pure Play vs. Bricks-and-Clicks e-Tailers: Analytical Model and Empirical Analysis”, (with Venkatesh Shankar and Brian Ratchford), September 2002, *MSI-Cornell Pricing Conference*, Cornell University, Ithaca, New York.

“Equilibrium e-Tailer Prices: Pure Play vs. Bricks-and-Clicks e-Tailers”, June 2002, (with Venkatesh Shankar and Brian Ratchford), *Marketing Science Conference*, Edmonton, Canada.

“Can Price Dispersion in Online Markets be Explained by Differences in E-tailer Service Quality?”, (with Venkatesh Shankar and Brian Ratchford), December 2001, MSI-JAMS conference *Marketing and Serving Customers through the Internet*, Boca Raton, Florida.

"Why Aren't the Prices of the Same Item the Same at You.com and Me.dom?: Drivers of Price Dispersion among e-Tailers", (with Brian Ratchford and Venkatesh Shankar), July 2001, *Marketing Science Conference*, Wiesbaden, Germany.

"A Meta Analysis of Regular Price Elasticity, Promotional Price Elasticity, and Deal Elasticity", (with Venkatesh Shankar), June 2000, *Marketing Science Conference*, University of California, Los Angeles.

INVITED SEMINARS AND PANEL DISCUSSION

Thought Leadership Conference on “Emerging Perspectives on Marketing in a Multimedia and Multichannel Retail Environment”, Center for Retailing Studies at Texas A&M University / *Journal of Interactive Marketing*, College Station, TX, January 29-30, 2009.

“Rocket Science Internet Retailing”, Discussant, Sloan Internet Retailing Center Research Workshop, Riverside, CA, February 1st, 2008.

“Pricing Issues on Internet Retailing”, the 1st Sloan Internet Retailing Center Research Workshop, Riverside, CA, May 3rd – 4th, 2007.

“The Path to Teaching Excellence”, Panel Chair, 2006 AMA-Sheth Doctoral Consortium, University of Maryland, July 12th – 16th, 2006.

“How the Internet Changes Services”, Featured Plenary Panel Discussant and Panelist, with Andrew Whinston and Matt Meuter, the 14th Annual AMA Frontiers in Services Conference, Tempe, Arizona, October 6, 2005.

“Price, Service, and Channel Competition in Online Retailing”, University of International Business and Economics, China, School of International Business and Management, December 16, 2004.

“How E-Tailing Complicates Pricing”, e-Service Center Forum, University of Maryland, College Park, Maryland, February 2003.

“Drivers of Price Dispersion in Online Retail Markets”, Peking University, China Center for Economic Research, January 2, 2003.

PROFESSIONAL ACTIVITIES

Editorial Board

Journal of Service Research, 2003 – present (ISI Impact Factor: 3.973)

Journal of Interactive Marketing, 2005 – present (ISI Impact Factor: 4.021)

Marketing Science Doctoral Student Editorial Board, 2002-03 (ISI Impact Factor: 4.251)

Reviewer / Referee

Journals

Journal of Marketing, 2005 – present

Marketing Science, 2001-2007

Management Science, 2006-present

Journal of the Academy of Marketing Science, 2006 – present

Journal of Retailing, 2004, 2010

Journal of Service Research, 2002 – present

Journal of Interactive Marketing, 2002 – present

Journal of Economics and Management Strategy, 2008-2009

Eastern Economic Journal, 2006

Empirical Economics, 2008

The International Journal of the Economics and Business, 2004

Journal of Economic Interaction & Coordination, 2010

Journal of Electronic Markets, 2004

The International Journal on Media Management, 2004

International Journal of Hospitality Management, 2006

Conferences

American Marketing Association Summer Educators' Conference, 2000, 2005

Grants

Marketing Science Institute (MSI) and *Journal of Marketing* – competition on “linking marketing to firm financial performance”, 2002

Tenure

Invited reviewer for tenure case at an Ivy-League University, 2008

Membership / Affiliation

American Marketing Association

INFORMS Society of Marketing Science

Academy of Marketing Science

Academy of Management

Sloan Center of Internet Retailing

Industry Studies Association

ADMINISTRATIVE SERVICE

Anderson Graduate School of Management, UC Riverside

- Executive Committee, 2009-present
- Scholarship Committee, 2010
- MBA Admissions Committee, 2007-2009
- Marketing Research Camp Coordinator, 2008
- Marketing Faculty Search Committee, 2008-2009
- Information System Faculty Search Committee, 2008-2009
- Course Materials Fee Advisory Committee, 2009
- Faculty advisor of the AMA UCR student chapter, 2009-present

Department of Marketing, Kelley School of Business, Indiana University

- Doctoral Policy Committee Member, 2003-2006
- Faculty Recruiting Committee Member, 2003-2006

DOCTORAL STUDENT SUPERVISION / ADVISORY

- Dissertation proposal committee member
 - Anca Sirbu, Department of Economics, University of California, Riverside, 2009
 - Sarah Lynne Salvador Daway, Department of Economics, University of California – Riverside 2009
- Dissertation committee member
 - Jihui Chen, Department of Business Economics & Public Policy, Indiana University, 2003 – 2005.

- Dissertation examination committee constituent member
Tobias Schoenherr, Department of Operations and Decision Technologies, Indiana University, 2004
- Research advisor
Yacheng Sun, Department of Marketing, Indiana University, 2003 - 2005
Arthur Klebanov, Department of Marketing, Indiana University, 2003-2004
- Independent study advisor
Anand Jha, Dept. of Business Economics & Public Policy, Indiana University, 2003

TEACHING AREAS

Database Marketing, Pricing, Marketing Strategy, Marketing Management, Marketing Research, Internet Marketing, Business Statistics

TEACHING EXPERIENCE

2007 – Anderson Graduate School of Management, Univ. of California, Riverside

Undergraduate Courses

BUS119: Database Marketing (2007 - present)

Teaching evaluation: Means: 4.4 ~ 4.9; Median: 5 (out of 5)

BUS116: Pricing Strategy and Management (2010 - present)

Teaching evaluation: Means: 4.2; Median: 5 (out of 5)

BUS198I: Business Internship Seminar (2010 Fall)

Graduate Courses (MBA)

MGT249: Pricing Strategy (2009 - present)

Teaching evaluation: Mean: 4.3 ~ 4.6; Median 5 (out of 5)

MGT290X: Special Topics on Database Marketing (2010 Spring)

MGT298I: MBA Internship Consultation (2009 - present)

2003 – 2007 Assistant Professor at Kelley School of Business, Indiana University

Undergraduate Courses

M342: Management, Analysis and Display of Marketing Data

M343: Database Marketing

Graduate Courses (Doctoral)

X680: Doctoral Independent Study on Internet Marketing

M798: Doctoral Seminar on Marketing Research Using Secondary Data
(guest instructor for special session of Internet marketing)

M653: Doctoral Seminar on Managerial Marketing Research
(guest instructor for special session of marketing modeling)

Teaching evaluation: Means: 5.4 ~ 6.4 out of 7

1999 – 2003 Lecturer at R. H. Smith School of Business, University of Maryland

Undergraduate Courses

BMGT452: Marketing Research Methods

BMGT230: Business Statistics

Teaching evaluation: Means: 4.5 out of 5