

XIAOHAN (HANNAH) WEN

Assistant Professor of Marketing
Ozyegin University Faculty of Business Administration
Email: xiaohan.wen@ozyegin.edu.tr

ACADEMIC EMPLOYMENT

Ozyegin University, September 2017 – present

Assistant professor of Marketing

Ozyegin University, September 2016 – September 2017

Instructor of Marketing

Koç University, September 2011 – July 2016

Research Assistant

EDUCATION

Ph.D., Marketing, Koç University, Turkey, 2017

Dissertation: Effectiveness of Customer Involvement in New Product Development

Dissertation Committee: Stefan Wuyts (advisor), Aysegul Ozsomer Tunali, Koen Pauwels, Nukhet Harmancioglu Gur, Sinem Atakan

M.S., Business Economics, Katholieke Universiteit Leuven, Belgium, 2011

Graduated Cum Laude

Thesis: Culture, Advertising Regulations and International Advertising

Advisor: Pierre François

B.S., Economics, Xi'an Jiaotong University, China, 2010

Graduated with Honors

Thesis: The Impact of Emission Trading System on Emission Reduction

Advisor: Zhen Gong

RESEARCH INTERESTS

Customer Involvement, Word-of-Mouth, Crowdsourcing, Crowdfunding, Innovation and New Product Development, Inter-organizational Relationships, Social Networks, Organizational Psychology

TEACHING INTERESTS

Innovation Management, Business-To-Business Marketing, Marketing and Social Networks, Marketing and Entrepreneurship, Market Research Methods, Introduction to Marketing

JOURNAL SUBMISSIONS

Kim, Shinye, Melanie Bowen and Xiaohan Wen, “The Ultimate Co-creation: Leveraging Customers’ Input in Business Model Innovation”, under third-round review at *AMS Review*

Bowen, Melanie, Xiaohan Wen, Shinye Kim, “You Share, We Donate! - An Exploratory Study on An Emerging Cause-Related Marketing Phenomenon”, under first-round review at *International Journal of Research in Marketing*

MANUSCRIPTS IN PREPARATION

Wen, Xiaohan and Stefan Wuyts, “Information Sharing in Business-to-Business Customer Involvement Projects – Blessing or Curse?”, targeted at *Journal of Marketing*

Wen, Xiaohan and Stefan Wuyts, “No Strings Attached? The Potential Link Between Crowdfunding Success and New Product Launch Delay”, targeted at *Journal of Marketing Research*

Wen, Xiaohan, Shinye Kim and Melanie Bowen, “Can A Crowdfunding Project Be More Attractive? The Effect of Perceived Entrepreneurial Orientation on Consumers’ Intentions to Support A Crowdfunding Project”, targeted at *Journal of Academy of Marketing Science*

Wen, Xiaohan, Shinye Kim and Melanie Bowen “How Social Media React to Business Model Innovation Successes and Failures”, targeted at *Journal of Interactive Marketing*

Wen, Xiaohan and Sinem Atakan, “Consumer Response to Different Types of Empowerment Campaign Announcements”, targeted at *International Journal of Research in Marketing*

Wen, Xiaohan and Sinem Atakan, “Crowdsourcing Campaign Task Design: Value Creation vs. Value Capture”, targeted at *International Journal of Consumer Studies*

RESEARCH IN PROGRESS

“Regaining Lost Customers in the B2B setting”, in the stage of data collection, with Bowen Melanie and Shinye Kim

“Social Media Usage in Business-to-Business Organizations – An Empirical Study”, in the stage of data collection, with Bowen Melanie, Shinye Kim and Youcheong Lee

“Social Network and Entrepreneurship – A Study of Chinese Entrepreneurs in Turkey”, in the stage of data collection

“Regret and Envy in New Product Decisions: A Field Experiment”, in the stage of theoretical development, with Nukhet Harmancioglu

“The Differential Impact of Aggregate Sales in Product Diffusion: The Case of Status Buyers and Utilitarian Buyers”, in the stage of data collection, with Ranjit Christopher and Nooshin Lotfi

CONFERENCE PRESENTATIONS

Paper Presentations

Wen, Xiaohan, Shinhye Kim and Melanie Bowen (February 2018) “How Social Media React to Business Model Innovation Successes and Failures”, Winter AMA (American Marketing Association) Educators Conference, New Orleans, LA.

Bowen, Melanie, Xiaohan Wen, Shinhye Kim (July 2017), “You Share, We Donate! - An Exploratory Study on An Emerging Cause-Related Marketing Phenomenon”, Chinese Marketing International Conference (CMIC), Beijing, China.

Wen, Xiaohan and Stefan Wuyts (February 2017), “No Strings Attached? The Potential Link Between Crowdfunding Success and New Product Launch Delay”, Winter AMA (American Marketing Association) Educators Conference, Orlando, FL.

Bowen, Melanie, Xiaohan Wen, Shinhye Kim (February 2017), “You Share, We Donate! - An Exploratory Study on An Emerging Cause-Related Marketing Phenomenon”, Winter AMA Educators Conference, Orlando, FL.

Wen, Xiaohan and Stefan Wuyts (June 2015), “Crowdfunding Success and New Product Launch Delay”, ISMS Marketing Science Conference 2015, Baltimore, U.S.

Wen, Xiaohan and Stefan Wuyts (May 2015), “Crowdfunding Success and New Product Launch Delay: An Exploratory Study”, Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium.

Wen, Xiaohan and Stefan Wuyts (July 2014), “Customer Involvement in New Product Development: Motivations and Consequences of Involved Customer Firm Employees’ Information Sharing”, Institute for the Study of Business Markets (ISBM) PhD Camp, San Francisco, CA.

Wen, Xiaohan and Stefan Wuyts (July 2014), “Effectiveness of Customer Involvement in New Product Development”, PDMA-UIC Innovation Doctoral Consortium, Chicago, IL.

Wen, Xiaohan and Sinem Atakan (June 2014), “When does Customer Empowerment Make a Difference? An Exploration of Consumer Response to Different Types of Empowerment Campaign Announcements”, Annual Conference of the European Marketing Academy (EMAC), Valencia, Spain.

Poster Presentation

Christopher, Ranjit, Nooshin Lotfi and Xiaohan Wen (October 2014), “The Differential Impact of Aggregate Sales in Product Diffusion: The Case of Status Buyers and Utilitarian Buyers”, Annual Product Development and Management Association (PDMA) Research Forum, Denver, CO.

TEACHING EXPERIENCE

Ozyegin University

Student Evaluation Scale: 5 = instructor overall was very effective, 1 = not effective at all

Introduction to Marketing (2016, 2017) – student evaluations: 4.0, 3.81

New Product Development and Innovation (2017) – student evaluations: 3.31

Koç University

Innovation Management (2014, 2015) – guest lecturer and teaching assistant, both undergraduate and graduate level

SERVICE TO THE PROFESSION

Reviewer

Winter Marketing Educators Conference (AMA)	2015, 2016, 2017
Annual Conference of the European Marketing Academy (EMAC)	2015
Society for Consumer Psychology (SCP) Annual Winter Conference	2014

Volunteer

ISMS Marketing Science Conference, Istanbul	July 2013
Annual Conference of the European Marketing Academy (EMAC), Istanbul	Jun 2013

AWARD AND HONORS

Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition Finalist	2015
Institute for the Study of Business Markets (ISBM) Doctoral Consortium Fellow	July 2014
PDMA-UIC Innovation Doctoral Consortium Fellow	July 2014
Runner-up in the PDMA Research Proposal Workshop	July 2014
TUBITAK Fellowship, Ph.D. Program, Turkey National Science Committee	2012-2014
Full Scholarship, Ph.D. Program, Koç University	2011 - Current
Siyuan Scholarships, B.S. Program, Xi'an Jiaotong University	2007-2009

INDUSTRY EXPERIENCE

Intern, New Pacific Consulting, China	2010
Regional Manager, SIFE China (NGO), China	2009 - 2010
Marketing Specialist, Sculpting In Time Café Ltd., China	2009

Intern Assistant Director, Guangzhou Television Station
Intern Journalist, Guangzhou Daily

Summer 2007
Spring 2007
