

# Yingge Qu, Ph.D.

Assistant Professor of Marketing,  
Mississippi State University – Meridian  
Division of Business  
2212 Fifth Street  
Meridian, MS, 39301  
Phone: 601-696-2285 (office)  
Email: [yqu@meridian.msstate.edu](mailto:yqu@meridian.msstate.edu) (office)

## EDUCATION

---

2014	<b>PHD MARKETING</b> Georgia State University, Atlanta, GA
2007	<b>MASTER OF STATISTICS</b> University of Connecticut, Storrs, CT
2004	<b>MASTER OF ENVIRONMENTAL ENGINEERING</b> University of Connecticut, Storrs, CT
1999	<b>BACHELOR OF ENVIRONMENTAL ENGINEERING</b> Tsinghua University, Beijing, China

## EMPLOYEMENT HISTORY

---

2020-Present	<b>Associate Professor</b> Division of Business, Mississippi State University-Meridian
2014-2020	<b>Assistant Professor</b> Division of Business, Mississippi State University-Meridian
2011-2014	<b>Instructor/Research Assistant</b> Department of Marketing, Georgia State University
2008-2011	<b>Research Assistant</b> Department of Marketing, Georgia State University
2001-2008	<b>Research Assistant</b> Department of Environmental Engineering, University of Connecticut

## RESEARCH INTERESTS

---

### Strategic Interests

- ✓ Customer Relationship Management
- ✓ Customer Cross-buy Behavior

### Quantitative Modeling

- ✓ Forward-looking Dynamics
- ✓ Consumer Choice Models
- ✓ Bayesian Learning
- ✓ Statistics Models

## RESEARCH – PUBLISHED PAPERS AND GRANTS

---

- ◆ William W. Hill, and Yingge Qu (2021), “Vacation Adventure Versus Relaxation: Revitalization or Exhaustion”, *Journal of Marketing Development and Competitiveness*, Vol.15(1), 2021, p.90-98
- ◆ Ma Junfeng, Haifeng Wang, Carlton, Young, Adam Pervez, Yingge Qu and Trey Martindale, “Leveraging Immersive Virtual Reality Technology to Perform Nurse Training in the State of Mississippi”, *Workforce Innovation and Opportunity Act (WIOA) Governor’s Discretionary funding (\$150,196.00)*, September, 2020
- ◆ Yingge Qu (2019), “Quantifying the Impacts of Technology Evolution on B2B Buyer’s Contract Length Decision in Technology Service Market”, *Journal of Marketing Development and Competitiveness*, Vol. 13(1), p.76-85
- ◆ William W. Hill, and Yingge Qu (2019), “College Football Performance and Athletic Department Revenues: the Power of Winning Tradition”, *Journal of Marketing Development and Competitiveness*, Vol. 13(2), p.31-41.
- ◆ Faello, Joseph and Yingge Qu. “Do Zombie Firms Contribute to Corporate Income Inequality?”, *Competitive Research Grant (\$15,000)*, Division of Business, Mississippi State University, 2019
- ◆ Yingge Qu, and Young Carlton (2018), “Quantifying Trends in Florida Hospital Medical Malpractice Claims using a Mixed Effects Approach”, *The Journal of Leadership, Accountability and Ethics*, Vol. 15(4), p.76-92
- ◆ Joseph Faello, Yingge Qu, Ajeet Jain, Carol Pomare, and Seungjae Shin. (2018), “Income Inequality: Does Corporate Income Inequality Parallel Individual Income Inequality?”, *Journal of Accounting and Finance*, Vol. 18 (9), pp. 39-79
- ◆ Yingge Qu, and William W. Hill (2018), “Predictors of Customer's Subscriptions to Movie and Sport Packages”, *Journal of Marketing Development and Competitiveness*, Vol. 12(4), p. 80-94
- ◆ Young, Carlton, and Yingge Qu (2018), “Trends in Frequency and Severity of Florida Hospital Medical Malpractice Claims”, *Global Journal of Management and Marketing*, Vol. 2(1), p.107-118.
- ◆ Zhao Yi, Nuo Xu and Yingge Qu, (2016) “Detection of customers’ life change: real-time analysis using control chart approach”, *Marketing Science Institute Working Paper Series*, May. 31, 2016, 16-110; <http://www.msi.org/reports/detection-of-customers-life-change-real-time-analysis-using-a-control-chart/>  
*(Only those researches that win the MSI research grant are invited for publishing on their working paper series)*
- ◆ Yi Zhao, and Yingge Qu. “Detecting Customers’ Life Changes in Big Data”, *Marketing Science Institution Research Grant (\$14,000)*, June. 2015
- ◆ Shah Denish, V. Kumar, Yingge Qu, and Sylia Chen (2012), “Unprofitable Cross-buying: Evidence from Consumer and Business Markets,” *Journal of Marketing*, Vol. 76 (3), p. 78-95. *(Finalist, the 2012 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing)*

## RESEARCH – CONFERENCE PROCEEDING AND PRESENTATIONS

---

- ◆ Carlton Young, Yingge Qu, “Relating Service Marketing Concepts to Medical Malpractice Claims”, Institute for Global Business Research Conferences, New Orleans, 2019.
- ◆ Yingge Qu, Zhao Y., and Kumar, V., “Modeling Consumer’s Contractual Decision in a Continuous Innovation B2B Market with a Forward-looking Dynamic Approach”, INFORM Marketing Science Conference, Philadelphia, 2018.
- ◆ Yingge Qu, and William W. Hill, “Predictors of Customer’s Subscriptions to Movie and Sport Packages,” Society of Marketing Advances Annual Conference, West Palm Beach, 2018.
- ◆ Carlton Young, and Yingge Qu, "Trends in Frequency and Severity of Florida Hospital Medical Malpractice Claims", Institute for Global Business Research Conferences, New Orleans, 2018.
- ◆ Xi Zhang, and Yingge Qu, “Modeling Interdependent TV Subscription Behavior to Movie and Sports Channels", Direct/Interactive marketing Research Summit, Boston, 2015.
- ◆ Nuo Xu, Yi Zhao, and Yingge Qu, “Detection of Customers’ Life Change: Real-time Analysis using a Control Chart Approach”, NYU 2015 Conference on Digital Data, Smart Life, Mobile Marketing Analytics, New York University, 2015.
- ◆ Yingge Qu, Yi Zhao and Kumar V., "Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation in B2B Markets", INFORM Marketing Science Conference, Baltimore Marriott Waterfront, 2015.

## RESEARCH – AWARDS AND HONORS

---

- ◆ Yingge Qu, Outstanding Research Award, Division of Business, Mississippi State University-Meridian, 2018.
- ◆ Yingge Qu, Winner of the “proposal of research opportunity of Wharton Customer Analytics Initiative (SCAI)”, Wharton Customer Analytics Initiative (WCAI), 2015, co-authored with Yi Zhao and Nuo Xu.
- ◆ Yingge Qu, Honor doctoral student of Georgia State University to attend the AMA/Sheth Foundation Doctoral Consortium, 2011.
- ◆ Yingge Qu, Finalist, the MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing, 2012, co-authored with Denish Shah, V. Kumar and Syla Chen.
- ◆ Yingge Qu, Winner of the ISBM Business Marketing Doctoral Dissertation Proposal Competition (\$6500), 2012

## RESEARCH – WORKING PAPERS

---

- ◆ Yingge Qu, Yi Zhao and V Kumar “Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation in B2B Markets”, (Reject and resubmit by International Journal of Research in Marketing)
- ◆ Zhao Yi, Nuo Xu and Yingge Qu, “Detection of Customers’ Life Change: Real-Time Analysis using Control Chart Approach”, (Under revision)

- ◆ Faello Joseph, Yingge Qu, Ajeet Jain, and Stacey McNeil  
“Do Zombie Firms Contribute to Corporate Income Inequality?”, (Stage in data analysis)
- ◆ Faello Joseph, Yingge Qu, Forsythe, Kiley S., Hill, William, and Stacey McNeil, “Comparing the Assessment of Students' Business Writing Skills Between Business Professors and the University's Writing Coordinator”, (Stage in data collection)
- ◆ Zhao Yi, Yingge Qu, “Modeling the Price Difference between the First-Phase and the Second-Phase Baby Formula in both the Mainland China and Hong Kong Markets”, (Stage in data collection)

## TEACHING EXPERIENCE

---

- ◆ Mississippi State University, Meridian Campus:

### Undergraduate Marketing Courses:

- MKT3013: Principle of Marketing
- MKT4123: Internet Marketing
- MKT4413: Consumer Behavior
- MKT4123: Advertising
- MKT4423: Strategic Brand Management
- MKT4613: Service Marketing

### MBA Marketing Courses:

- MKT6123: Internet Marketing
- MKT6423: Strategic Brand Management
- MKT8153: Strategic Marketing Management

*All courses are gradually developed to “Blended” format since Fall 2018 (Innovative Teaching)*

- ◆ Georgia State University, Atlanta (3 years): Marketing Doctoral Student and Teaching Assistant

### Undergraduate Courses (3 years):

- MK3100: Principle of Marketing
- MK4200: Marketing Research

## SERVICE

---

- ◆ Professional Memberships
  - American Marketing Association (2018-2020)
  - INFORMS Society of Marketing Science (2015-2016, 2018-2019)
  - Society of Marketing Association (2018-2020)
  - Decision Science of Institute (2018-2020)
- ◆ Paper Reviewed
  - American Marketing Association Conference (1 review)
  - Journal of Consumer Marketing (2 reviews)

- Journal of Healthcare Risk Management (1 review)

◆ Department, Campus and Institutional

- Mace Bearer for Spring 2019 student graduation commencement in Mississippi State University-Meridian (2019)
- Division of Business Student Etiquette Workshop (2019)
- Study abroad meeting. We talked with Ms. Annika Campbell, Assistant Director of Office of Study Abroad, about proposing study abroad program for students (2019)
- Member of Meridian Campus MBA interest meeting. We hold the meeting to all students who are interested in the MBA program. We have over 50 students who attend the meeting which is really excited (2018)
- Welcome Back to Business event for all Business major students (2018)
- DECA Recruitment event for students of all Business majors (2018) – *In May 2018, all our existing DECA student members graduated. We spend a lot of efforts in Fall 2018 on recruiting new students for DECA and lead the students to attend the DECA events and competition*
- DECA information session as Faculty Member and Student Co-Advisor. We described DECA values/activities/events/competitions/conferences to the students and recruited new members for DECA student association (2018)
- Division of Business member of AACSB accreditation meeting, discussing engagement, innovation and impacts of the school with Dr. Oswald and Dr. Mauldin (2017)
- Collegiate DECA Advisor’s Academy Meeting about DECA future events and activities at Mobile, MS. (2017)
- Division of Business Representative to the DECA high school competition in Jackson, MS. We explained our school, division, majors to high school students in the competition and created visibility for Business Division, Meridian Campus (2017)
- Division of Business Representative to the tour of US Blade for DOB students (2017)
- Division of Business meeting about enrollment advertising. We discussed “Marron Minute” and “billboards” designs for promoting Division of Business-Meridian and Accounting Bachelor’s Degree (2017)
- Dulaney Center Event. We hold the event for students to ask questions to the departments that they are interested in. We intended to increase enrollments for the college park campus (2016)
- Class syllabus meeting. To address the AACSB requirements, we meet with Faculty Members in Starkville campus to compare and discuss the syllabus settings (2015)
- Collaborate with “Meridian Main Street” to integrate a real-world project into “Advertising” class – student research was publicized on “Meridian Start” Newspaper (2015)
- Research work is presented in a Business Seminar hold by “Federal Home Loan Bank of Atlanta” (2015)
- Member of College of Business Curriculum Committee representing Division of Business Meridian Campus (2018-2019)
- Member of Search Committee to hire tenure-track management professor faculty member (2018-2019)

- DECA's ENGAGE Conference as student advisor of Mississippi State University-Meridian in New York City (2017-2018)
- New students welcoming orientation. We welcome all new students of Meridian Campus, mention school schedule and responsibilities, and tour the Deen building (2017-2018)
- Division of Business Representative to "Business Career Chat" for students to learn about job interview and job market (2016-2018)
- DECA International Career Development Conference (ICDC) as student advisor of Mississippi State University-Meridian (2016, 2018).
- Co-advisor of DECA student association (2015-2019)
- Member of Meridian Division of Business promotion and tenure (P&T) committee (2014-2018)
- Member of Search Committee to hire management clinical professor faculty member (2016-2017)