

September 1, 2009

CURRICULUM VITAE

FOR

ZHANG, David Di

Department of Management & Marketing

1. PERSONAL:

2. ACADEMIC CREDENTIALS:

2008 PhD Asper School of Business, University of Manitoba

2003 MBA Asper School of Business, University of Manitoba

1994 BA University of Winnipeg

1987 BEng Zhejiang University

3. OTHER CREDENTIALS:

N/A

4. APPOINTMENT(S) AND PROMOTION(S) (U OF S):

2007 Associate Professor, Management & Marketing, Edwards School of Business

5. ASSOCIATE MEMBERSHIPS:

N/A

6. LEAVES:

January 1, 2007 – July 1, 2007 Education Leave.

September 1, 2009

7. HONOURS (MEDALS, FELLOWSHIPS, and PRIZES):

- 2010 The John Dobson ACE Fellowship
- 2009 Excellent Paper Award, The 9th China International School Administration and Academic Seminar for Universities
- 2009 Lifetime Membership to the International Honor Society of Beta Gamma Sigma
- 2008 Best Paper Award, Administrative Sciences Association of Canada (ASAC)
- 2007, 2006, 2005: McGiverin Fellowship
- 2006, 2005, 2004: University of Manitoba Graduate Fellowship
- 2004 UMSU Scholarship
- 2004 ASAC Conference Honourable Mention
- 2004, 2003: Asper School of Business Tuition Fellowship
- 2003 Asper School of Business PhD Fellowship
- 2003 Asper School of Business Dean's Honour List

8. PREVIOUS POSITIONS RELEVANT TO U OF S EMPLOYMENT:

N/A

9. TEACHING:

At University of Saskatchewan

Undergraduate Courses

	# of Students
2010 COMM456 International Marketing	40 x 2
2009 COMM452 Service Marketing	40
2009 COMM456 International Marketing	33
2009 COMM456 International Marketing	22
2008 COMM456 International Marketing	60
2008 COMM498 Special Topic on Marketing & Entrepreneurship	25
2007 COMM352 Marketing Strategies	60
2007 COMM352 Marketing Strategies	40

MBA Courses

2010 MBA839 Global Business Environment	38
2009 MBA839 Global Business Environment	31
2008 MBA845 International Markets	11

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At University of Manitoba

Year Undergraduate Courses

2006	118.221 Fundamentals of Marketing	65
2006	118.323 Consumer Behaviours	45

10. THESES SUPERVISED:

Academic Year: 2009-2010
Student Name: Conrad Neufeldt
Degree: B. Comm. (Honours)
Thesis Title: The Efficacy of Social Networking as Marketing Media

Academic Year: 2008-2009
Student Name: Tyler Kozak
Degree: B. Comm. (Honours)
Thesis Title: Consumer Perception of Sports Marketing

Academic Year: 2007-2008
Student Name: Kieran Kobitz
Degree: B. Comm. (Honours)
Thesis Title: Corporate Social Responsibility in Advertising

11. BOOKS, CHAPTERS IN BOOKS, EXPOSITORY AND REVIEW ARTICLES:

N/A

12. PAPERS IN REFEREED JOURNALS:

PUBLISHED:

Sivaramakrishnan, Subramanian, Marjorie Delbaere, **David Di Zhang**, and Edward Bruning (2010), "Critical success factors and outcomes of market knowledge management: A conceptual model and empirical evidence", *International Journal of Knowledge Management*, 6(3).

Swanson, Lee and **Zhang, David Di** (2010) "The social entrepreneurship zone", *Journal of Nonprofit & Public Sector Marketing*, 22 (2).

Zhang, David Di (2009) "Absorptive capacity and its mediating effects," *International Journal of Technology Marketing*, 4(2/3).

Sivaramakrishnan, Subramanian, **David Di Zhang**, Marjorie Delbaere, and Edward Bruning (2008) "The relationship between employee commitment and market
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orientation,” *Journal of Strategic Marketing*. 16 (1).

ACCEPTED:

Zhang, David Di, and Edward Bruning (2011 forthcoming) “The Personal Characteristics of Entrepreneurs and their Strategic Orientations”, *International Journal of Entrepreneurship Behaviour Research*, 17 (3).

13. PAPERS IN NON-REFEREED JOURNALS:

PUBLISHED:

N/A

ACCEPTED:

N/A

14. INVITED PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS AND ABSTRACTS:

N/A

15. CONTRIBUTED PAPERS IN PUBLISHED CONFERENCE PROCEEDINGS AND ABSTRACTS:

Swanson, Lee and **Zhang, David Di** (2010) “Complexity theory and social entrepreneurship typologies” *Second International Conference on Social Entrepreneurship, System Thinking & Complexity*, New York, USA

Perepelkin, Jason and **Zhang, David Di** (2010) “Perceived corporate brand personality and trust in community pharmacies” *American Pharmacists Association (APhA) Annual Meeting & Exposition*, Washington DC, USA.

Perepelkin, Jason and **Zhang, David Di** (2010) “The role of brand personality and trust in differentiation”, *Academy of Marketing Brand, Identity and Reputation 6th International Colloquium*, Barcelona, Spain.

Zhang, David Di (2009) “Does Sex Sell?” *Media and Health Development in Adolescence Conference Proceeding*, Hong Kong, China

Zhang, David Di (2009) “Marketing India to China tourists,” *6th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research Conference Proceeding*,

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Vienna, Austria.

Zhang, David Di (2009) "Understanding Chinese tourists," *The 9th China International Academic Symposium for Universities Conference Proceeding*, Beijing, China.

Zhang, David Di, Subramanian Sivaramakrishnan, Marjorie Delbaere, and Edward R. Bruning (2007), "The Mediating Role of Knowledge Management in Translating the Firm's Learning Orientation and Market Orientation to Business Performance," *Hawaii International Conference on System Sciences (HICSS)*, Hawaii, USA.

Zhang, David Di (2006), "Follow the market or the gut: Exploring the interplay of market orientation and entrepreneurial orientation," *Administrative Science Association of Canada (ASAC) Annual Conference*, Banff, Alberta

Zhang, David Di; Samu, Sridhar; Krishnan, Preete; McKay-Nesbitt, Jane, Srikant, Suresh; Thomas, Norlaine (2006), "Exploring the influences of emotional/rational advertising appeals combined with product trials." *ASAC Annual Conference*, Banff, Alberta.

Zhang, David Di; Delbaere, Marjorie; Sivaramakrishnan, Subramanian; Bruning, Edward (2005), "Antecedents to knowledge management: The role of information technology adoption, analytical capabilities and market orientation," *Academy of Marketing Science, Annual Conference Proceeding (Abstract)*, Tampa, Florida.

Zhang, David Di; Wan, Fang (2005), "The Impacts of Physical Attractiveness of Salesperson: The Moderating role of Perceived Controllability", *Society for Marketing Advances, Annual Conference*, San Antonio, Texas

Zhang, David Di; Delbaere, Marjorie; Sivaramakrishnan, Subramanian; Bruning, Edward (2004), "The relationship between employee commitment and market orientation", *ASAC Annual Conference, Quebec City*, Quebec.

16. TECHNICAL REPORTS RELEVANT TO ACADEMIC FIELD:

Nil

17. BOOK REVIEWS:

Nil

18. INVITED LECTURES OUTSIDE U OF S AND INVITED CONFERENCE PRESENTATIONS:

Zhang, David Di (2009), "Exploring green business opportunities" ESB MBA Keynote Speech, Saskatoon, Saskatchewan

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Zhang, David Di and Delbaere, Marjorie (2009), “Shades of Green: Exploring environmentally themed advertising” ESB Business Advisory Services Seminar Series, Saskatoon, Saskatchewan

Zhang, David Di and Delbaere, Marjorie (2009), “Are you really being served: Exploring assessing service quality” ESB Business Advisory Services Seminar Series, Saskatoon, Saskatchewan

Zhang, David Di (2008), “Critical success factors for rural entrepreneurship”. Manitoba Direct Farm Marketing Conference, Brandon, Manitoba

Zhang, David Di (2008), “What is stopping us from loving our customers more?” Edwards School of Business Outreach and Engagement Initiative, Seminar Series, Saskatoon, Saskatchewan

Zhang, David Di (2007), “Self assessment of market orientation and hurdles”, Rural Forum, Manitoba Government of Agriculture, Food and Rural Initiatives, Brandon, Manitoba

Zhang, David Di (2007) “Does sex sell? Exploring use of sexy images in advertising,” a presentation to *Marketing Research and Intelligence Association of Canada (MRIA) Prairie Chapter*, Winnipeg, Manitoba

19. PRESENTATIONS AT CONFERENCES (Peer Reviewed):

Zhang, David Di, and Swanson, Lee (2010) “Social Entrepreneurship: Towards sustainable development”. *International Federation of Scholarly Associations of Management*, Paris, France

Swanson, Lee, and **Zhang, David Di** (2010) “Many Facets of social entrepreneurship”, *Association for Nonprofit and Social Economy Research*, Montreal, Canada

Perepelkin, Jason and **Zhang, David Di** (2010) “Perceived corporate brand personality and trust in community pharmacies” *American Pharmacists Association (APhA) Annual Meeting & Exposition*, Washington DC, USA.

Perepelkin, Jason and **Zhang, David Di** (2010) “The role of brand personality and trust in differentiation”, *Academy of Marketing Brand, Identity and Reputation 6th International Colloquium*, Barcelona, Spain.

Zhang, David Di (2009) “Does Sex Sell?” *Media and health Development in Adolescence Conference*, Hong Kong, China

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Zhang, David Di (2009) "Marketing India to China tourists," *6th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research Conference*, Vienna, Austria.

Zhang, David Di (2009) "Understanding Chinese tourists," *The 9th China International Academic Symposium for Universities Conference*, Beijing, China.

Zhang, David Di (2009) "Social Entrepreneurs: How are they different?" *Administrative Sciences Association of Canada Annual Conference (ASAC)*, Niagara Falls, Canada.

Delbaere, Marjorie and **Zhang, David Di** (2009) "Shades of Green: Exploring trends and consumer reaction to environmental themed advertising" *World Marketing Congress Annual Conference*, Oslo, Norway.

Zhang, David Di (2008), "The Dynamics of Implementation of Market and Entrepreneurial-Oriented Strategies in SMEs", *UIC Research Symposium on Marketing & Entrepreneurship*. Stockholm, Sweden.

Gamble, Edward, and **Zhang, David Di** (2008), "Entrepreneurial Orientation within Not-For-Profits", *UIC Research Symposium on Marketing & Entrepreneurship*. Stockholm, Sweden.

Zhang, David Di (2008), "Characteristic of Entrepreneurs and their Strategy Choices", *Administrative Science Association of Canada (ASAC) Conference*, Halifax, Nova Scotia. (Best Paper Award).

Zhang, David Di (2007), "The performance of market- and/or entrepreneurial-oriented firms", *INFORMS Marketing Science Conference*, Singapore.

Zhang, David Di (2007), "Integrating market and entrepreneurial orientations", *Academy of Marketing Science Conference*, Coral Gables, Florida.

Zhang, David Di, Edward R. Bruning, and Subramanian Sivaramakrishnan (2007) "Differential influences of market and entrepreneurial orientations on aspects of firm performance", *Administrative Science Association of Canada (ASAC) Conference*, Ottawa, Ontario.

Zhang, David Di, Edward R. Bruning, and Subramanian Sivaramakrishnan (2007) "Explore the gender gap in Canadian boardrooms", *Administrative Science Association of Canada (ASAC) Conference*, Ottawa, Ontario.

Zhang, David Di (2006), "To follow the market or the gut: Exploring the interplay of market orientation and entrepreneurial orientation," *ASAC Conference*, Banff,

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Alberta.

Samu, Sridhar, Preeti Krishnan, Jane McKay-Nesbitt, Suresh Srikant, Norlaine Thomas, and **David Di Zhang** (2006), "Exploring the influences of emotional/rational advertising appeals combined with product trials," *ASAC Conference*, Banff, Alberta.

Delbaere, Marjorie, **David Di Zhang**, Subramanian Sivaramakrishnan, Edward Bruning (2005), "Antecedents to knowledge management: The role of information technology adoption, analytical capabilities, and market orientation," *Academy of Marketing Science Conference*, Tempa, Florida.

Wan, Fang, **David Di Zhang** (2005), "The Impacts of Physical Attractiveness of Salesperson: The Moderating Role of Perceived Controllability," *Society for Marketing Advances Conference*, San Antonio, Texas.

Zhang, David Di, Marjorie Delbaere, Edward Bruning, Subbu Sivaramakrishnan (2004), "The relationship between employee commitment and market orientation," *ASAC Conference*, Quebec City, Quebec. (With Honourable Mention.)

20. PATENTS GRANTED OR PENDING:

N/A

21. RESEARCH GRANT INFORMATION:

A. Received

- 2010 Tri-council Bridge Funding for the study of social media (\$6,000)
- 2010 ESB Research Fund for the study of social entrepreneurship (\$4,000)
- 2009 Wilson Centre for Entrepreneurship Excellence Research Grant (\$4,000)
- 2009 Edwards School of Business Research Dissemination Grant (\$5,000)
- 2008 Edwards School of Business Research Grant, Principal Investigator on sports marketing (\$4,000)
- 2008 Edwards School of Business Research Dissemination Grant (\$5,000)
- 2007 University of Saskatchewan New Faculty Start-up Grant, Principal Investigator on entrepreneurial motivation (\$5,000)
- 2007 University of Saskatchewan New Faculty Equipment Grant, Principal Investigator on entrepreneurial motivation (\$3,000)
- 2007 Edwards School of Business New Faculty Research Grant, Principal Investigator on strategy implementation (\$5,000)
- 2007 President's SSHRC Research Grant, Principal Investigator on corporate social responsibility (\$5,000)

B. Applied

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- 2009 SSHRC Standard Research Grant, Principal Investigator, collaborated with Lee Swanson on Social Entrepreneurship (\$50,000)
- 2009 SSHRC Standard Research Grant, Co- Investigator, with Lee Swanson on Aboriginal Entrepreneurship (\$50,000)
- 2009 SSHRC Standard Research Grant, co-investigator, with Jason Perepelkin on Canadian Pharmacy Management (\$50,000)
- 2008 SSHRC Standard Research Grant, Principal Investigator on learning and knowledge absorptive capacity (\$46,000)
- 2007 SSHRC Standard Research Grant, Principal Investigator on strategy implementation (\$120,000)

22. ARTISTIC EXHIBITIONS OR PERFORMANCES:

N/A

23. PROFESSIONAL PRACTICE:

N/A

24. CONSULTING WORK UNDERTAKEN:

N/A

25. DEPARTMENTAL AND COLLEGE COMMITTEES:

- 2008-2010 Member, Edwards School of Business MBA Committee
- 2009 Member, Recruitment committee (Entrepreneurship position)
- 2009-2010 Member, Marketing Honor program committee
- 2007-2008 Member, Edwards School of Business Library Committee

26. UNIVERSITY COMMITTEES:

- 2008-2010 Member, University of Saskatchewan Awards Committee

27. PROFESSIONAL AND ASSOCIATION OFFICES AND COMMITTEE ACTIVITY OUTSIDE:

- 2010 Reviewer, European Journal of Marketing
- 2010 Faculty Advisor, SIFE Saskatchewan
- 2010 Coach, JDC West Marketing Team
- 2009 Reviewer, European Journal of Marketing
- 2009 Academic advisor, SIFF Saskatchewan
- 2009 Coach, JDC West Marketing Team
- 2009 Reviewer, ASAC Conference

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- 2009 Reviewer/Judge, Sabex Service Excellence Award
- 2009 Panel Discussant, Sprott Doctoral Symposium
- 2008 Reviewer, Journal of Business Ethics
- 2008 Reviewer, ASAC Conference
- 2007 Reviewer, International Journal of Sports Marketing and Sponsorship
- 2007 Member, Executive Committee, Marketing Research and Intelligence Association of Canada, Prairies Chapter
- 2006 Member, University of Manitoba Senate
- 2006 Treasurer/Secretary, Asper Graduate Student Association
- 2006 Member, University of Manitoba Graduate Student Association Council
- 2006 Discussant, ASAC Conference, International Business Track
- 2006 Reviewer, ASAC Conference:
- 2005 Reviewer, Journal of Non-Profit and Public Sector Marketing
- 2005 Reviewer, Atlantic Marketing Association Conference
- 2005 Member, Asper School of Business Faculty Hiring Committee
- 2005 Member, University of Manitoba Graduate Student Association Council
- 2005 Award Officer, UMGSA Innovation, Stewardship & Excellence Awards
- 2005 Member, UMGSA Finance Committee
- 2005 Treasurer/Secretary, Asper Graduate Student Association
- 2004 Reviewer, ASAC Conference:
- 2004 Member, University of Manitoba Graduate Student Association Council
- 2004 Member, UMGSA Finance Committee
- 2004 Treasurer/Secretary, Asper Graduate Student Association
- 2003 Member, Asper School of Business Faculty Council

28. PUBLIC AND COMMUNITY CONTRIBUTIONS:

Zhang, David Di (2007) "Does sex make your juice taste better? Exploring use of sexy images in advertising," *Gradzette – University of Manitoba's Graduate Student Magazine*, Spring Issue.

Zhang, David Di (2007) "The top 10 list – recommendations for new graduate students," *Gradzette – University of Manitoba's Graduate Student Magazine*, Summer Issue.

Zhang, David Di (2006) "Dress up for success: Explicate heuristic cues in personal communications," *Gradzette – University of Manitoba's Graduate Student Magazine*, Winter Issue.

29. NOT UNIVERSITY RELATED:

N/A

30. EXTENSION:

N/A

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