

Yingge Qu

Assistant Professor of Marketing
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Division of Business
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Education

❖ Ph.D. Marketing	2014	Georgia State University
❖ M.A. Statistics	2007	University of Connecticut
❖ M.A. Environmental Engineering	2004	University of Connecticut
❖ B.A. Environmental Engineering	1999	Tsinghua University, China

Research Interests

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|------------------------------------|----------------------------|
| ❖ Strategic Interests | ❖ Quantitative Modeling |
| ✓ Customer Relationship Management | ✓ Forward-looking Dynamics |
| ✓ Customer Cross-buy Behavior | ✓ Consumer Choice Models |
| | ✓ Bayesian Learning |
| | ✓ Statistics Models |

Publication

- ❖ Shah Denish, V Kumar, **Yingge Qu**, and Syla Chen (2012), “Unprofitable Cross-buying: Evidence from Consumer and Business Markets,” **Journal of Marketing**, Vol. 76 (3), pp. 78-95. (Finalist, the 2012 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing)

Dissertation Topics

- ❖ Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation in B2B Markets (*Job Market paper*)
(Winner, the 2013 ISBM Business Marketing Doctorial Dissertation Proposal Competition)

Dissertation Chair: V. Kumar (GSU)

Dissertation Committee:

Yi Zhao (GSU), Shah Denish (GSU), Petersen Andrew (UNC, Chapel Hill)

Work in Progress

- ❖ V. Kumar, **Yingge Qu**, “Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation; Comparison between Emerging Markets and Developed Market”.

- ❖ 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.”

Honors and Awards

- ❖ 2011 AMA/Sheth Foundation Doctoral Consortium
- ❖ Finalist, the 2012 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing
- ❖ Winner of the 2013 ISBM Business Marketing Doctorial Dissertation Proposal Competition

Teaching Experience

- ❖ Mississippi State University – Meridian, Fall 2014 – Present
 - Principle of Marketing
 - Service Marketing

- ❖ Georgia State University, Teaching Assistant, Fall 2011 – Spring 2014
 - Basic Marketing
 - Marketing Research