

Danny T WANG  
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## Chinese Name

王坦

## Qualifications

PhD, The University of Hong Kong  
2003 → 2007

M.Phil, Hong Kong Baptist University  
2000 → 2002

B.Sci., Peking University  
1996 → 2000

## Employment

### Associate Head (Research)

Department of Management, Marketing and Information Systems  
Hong Kong Baptist University  
9 Jan 2023 → present

### Associate Professor

Department of Management, Marketing and Information Systems  
Hong Kong Baptist University  
1 Sept 2016 → present

## Research outputs

### Enhancing subsidiary innovation capability through customer involvement in new product development: A contingent knowledge source perspective

Zhang, T. J., Wang, D. T., Tse, C. H. & Tse, S. Y., 5 Jan 2024, In: Journal of Product Innovation Management. 41, 1, p. 86-111 26 p.

### Optimizing Multichannel Strategies: A Balanced Approach

Gu, F. F., Wang, D. T. & Wang, M., 22 Dec 2023.

### Navigating the double-edged sword: Executive hubris and its impact on customer acquisition and retention

Gu, F. F., Leung, F. F., Wang, D. T. & Tang, Y., 19 Dec 2023, (E-pub ahead of print) In: International Journal of Research in Marketing. 21 p.

### Navigating the Benefits and Challenges of Developing Disruptive Digital Technologies: Evidence from Chinese Listed Companies

Duan, H., Wang, D. T., Dong, J. Q. & Li, M., Sept 2023.

### The Nonlinear Effect of Incentives in Distribution Channels

Gu, F. & Wang, D. T., 14 Jul 2023.

### Do digital platforms promote or hinder corporate brand prestige?

Tse, S. Y., Wang, D. T., Cheung, M. L. & Leung, W. K. S., 30 Mar 2023, In: European Journal of Marketing. 57, 4, p. 987-1013 27 p.

**Managing Product Assortment Differentiation across Online and Offline Marketing Channels (Extended Abstract)**

Wang, M., Gu, F. F. & Wang, D. T., Feb 2021, *Proceedings of 2021 AMA Winter Academic Conference: The Human Side of Marketing in an Age of Digital Transformation*. Malter, A., Baker, S. M. & Im, S. (eds.). American Marketing Association, p. 314-316 3 p. (Proceedings of AMA Winter Academic Conference; vol. 32).

**The effect of distributors' relationship exploration on relationship quality under market uncertainty**

Zhang, T. J., Tse, S. Y., Wang, D. T. & Gu, F. F., Feb 2021, In: *Industrial Marketing Management*. 93, p. 344-355 12 p.

**The effects of distributor relationship commitment and relationship exploration on opportunism: The moderating roles of exchange uncertainties and network factors**

Tse, S. Y., WANG, D. T. & ZHANG, J., Nov 2019, In: *Industrial Marketing Management*. 83, p. 301-313 13 p.

**The role of sales representatives in cross-cultural business-to-business relationships**

Gu, F. F., Wang, J. J. & WANG, D. T., Apr 2019, In: *Industrial Marketing Management*. 78, p. 227-238 12 p.

**The Upper Echelons and Customer Management Strategy (Extended Abstract)**

Gu, F. F., Leung, F. F., Tang, Y. & Wang, D. T., Feb 2019, *Proceedings of 2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace*. Lam, S. K., Giesler, M. & Luo, X. (eds.). Austin, TX: American Marketing Association, p. CFC6-CFC7 2 p. (Proceedings of AMA Winter Academic Conference; vol. 30).

**Impact of historical conflict on FDI location and performance: Japanese investment in China**

Gao, G. Y., WANG, D. T. & Che, Y., 1 Oct 2018, In: *Journal of International Business Studies*. 49, 8, p. 1060-1080 21 p.

**Leveraging Customer Participation for Product Innovation in MNE Subsidiaries (Extended Abstract)**

Zhang, J., Wang, D. T. & Tse, S. Y., Aug 2018, *Proceedings of 2018 AMA Summer Academic Conference: Big Ideas and New Methods in Marketing*. Gal, D., Hewett, K. & Jayachandran, S. (eds.). Boston, MA: American Marketing Association, p. IN9 1 p. (Proceedings of AMA Summer Academic Conference; vol. 29)(AMA Educators Proceedings; vol. 29).

**Managing Distributor Interchannel and Intrachannel Behavior (Abstract)**

Tse, S. Y., Wang, D. T. & Zhang, J., Dec 2017, *Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017. Marketing for Impact - Proceedings*. Robinson, L., Brennan, L. & Reid, M. (eds.). Melbourne, Australia: Australian and New Zealand Marketing Academy, p. 635 1 p. (Australian and New Zealand Marketing Academy Conference Proceedings).

**Double-Edged Effects of Incentives in Distribution Channels (Extended Abstract)**

Gu, F. F. & Wang, D. T., Feb 2017, *Proceedings of Winter Marketing Academic Conference 2017: Better Marketing for a Better World*. Chandy, R., Inman, J. & Moorman, C. (eds.). Orlando, FL: American Marketing Association, p. C-13 (Proceedings of AMA Winter Marketing Academic Conference; vol. 28)(AMA Educators Proceedings; vol. 28).

**Effects of Relationship Safeguards on Channel Members' Response Within and Beyond a Dyad (Abstract)**

Gu, F. F., Wang, J. J. & Wang, D. T., May 2015, *Proceedings of EMAC 2015: Collaboration in Research*. Leuven, Belgium: The European Marketing Academy, p. 88 1 p.

**Pride as a Double-Edged Sword: Effects of CEO Hubris on Firm Market Exploration and Exploitation (Abstract)**

Tang, Y., Wang, D. T. & Gu, F. F., Aug 2014, *Academy of Management Proceedings 2014*. Philadelphia, PA: Academy of Management, p. 191-196 6 p. (Academy of Management Proceedings; vol. 2014, no. 1).

**Foreign direct investment, institutional development, and environmental externalities: Evidence from China**

Wang, D. T. & Chen, W. Y., 15 Mar 2014, In: *Journal of Environmental Management*. 135, p. 81-90 10 p.

**Urban forest development in China: Natural endowment or socioeconomic product?**

Chen, W. Y. & WANG, D. T., 1 Dec 2013, In: *Cities*. 35, p. 62-68 7 p.

**Observer effects of punishment in a distribution network**

WANG, D. T., Gu, F. F. & Dong, M. C., Oct 2013, In: Journal of Marketing Research. 50, 5, p. 627-643 17 p.

**When does FDI matter? The roles of local institutions and ethnic origins of FDI**

WANG, D. T., Gu, F. F., Tse, D. K. & Yim, C. K. B., Apr 2013, In: International Business Review. 22, 2, p. 450-465 16 p.

**Multinationals, Institutions and Economic Growth in China**

Che, Y. & WANG, D. T., Mar 2013, In: Asian Economic Journal. 27, 1, p. 1-16 16 p.

**Economic development and natural amenity: An econometric analysis of urban green spaces in China**

Chen, W. Y. & WANG, D. T., 2013, In: Urban Forestry and Urban Greening. 12, 4, p. 435-442 8 p.

**Observer effects of punishment in a distribution network**

Gu, F. F., Wang, T. & Dong, M. C., Jun 2012.

**Social Effects Of Punishment In Marketing Channels (Abstract)**

Dong, M. C., Wang, D. T. & Gu, F. F., May 2012, *Proceedings of the 41th European Marketing Academy Conference: Marketing to Citizens Going beyond Customers and Consumers*. Rita, P. (ed.). Lisbon, Portugal: The European Marketing Academy, p. 256

**The role of program fairness in asymmetrical channel relationships**

Gu, F. F. & WANG, D. T., Nov 2011, In: Industrial Marketing Management. 40, 8, p. 1368-1376 9 p.

**Power or market? Location determinants of multinational headquarters in China**

Wang, D. T., Zhao, S. X., Gu, F. F. & Chen, W. Y., Oct 2011, In: Environment and Planning A. 43, 10, p. 2364-2383 20 p.

**Managing distributors' changing motivations over the course of a joint sales program**

Gu, F. F., Kim, N., Tse, D. K. & WANG, D. T., Sept 2010, In: Journal of Marketing. 74, 5, p. 32-47 16 p.

**How do new ventures grow? Firm capabilities, growth strategies and performance**

Chen, X., Zou, H. & Wang, D. T., Dec 2009, In: International Journal of Research in Marketing. 26, 4, p. 294-303 10 p.

**FDI and the Environment: Evidence from China**

Wang, D. T. & Gu, F. F., Jun 2009.

**'Information hinterland' - A base for financial centre development: The case of Beijing versus Shanghai in China**

WANG, D. T., Zhao, S. X. & WANG, D., Feb 2007, In: Tijdschrift Voor Economische en Sociale Geografie. 98, 1, p. 102-120 19 p.

**Determining factors of the development of a national financial center: The case of China**

Zhao, S. X. B., Zhang, L. & Wang, D. T., Sept 2004, In: Geoforum. 35, 5, p. 577-592 16 p.

## Grants and Projects

**Leveraging Digital Business Competencies to Achieve Dual Circulation Ambidexterity for Chinese Companies**

WANG, D. T.

1/01/24 → 30/06/26

**Leveraging customer co-creation platform for firm innovative performance**

Tse, F. S., WANG, D. T. & Chan, H.

1/11/23 → 1/05/25

### **Managing Opportunism in a Distribution Network: The Observer Effect of Punishment**

WANG, D. T.

1/01/13 → 31/12/15

### **Assessing Positive and Negative Spillovers of Non-local Direct Investments in Chinese Cities: An Institutional-Based Model**

WANG, D. T. & Tse, D. K.

1/10/09 → 30/09/12

## **Awards and Prizes**

### **Best Paper Award, "Pride as a Double-Edged Sword: Effects of CEO Hubris on Firm Market Exploration and Exploitation", 2014 Annual Meeting of the Academy of Management**

WANG, Danny T (Recipient), Aug 2014

### **Faculty/School Performance Award**

WANG, Danny T (Recipient), 2014

### **School of Business Award for Outstanding Performance in Scholarly Work**

WANG, Danny T (Recipient), 2014

## **Activities**

### **Final Reviewer of the Best Paper for the 2023 JMS (Journal of Marketing Science) Doctoral Forum**

Danny T WANG (Reviewer)

3 Nov 2023 → 5 Nov 2023

### **Final Reviewer of the Best Paper Award for the 2023 Asia-Pacific Marketing Academy Conference and Doctoral Forum**

Danny T WANG (Reviewer)

22 Sept 2023 → 24 Sept 2023

### **Guangdong-Hong Kong-Macao University Alliance for Marketing (External organisation)**

Danny T WANG (Vice Chair)

Sept 2023 → ...