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Department of Management, Marketing and Information Systems
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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

1 Sept 2013 → ... Fellow, Contemporary Marketing Center, The University of Hong Kong

Employment

Associate Professor

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

Associate Head (Research)

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

Research outputs

Wang, Danny T, Flora Fang Gu and Meng Wang *Navigating Distributor Cooperation through Price Incentives: A Multi-Principal Perspective*. 3rd Asia-Pacific Conference on Management and Business, 24 Dec 2024, Sapporo, Hokkaido, Japan, Conference abstract, 2024.

Duan, Hongyu Wendy et al. "Contingent Impacts of Digital Transformation: An Organizational Change Perspective". *ICIS 2024 Proceedings - Digital Platforms for Emerging Societies*. International Conference on Information Systems (ICIS). Association for Information Systems. 2024.

Gu, Flora F. et al. "Relationship ambidexterity in buyer-supplier relations". *Journal of the Academy of Marketing Science*. 2024. <https://doi.org/10.1007/s11747-024-01071-4>

Cao, Yue, Flora F. Gu, and Danny T Wang *Are Aspects of ESG Created Equal? Examining B2B Firms' ESG Content on Social Media*. 2024 American Marketing Association (AMA) Summer Academic Conference, 16 Aug 2024, Boston, United States, Conference paper, 2024.

Duan, Hongyu et al. *Impact of Disruptive Digital Technologies on Long-Term Firm Performance*. 46th ISMS Marketing Science Conference 2024, 27 Jun 2024, Sydney, Australia, Conference abstract, 2024.

Tse, Fiona Sin-yan et al. *Harnessing Digital Customer Platforms for Enhanced Product Innovation: The Mediating Role of Competence Ambidexterity*. Artificial Intelligence & Robotics in Service Interactions (AIRSI) 2024, 10 Jun 2024, Zaragoza, Spain, Conference abstract, 2024.

Gu, Flora F. et al. "Navigating the double-edged sword: Executive hubris and its impact on customer acquisition and retention". *International Journal of Research in Marketing*. 2024, 41(2). 362-382. <https://doi.org/10.1016/j.ijresmar.2023.12.002>

Duan, Hongyu et al. *Strategizing Digital Transformation in Chinese Listed Companies: The Impact of Disruptive Technologies and Organizational Change on Firm Performance*. Asia-Pacific Marketing Academy Annual Conference, APMA 2024, 10 May 2024, Hong Kong, Conference abstract, 2024.

Zhang, Tracy Junfeng et al. "Enhancing subsidiary innovation capability through customer involvement in new product development: A contingent knowledge source perspective". *Journal of Product Innovation Management*. 2024, 41(1). 86-111. <https://doi.org/10.1111/jpim.12700>

Gu, Flora F., Danny T. Wang and Meng Wang *Optimizing Multichannel Strategies: A Balanced Approach*. The 14th International Conference on Economics, Business and Management, ICEBM 2023, 21 Dec 2023, Osaka, Japan, Conference abstract, 2023.

Duan, Hongyu et al. *Navigating the Benefits and Challenges of Developing Disruptive Digital Technologies: Evidence from Chinese Listed Companies*. Asia-Pacific Marketing Academy Annual Conference, APMA 2023, 22 Sept 2023, Guangzhou, China, Conference abstract, 2023.

Gu, Flora and Danny T Wang *The Nonlinear Effect of Incentives in Distribution Channels*. 24th Academy of Marketing Science World Marketing Congress, 11 Jul 2023, Canterbury, United Kingdom, Conference abstract, 2023.

Tse, Sin Yan et al. "Do digital platforms promote or hinder corporate brand prestige?". *European Journal of Marketing*. 2023, 57(4). 987-1013. <https://doi.org/10.1108/EJM-11-2021-0837>

Gao, Gerald Yong, Danny Tan Wang and Yi Che "Impact of Historical Conflict on FDI Location and Performance: Japanese Investment in China"., Mithani, Murad A. and Narula, Rajneesh Surdu, Irina Verbeke, Alain (editors). *Crises and Disruptions in International Business: How Multinational Enterprises Respond to Crises*. 1st udg., Chapter 9, JIBS Special Collections. Cham: Palgrave Macmillan. 2022, 189–232. https://doi.org/10.1007/978-3-030-80383-4_9

Wang, Meng, Flora F. Gu, and Danny T. Wang "Managing Product Assortment Differentiation across Online and Offline Marketing Channels (Extended Abstract)"., Malter, Alan Baker, Stacey Menzel Im, Subin (editors). *Proceedings of 2021 AMA Winter Academic Conference: The Human Side of Marketing in an Age of Digital Transformation*. Proceedings of AMA Winter Academic Conference. American Marketing Association. 2021, 314-316.

Zhang, Tracy Junfeng et al. "The effect of distributors' relationship exploration on relationship quality under market uncertainty". *Industrial Marketing Management*. 2021, 93. 344-355. <https://doi.org/10.1016/j.indmarman.2020.12.005>

Tse, Sin Yan, Danny T. Wang, and Tracy J. Zhang. "The effects of distributor relationship commitment and relationship exploration on opportunism: The moderating roles of exchange uncertainties and network factors". *Industrial Marketing Management*. 2019, 83. 301-313. <https://doi.org/10.1016/j.indmarman.2019.05.004>

Gu, Flora F., Jeff Jianfeng Wang, and Danny T WANG. "The role of sales representatives in cross-cultural business-to-business relationships". *Industrial Marketing Management*. 2019, 78. 227-238. <https://doi.org/10.1016/j.indmarman.2016.10.002>

Gu, Flora F. et al. "The Upper Echelons and Customer Management Strategy (Extended Abstract)"., Lam, Son K. Giesler, Markus Luo, Xueming (editors). *Proceedings of 2019 AMA Winter Academic Conference: Understanding Complexity, Transforming the Marketplace*. Proceedings of AMA Winter Academic Conference. Austin, TX: American Marketing Association. 2019, CFC6-CFC7.

Gao, Gerald Yong, Danny Tan Wang and Yi Che. "Impact of historical conflict on FDI location and performance: Japanese investment in China". *Journal of International Business Studies*. 2018, 49(8). 1060-1080. <https://doi.org/10.1057/s41267-016-0048-6>

Zhang, Junfeng, Danny T Wang and Sin Yan Tse "Leveraging Customer Participation for Product Innovation in MNE Subsidiaries (Extended Abstract)". Gal, David Hewett, Kelly Jayachandran, Satish (editors). *Proceedings of 2018 AMA Summer Academic Conference: Big Ideas and New Methods in Marketing*. Proceedings of AMA Summer Academic Conference. AMA Educators Proceedings. Boston, MA: American Marketing Association. 2018, IN9.

Tse, Sin Yan, Danny T Wang, and Junfeng Zhang "Managing Distributor Interchannel and Intrachannel Behavior (Abstract)". Robinson, Linda Brennan, Linda Reid, Mike (editors). *Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017. Marketing for Impact - Proceedings*. Australian and New Zealand Marketing Academy Conference Proceedings. Melbourne, Australia: Australian and New Zealand Marketing Academy. 2017, 635.

Gu, Flora F. and Danny T Wang "Double-Edged Effects of Incentives in Distribution Channels (Extended Abstract)". Chandy, Rajesh Inman, Jeffrey Moorman, Christine (editors). *Proceedings of Winter Marketing Academic Conference 2017: Better Marketing for a Better World*. Proceedings of AMA Winter Marketing Academic Conference. AMA Educators Proceedings. Orlando, FL: American Marketing Association. 2017, C-13.

Gu, Flora F., Jeff Jianfeng Wang, and Danny T Wang *The Role of Sales Representatives in International Buyer-Seller Relationships*. 15th World Business Research Conference, 25 Feb 2016, Tokyo, Japan, Conference paper, 2016.

Gu, Flora F., Jeff Jianfeng Wang, and Danny T Wang "Effects of Relationship Safeguards on Channel Members' Response Within and Beyond a Dyad (Abstract)". *Proceedings of EMAC 2015: Collaboration in Research*. Leuven, Belgium: The European Marketing Academy. 2015, 88.

Tang, Yi, Danny T Wang and Flora F. Gu "Pride as a Double-Edged Sword: Effects of CEO Hubris on Firm Market Exploration and Exploitation (Abstract)". *Academy of Management Proceedings 2014*. Academy of Management Proceedings; 1. Philadelphia, PA: Academy of Management. 2014, 191-196. <https://doi.org/10.5465/ambpp.2014.15>

Wang, Danny T. and Wendy Y. Chen. "Foreign direct investment, institutional development, and environmental externalities: Evidence from China". *Journal of Environmental Management*. 2014, 135. 81-90. <https://doi.org/10.1016/j.jenvman.2014.01.013>

Chen, Wendy Y. and Danny T. Wang. "Urban forest development in China: Natural endowment or socioeconomic product?". *Cities*. 2013, 35. 62-68. <https://doi.org/10.1016/j.cities.2013.06.011>

WANG, Danny T, Flora F. Gu and Maggie Chuoyan Dong. "Observer effects of punishment in a distribution network". *Journal of Marketing Research*. 2013, 50(5). 627-643. <https://doi.org/10.1177/002224371305000511>, <https://doi.org/10.1509/jmr.12.0142>

Wang, Danny T. et al. "When does FDI matter? The roles of local institutions and ethnic origins of FDI". *International Business Review*. 2013, 22(2). 450-465. <https://doi.org/10.1016/j.ibusrev.2012.06.003>

Che, Yi and Danny T. Wang. "Multinationals, Institutions and Economic Growth in China". *Asian Economic Journal*. 2013, 27(1). 1-16. <https://doi.org/10.1111/asej.12001>

Chen, Wendy Y. and Danny T. Wang. "Economic development and natural amenity: An econometric analysis of urban green spaces in China". *Urban Forestry and Urban Greening*. 2013, 12(4). 435-442. <https://doi.org/10.1016/j.ufug.2013.08.004>

Gu, Flora F., Tan Wang and Maggie Chuoyan Dong *Observer effects of punishment in a distribution network*. Marketing Scholar Forum X: Latest Challenges in Research in Marketing, 25 Jun 2012, Hong Kong, Conference paper, 2012.

Dong, Maggie Chuoyan, Danny T Wang and Flora F. Gu "Social Effects Of Punishment In Marketing Channels (Abstract)" . Rita, Paulo (ed.). *Proceedings of the 41th European Marketing Academy Conference: Marketing to Citizens Going beyond Customers and Consumers*. Lisbon, Portugal: The European Marketing Academy. 2012, 256.

Gu, Flora F. and Danny T. Wang. "The role of program fairness in asymmetrical channel relationships". *Industrial Marketing Management*. 2011, 40(8). 1368-1376. <https://doi.org/10.1016/j.indmarman.2011.07.005>

Wang, Danny T et al. "Power or market? Location determinants of multinational headquarters in China". *Environment and Planning A: Economy and Space*. 2011, 43(10). 2364-2383. <https://doi.org/10.1068/a448>

Gu, Flora F. et al. "Managing Distributors' Changing Motivations over the Course of a Joint Sales Program". *Journal of Marketing*. 2010, 74(5). 32-47. <https://doi.org/10.1509/jmkg.74.5.032>

Chen, Xiaoyun, Huan Zou, and Danny T Wang. "How do new ventures grow? Firm capabilities, growth strategies and performance". *International Journal of Research in Marketing*. 2009, 26(4). 294-303. <https://doi.org/10.1016/j.ijresmar.2009.08.004>

Wang, Danny Tan and Flora Fang Gu *FDI and the Environment: Evidence from China*. Academy of International Business 2009 Annual Meeting, 27 Jun 2009, San Diego, United States, Conference paper, 2009.

Wang, Danny T, Simon Xiaobin Zhao, and Donggen Wang. "Information hinterland' - A base for financial centre development: The case of Beijing versus Shanghai in China". *Tijdschrift Voor Economische en Sociale Geografie*. 2007, 98(1). 102-120. <https://doi.org/10.1111/j.1467-9663.2007.00379.x>

王坦 and 赵晓斌. "全球化下的中国热点城市与区域". *城市规划*. 2006, 2006(S1). 19-22.

赵晓斌 and 王坦. "跨国公司总部与中国金融中心发展: 金融地理学的视角与应用". *城市规划*. 2006, 2006(S1). 23-28.

Wang, Danny T. "Multinational Corporations' (MNCs) Strategic Location and the Development of Financial Service Hubs in China". *Asian Geographer*. 2005, 24(1-2). 17-44. <https://doi.org/10.1080/10225706.2005.9684120>

Zhao, Simon X.B., Li Zhang, and Danny T. Wang. "Determining factors of the development of a national financial center: The case of China". *Geoforum*. 2004, 35(5). 577-592. <https://doi.org/10.1016/j.geoforum.2004.01.004>

赵晓斌 and 王坦. "中国加入WTO对国内金融中心区域重组的影响". *国际城市规划*. 2002, 2002(05). 31-37.

赵晓斌, 王坦 and 张晋熹. "信息流和“不对称信息”是金融与服务中心发展的决定因素: 中国案例". *经济地理*. 2002, 22(4). 408-414.

Activities

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

WANG, D. T. (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

WANG, D. T. (Reviewer)

22 Sept 2023 → 24 Sept 2023

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

WANG, D. T. (Vice Chair)

Sept 2023 → ...

2018年賽馬會責任消「廢」計畫全港中學生市場推廣大賽准決賽評委

WANG, D. T. (Organiser)

24 Jun 2018

Seminar for delegation from Singapore Polytechnic

WANG, D. T. (Organiser)

Sept 2016

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, D. T. (Recipient), Aug 2014

Best Paper Award, "The Role of Sales Representatives in International Buyer-Seller Relationships", 15th World Business Research Conference

Gu, F. F. (Recipient), Wang, J. J. (Recipient) & WANG, D. T. (Recipient), 26 Feb 2016

Faculty/School Performance Award

WANG, D. T. (Recipient), 2014

School of Business Award for Outstanding Performance in Scholarly Work

WANG, D. T. (Recipient), 2014

The Best Paper Award, 2005 Conference of Global Chinese Geographers, Aug. 2005

WANG, D. T. (Recipient), 17 Aug 2005

The Best Paper Award, the 8th National Conference for Chinese Geographers, The Geographical Society of China, Jul. 2001

WANG, D. T. (Recipient), Jul 2001