

Min Ju
Curriculum Vitae

Anheuser-Busch Hall 221
University of Missouri- St. Louis
One University Boulevard, St. Louis, MO 63121

Tel: (314) 397-3987
Fax: (314) 516-6420
E-mail: jum@umsl.edu

Academic Experience

- 2019- Associate Professor
Department of Marketing
College of Business Administration
University of Missouri-St. Louis
- 2013-2019 Assistant Professor
Department of Marketing
College of Business Administration
University of Missouri-St. Louis
- 2011-2013 Visiting Assistant Professor
Department of Marketing
College of Business Administration
University of Missouri-St. Louis

Education

- 2007-2011 Richard A. Chaifetz School of Business, Saint Louis University
Ph.D. in Marketing/International Business
- 2006-2007 School of Economics, Iowa State University
Ph.D. Studies in Economics
- 2004-2006 School of Commerce and Economics, University of New South Wales, Australia
Master of Commerce and Economics
- 1999-2003 School of Management, Fudan University, Shanghai, China
B.A. in Management Science

Research Areas

Marketing Strategy
Inter-firm Relationships
Channel Management
Firm Capabilities

Journal Publications

Ju, Min (2022), “Organizational Ambidexterity and Its Performance Implication of Foreign Ventures in an Emerging Market”, *Journal of Global Marketing*, forthcoming.

Ju, Min and Gerald Yong Gao (2022), “Performance Implication of Exploration and Exploitation in Foreign Markets: The Role of Marketing Capability and Operation Flexibility”, *International Marketing Review*, forthcoming.

Ju, Min, Janet Y. Murray, Gerald Yong Gao, and Masaaki Kotabe (2019) “Concurrent Sourcing Strategy of Multinational Firms in China: Drivers and Performance Implications”, *Journal of World Business*, 54 (6).

Ju, Min, Jason Jin Lu, and Kevin Zheng Zhou (2018), “How can International Ventures Utilize Marketing Capability in Emerging Markets? Its Contingent Effect on New Product Development”, *Journal of International Marketing*, 26 (4), 1-17.

Ju, Min and Gerald Yong Gao (2017), “Relational Governance and Control Mechanisms of Export Ventures: An Examination across Relationship Length”, *Journal of International Marketing*, 25 (2), 72-87.

Dong, Maggie Chuoyan, **Min Ju**, and Yulin Fang (2016), “Role Hazard between Supply Chain Partners in an Institutionally Fragmented Market”, *Journal of Operations Management*, 46, 5-18.

Yang, Dorothy Liu, **Min Ju**, and Gerald Yong Gao (2015), “Export Relational Governance and Control Mechanisms: Substitutable and Complementary Effects”, *International Marketing Review*, 32 (6), 627-645.

Ju, Min, Hongxin Zhao, and Tiedong Wang (2014), “The Boundary Conditions of Export Relational Governance: A ‘Strategy Tripod’ Perspective”, *Journal of International Marketing*, 22 (2), 89-106.

Ju, Min, Kevin Zheng Zhou, Gerald Yong Gao, and Jiangyong Lu (2013), “Technological Capability Growth and Performance Outcome: Foreign Versus Local Firms in China”, *Journal of International Marketing*, 21 (2), 1-16.

Ju, Min, Hung-Gay Fung, and Haim Mano (2013), “Firm Capabilities and Performance: An Institutional Perspective on Foreign and Local Firms in China”, *The Chinese Economy*, 46 (5): 86-104.

Murray, Janet Y, **Min Ju**, and Gerald Yong Gao (2012), “Foreign Market Entry Timing Revisited: Trade-Off between Market Share Performance and Firm Survival”, *Journal of International Marketing*, 20 (3), 50-64.

Ju, Min, Janet Y. Murray, Masaaki Kotabe, and Gerald Yong Gao (2011), “Reducing Distributor Opportunism: Effects of Monitoring Mechanisms, Norm-based Information Exchange, and Market Orientation”, *Journal of World Business*, 46 (4), 487-496.

Ju, Min and Hongxin Zhao (2009), “Behind Organizational Slack and Firm Performance in China: The Moderating Roles of Ownership and Competitive Intensity”, *Asia Pacific Journal of Management*, 26 (4), 701-717.

Ju, Min (2007), “Deferred Executive Compensation Policies in Chinese State-Owned Enterprises”, *China & World Economy*, 15 (4), 102-117.

Conference Proceedings and Presentations

Ju, Min and Yong Gerald Gao “How can International Ventures Implement Exploration and Exploitation Strategies in Emerging Markets: Impact of Marketing Capability and Operation Flexibility”, *Proceedings of Academy of International Business*, June, 2021.

Ju, Min and Gerald Yong Gao, “Do International Ventures Benefit from Marketing Capability in Emerging Markets? The Contingent Value for New Product Development”, *Proceedings of Academy of International Business*, Dubai, UAE, June, 2017.

Ju, Min and Gerald Yong Gao, “Managing International Distribution Relationships: A Dynamic View of Relational Governance and Control Mechanisms”, *Consortium for International Marketing Research*, Xi’an, China, June, 2016. [**Young Scholar Best Paper Award**]

Ju, Min, Hongxin Zhao, and Tiedong Wang, “The Changing Value of Relational Governance and Control Mechanisms”, *Proceedings of Academy of International Business*, Vancouver, Canada, June, 2014.

Ju, Min and Hongxin Zhao, “Relational Governance and Export Performance: The Moderating Roles of Institutional Distance and Domestic Industry Uncertainty”, *Proceedings of Academy of International Business*, Istanbul, Turkey, June, 2013.

Gao, Gerald Yong, Yao Amber Li, and Min Ju, “Bi-directional Technology Spillovers between Foreign and Local Firms: Empirical Evidence from an Emerging Economy”, *Proceedings of Academy of International Business*, Washington DC, June, 2012.

Ju, Min, Janet Y. Murray, and Gerald Yong Gao, “Concurrent Sourcing Strategy of Foreign Firms in China: Integrating Transaction Cost Economics and Institutional Theory”, *Proceedings of American Marketing Association’s Summer Educators’ Conference*, Boston, MA, August, 2010. [**Best Paper Award**, Global Marketing Track]

Ju, Min, Kevin Zheng Zhou, and Gerald Yong Gao, “Performance Implications of Marketing, Technological, and Production Capabilities: An Institutional Perspective”, *Proceedings of Academy of International Business*, Rio de Janeiro, Brazil, June, 2010.

Murray, Janet Y., Min Ju, and Gerald Yong Gao, "Reducing Distributor Opportunism: Effects of Monitoring Mechanisms, Norm-based Information Exchange, and Market Orientation", *Proceedings of Academy of International Business*, San Diego, CA, June, 2009.

Ju, Min, Hongxin Zhao, and Yigang Pan, "Organizational Slack and Firm Performance in China: Impact of Ownership and Competition", *Proceedings of Academy of International Business*, Milan, Italy, June, 2008.

Honors and Scholarships

2016 Douglas E. Durand Award for Research Excellence
College of Business Administration, University of Missouri-St. Louis

2016 Young Scholar Best Paper Award
Consortium for International Marketing Research

2014 Chevy College Marketing Plan Competition, Champion

2010 Best Paper Award, Global Marketing Track
American Marketing Association Summer Educators' Conference

2010 45th AMA Sheth Foundation Doctoral Consortium Fellow

2007-2011 Research and Teaching Assistantships at Saint Louis University

2009 Fellowship for Exam Preparation at Saint Louis University

2006-2007 Teaching Assistantship at Iowa State University

2004-2006 UNSW-Fudan Scholarship

2003 Distinguished Undergraduate Student of Shanghai

2003 Excellent Undergraduate Dissertation Award of Fudan University

1999-2003 Excellent Student Scholarship in Four Consecutive Years

Research Grants

2017-2018 Competitive Research Grant, International Studies & Programs,
University of Missouri- St. Louis

2017 Summer Competitive Grant, College of Business Administration,
University of Missouri- St. Louis

2016-2017 Competitive Research Grant, International Studies & Programs,
University of Missouri- St. Louis

2016 Summer Competitive Grant, College of Business Administration,
University of Missouri- St. Louis

2016 Junior Faculty Competitive Research Grant,
University of Missouri- St. Louis

2014 Summer Competitive Grant, College of Business Administration,
University of Missouri- St. Louis

2013-2014 Competitive Research Grant, International Studies & Programs,
University of Missouri- St. Louis

Teaching

Teaching Interest: Marketing Strategy

Marketing Analytics
Marketing Communication
Digital Marketing

Teaching Accomplishments:

- 2016 Online in 9: eLearning Course Development
 Center for Teaching and Learning, University of Missouri-St. Louis
- 2014 Chevy College Marketing Plan Competition, Champion
- 2011-2012 University of Missouri Faculty Scholars Program
 Center for Teaching and Learning, University of Missouri-St. Louis
- 2011 Certificate of Teaching Excellence
 Richard A. Chaifetz School of Business, Saint Louis University

Professional Activities

Reviewer

International Business Review
International Marketing Review
British Journal of Management
Journal of Business Research
Journal of International Marketing
Journal of World Business
Journal of Asia Business Studies
Asia Pacific Journal of Management
Annual Conference of American Marketing Association
Annual Conference of Academy of International Business

Member

American Marketing Association
Academy of International Business