

## **Frank Q. Fu**

Associate Professor of Marketing  
Department of Marketing, CBA  
220 Anheuser-Busch Hall,  
University of Missouri – St. Louis  
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### **EDUCATION**

C.T. Bauer College of Business  
University of Houston, Houston, Texas  
Ph.D. in Business Administration (Marketing), May 2006

William E. Simon Graduate School of Business Administration  
University of Rochester, Rochester, New York  
M.B.A. in Marketing, June 2002

School of Public Health  
China Medical University, Shenyang, China  
Bachelor of Preventive Medicine, July 1993

### **RESEARCH INTERESTS**

- Sales Force Management
- Sales Performance Improvement
- Marketing Performance Improvement

### **TEACHING INTERESTS**

- Principles of Marketing
- Sales Force Management
- Marketing Management

### **PUBLICATIONS**

#### **Articles in Academic Journals:**

- AlSaleh, Dhoha A., Michael T. Elliott, Frank Q. Fu, and Ramendra Thakur (2019), “Cross-cultural differences in the adoption of social media.” *Journal of Research in Interactive Marketing*, 13 (1), 119-140.
- Fu, Frank Q., Jack J. Phillips, and Patricia Pulliam Phillips (2018), “ROI Marketing: Measuring, Demonstrating, and Improving Value,” *Performance Improvement*, 57 (2), 6-13.

- Fu, Frank Q., Michael T. Elliott, Haim Mano and Chris Galloway (2017), “The Role of Affective Brand Commitment on Sales Effort”, *Journal of Marketing Theory and Practice*, 25 (3), 257-273.
- Murray, Janet Y., and Frank Q. Fu (2016), “Strategic Guanxi Orientation: How to Manage Distribution Channels in China?” *Journal of International Management*, 22 (1), 1-16.
- Tan, Xiongying, Frank Q. Fu, and Hong Yi (2016), " Improving Retail Sales Performance by Integrating HPT with Marketing Strategies,” *Performance Improvement*, 55 (1), 6-13.
- Schrock, Wyatt, Douglas Hughes, Frank Q. Fu, Keith Richards, and Eli Jones (2016), “Better Together: Trait Competitiveness and Competitive Psychological Climate as Antecedents of Salesperson Organizational Commitment and Sales Performance,” *Marketing Letters*, 27 (2), 351-360.
- Richards, Keith A., Wyatt A. Schrock, Douglas E. Hughes, Frank Q. Fu, and Eli Jones (2016), " Better Together: Competitive Agents and Competitive Climate in the Agency,” *Keller Center Research Report*, Volume 9 (2).
- Fu, Frank Q. (2015), " Motivate to Improve Salesforce Performance: the Sales Training Perspective,” *Performance Improvement*, 54 (4), 31-35.
- Fu, Frank Q. and Eli Jones (2015), " Bridging Research and Practice: How Sales Training Can Contribute to New Product Launch Success,” *Performance Improvement*, 54 (2), 29-36.
- Chen, Yuwen and Frank Q. Fu (2015), “The Behavioral Consequences of Service Quality: An Empirical Study in the Chinese Retail Pharmacy Industry,” *Health Marketing Quarterly*, 32 (1), 14-30.
- Fu, Frank Q. and Michael T. Elliott (2013), "The Moderating Effect of Perceived Product Innovativeness and Product Knowledge on New Product Adoption: An Integrated Model," *Journal of Marketing Theory and Practice*, 21 (3), 257-272.
- Fu, Frank Q., Hong Yi, and Nanji Zhai (2013), “Training to Improve New Product Sales Performance: The Case of Samsung in China,” *Performance Improvement*, 52 (5), 28-35.
- Elliott, Michael T., Frank Q. Fu, and Paul S. Speck (2012), “Information Search and Purchase Patterns in a Multichannel Service Industry,” *Services Marketing Quarterly*, 33 (4), 292-310.

- Richards, Keith A. and Frank Q. Fu (2012), " Salesperson Attributions: Evaluating the Impact of the Timing of Prior Actions," *Journal of American Academy of Business, Cambridge*, Vol. 17. (March).
- Fu, Frank Q., Keith A. Richards, Douglas E. Hughes, and Eli Jones (2010), "Motivating Salespeople to Sell New Products: The Relative Influence of Attitudes, Subjective Norms and Self-Efficacy," *Journal of Marketing*, 74 (6), (November), 61-76.
- Eli Jones, Keith A. Richards, Diane Halstead, and Frank Q. Fu (2009), "Developing a Strategic Framework of Key Account Performance," *Journal of Strategic Marketing*, 17 (3-4), 221-235.
- Fu, Frank Q., Keith Richards, and Eli Jones (2009), "The Motivation Hub: Effects of Goal Setting and Self-Efficacy on Effort and New Product Sales," *Journal of Personal Selling and Sales Management*, 29 (3), 277-292.
- Fu, Frank Q., Willy Bolander, and Eli Jones (2009), "Managing the Drivers of Organizational Commitment and Salesperson Effort: An Application of Meyer and Allen's Three-Component Model," *Journal of Marketing Theory and Practice*, 17 (4) (Fall), 335-350.
- Fu, Frank Q. (2009), "The Dynamic Effect of Multiple Reference Points on Salesperson Call Selection and Risk Behavior in Multiple Accounting Periods," *Journal of American Academy of Business, Cambridge*, Vol. 14. (2).
- Fu, Frank Q. (2009), "Effects of Salesperson Experience, Age, and Goal Setting on New Product Performance Trajectory: A Growth Curve Modeling Approach," *Journal of Marketing Theory and Practice*, 17, 1 (winter), 7-20.
- Elliott, Michael T. and Frank Q. Fu (2008), "Consumer Acceptance of Technology Products: The Impact of Tactical Selling Approaches," *Marketing Management Journal*, 18 (2), 47-64.
- Fu, Frank Q., Eli Jones, and Willy Bolander (2008), "Product Innovativeness, Customer Newness, and New Product Performance: A Time-Lagged Examination of the Impact of Salesperson Selling Intentions on New Product Performance," *Journal of Personal Selling and Sales Management*, 28 (4), 351-364.
- Cron, William L., John W. Slocum, Jr., Don VandeWalle and (Frank) Qingbo Fu (2005), "The Role of Goal Orientation on Negative Emotions and Goal Setting When Initial Performance Falls Short of One's Performance Goal," *Human Performance*, 18 (1), 55-80.

**Book:**

- *ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing.* With Jack J. Phillips, Patricia Pulliam Phillips and Hong Yi. New York, NY: McGraw-Hill. 2020.

**Book Chapter:**

- “Using the 10 Performance Improvement Standards to Guide Strategy Development and Implementation: A Marketing Performance Improvement Case” (with Hong Yi, Yuan Zheng, Lidan Li, Xiangjiang Wang and Xiumei Zhang), p. 46 – 64, in Van Tiem, Darlene and Nancy Burns (Eds), *Cases in Performance Improvement Innovation*, Hersey, PA: IGI Global. 2020

**RESEARCH IN PROGRESS**

- “The Relevance and Robustness of Gilbert’s BEM in an Emerging Market Environment: Empirical Evidence from China”  
With Hong Yi and Timothy R. Brock  
Target Journal: *Performance Improvement*  
Status: Under Review
- “Sales Performance Improvement”  
Solo-author  
Target Journal: *Journal of Selling*  
Status: Preparing Manuscript for submission
- “The Impact of Managerial Coaching on Sales Performance”  
With Douglas Hughes, Keith A. Richards, and C. Fred Miao  
Target Journal: *Journal of Marketing Theory & Practice*  
Status: Data Analysis
- “Effects of Managerial Control and Leadership on Retailing Sales Performance, Job Satisfaction and Customer Satisfaction”  
With Douglas Hughes, Keith A. Richards, and C. Fred Miao  
Target Journal: *Journal of Personal Selling and Sales Management*  
Status: Data Analysis
- “Effects of Attitude, Subjective Norm, Self-Efficacy and Goal Orientation on Learning Performance Growth Trajectory”  
Solo-author  
Target Journal: *Performance Improvement Quarterly*  
Status: Data Analysis

## **SERVICE**

### **Associate Editor**

- 2018- 2021 *Performance Improvement Quarterly*

### **Editorial Board Membership**

- 2010- Present *Journal of Marketing Theory and Practice*

### **Other Reviewing Activities**

- Manuscript Review, *Performance Improvement Quarterly*, 2018
- ISPI Award of Excellence Review, ISPI Annual Conference, 2018
- Manuscript Review, *Performance Improvement Quarterly*, 2017
- ISPI Award of Excellence Review, ISPI Annual Conference, 2017
- Manuscript Review, *Journal of International Management*, 2017
- Manuscript Review, *Journal of Personal Selling and Sales Management*, 2015
- ISPI Award of Excellence Review, ISPI Annual Conference, 2015
- ISPI Conference Proceedings Review, ISPI Annual Conference, 2015
- ISPI Award of Excellence Review, ISPI Annual Conference, 2014
- Manuscript Review, *European Journal of Marketing*, 2014
- Conference Paper Review, AMA Summer Educators' Conference, 2013
- Manuscript Review, *Service Industry Journal*, 2012
- Manuscript review, *Journal of Marketing Theory & Practice*, 2010
- Conference paper review, National Conference of Sales Management, 2010
- Doctoral student paper review, National Conference of Sales Management, 2010
- Conference paper review, National Conference of Sales Management, 2009
- Doctoral student paper review, National Conference of Sales Management, 2009
- Manuscript review, *Journal of Management Studies*, 2008
- Conference paper review, National Conference of Sales Management, 2008
- Conference paper review, National Conference of Sales Management, 2007
- AMA Marketing Educator's Winter Conference Selling and Sales Management Track, 2005, San Antonio, TX

### **Service to University, College and Department**

#### **University of Missouri at St. Louis**

- Faculty Tenure and Promotion Committee, Chair, 2018
- Faculty Senate Assessment of Educational Outcomes Committee, 2013 – 2015

#### **College of Business Administration**

- Faculty Research and Development Committee, 2020 – Present
- Assurance of Learning Committee, 2017 – 2021
- Undergraduate Studies Committee, 2017 – 2021
- External Affairs Committee, 2013 – 2015
- SCORE Scholarship Review Committee, 2013
- Graduate Studies Committee, 2008-2012

## **Marketing Department**

- Co- faculty sponsor, UMSL Marketing Club, 2012 – Present
- Faculty Search Committee, member, 2008; 2012

## **PROFESSIONAL ORGANIZATIONS**

- Member of the American Marketing Association
- Member of Beta Gamma Sigma Honor Society for Collegiate Schools of Business.
- Member of the Alpha Mu Alpha National Marketing Honorary Society.
- Member of the International Society for Performance Improvement (ISPI).
- Certified Performance Technologist (CPT), ISPI
- Certified Performance Technologist Reviewer, ISPI
- Served as the VP of Membership and Marketing, ISPI St. Louis Chapter.
- Vice President, Chapter Liaison and Founding Member, ISPI China Chapter.

## **CONFERENCE PRESENTATIONS**

- Fu, Frank Q. (2021), “China's Emerging Social Model,” Symposium on the Economics of Ignorance, November 30, 2021, Virtual.
- Fu, Frank Q. (2019), “Value of Marketing: Using the ROI Methodology to Make a Difference,” Marketing Management Association Spring Conference, Chicago, IL.
- Fu, Frank Q., Jack J. Phillips, and Patricia Pulliam Phillips (2018), “ROI Marketing: Measuring, Demonstrating, and Improving Value,” the Performance Improvement Conference, Seattle, WA.
- Fu, Frank Q. (2017), “Sales Performance Improvement: Selling HPT to MBAs,” the Performance Improvement Conference, Montreal, Quebec, Canada.
- Fu, Frank Q. and Hong Yi (2016), “PI90: Improving Business Performance in 90 Days,” the Performance Improvement Conference, Philadelphia, PA.
- Fu, Frank Q. and Hong Yi (2015), “Retail Performance Improvement: A Sales Process Model,” the Performance Improvement Conference, San Antonio, TX.
- Fu, Frank Q. and Xiongying Tan (2014), “How China Telecom Develops the Rural Market,” the Performance Improvement Conference, Indianapolis, IN.
- Fu, Frank Q., Douglas Hughes, Keith A. Richards, and Wyatt Schrock (2013), “Trait Competitiveness and Competitive Psychological Climate as Antecedents of Salesperson Organizational Commitment and Sales Performance,” American Marketing Association Summer Educator’s Conference, Boston, MA.

- Fu, Frank Q. and Jack J. Phillips (2013), “Selling New Products to Salespeople: Training Matters,” the Performance Improvement Conference, Reno, NV.
- Yi, Hong and Frank Q. Fu (2012), “Performance Improvement in China: The Bausch & Lomb Project,” the Performance Improvement Conference, Toronto, Canada.
- Murray, Janet Y., Frank Q. Fu and Masaaki Kotabe (2011), “Antecedents and Outcomes of Strategic Guanxi Orientation in Channel Management: A Grounded Theory Study on Foreign and Domestic Firms in China,” Academy of International Business, June 24-28, 2011 Annual Meeting, Nagoya, Japan.
- Fu, Frank Q., Keith Richards, Douglas Hughes, and Eli Jones (2009), "Salespeople and New Product Performance Growth Curve: An Application of the Theory of Planned Behavior," National Conference of Sales Management, Norfolk, VA.
- Fu, Frank Q., Keith Richards, Douglas Hughes (2009), “Modeling the New Product Performance Growth Curve: The Moderating and Mediating Effects of Salesperson Selling Intention,” Academy of Marketing Science Annual Conference, Baltimore, MD.
- Fu, Frank Q. and Eli Jones (2007), “Product Innovativeness, Customer Newness, and New Product Success: The Role of the Sales Force,” American Marketing Association Winter Educator’s Conference, San Diego, CA.
- Fu, Frank Q. and James D. Hess (2006), “Sales Force Outsourcing, New Product Innovation, and Profitability,” Sales Force Productivity Conference, University of Missouri, Columbia, MO.
- Fu, Frank Q. and James D. Hess (2005), “To Motivate or Not to Motivate Your Sales Force in A New Product Launch,” INFORMS, Society for Marketing Science Conference, Emory University, Atlanta, GA.
- Fu, Frank Q. and Steven P. Brown (2005), “Analytical and Empirical Essays on Marketing Sales Interface,” American Marketing Association Winter Educator’s Conference, San Antonio, TX.
- Fu, Frank Q. and Eli Jones (2005), “How Quota Setting Policy Influences Salesperson Risk Behavior and Effort Level: Sandbagging Effect,” National Conference of Sales Management, Miami, FL.

## **HONORS AND AWARDS**

- 2015 Summer Faculty Research Grant, UMSL
- 2013 Summer Faculty Research Grant, UMSL
- 2011 Travel Grant, Office of Research Administration, UMSL
- 2010 Anheuser-Bush Award for Excellence in Teaching, UMSL
- 2009 Summer Faculty Research Grant, UMSL
- 2008 Summer Faculty Salary Summer Research Grant, UMSL
- The 25<sup>th</sup> Silver Anniversary Meritorious Service Award, Disability Access Services, UMSL, April 2007
- 2007 Small Grant Award, Office of Research Administration, UMSL
- 2006 American Marketing Association Sales SIG Award for Best Doctoral Dissertation in Personal Selling and Sales Management, Chicago, IL
- Beta Gamma Sigma Honor Society for Collegiate Schools of Business, 2006
- 2005 Society for Marketing Advances Best Dissertation Proposal Award Finalist, San Antonio, TX
- 2005 American Marketing Association Sheth Foundation Doctoral Consortium Fellow, University of Connecticut, Storrs, CT
- 2005 INFORMS Society for Marketing Science Doctoral Consortium Fellow, Emory University, Atlanta, GA
- 2005 American Marketing Association Sales SIG and the Direct Selling Education Foundation (DSEF) Sales Doctoral Dissertation Research Grant (\$2,500), San Antonio, TX.
- Firooz Hekmat Award for the Best Paper at the Marketing Management Association Conference in 2004, Chicago, IL
- American Marketing Association Sales SIG Travel Grant in 2004, Boston, MA
- Dean's Fellowship, University of Houston, 2002-2004
- Merit Scholarship, University of Houston, 2002-2005
- John D. Yeck Fellowship for Advanced Studies in Direct & Interactive Marketing at Harvard Business School, provided by the Direct Marketing Educational Foundation, 2001
- Merit Scholarship, University of Rochester, 2000-2002

## **INDUSTRY EXPERIENCE**

- Worked in the pharmaceutical and medical device industries for seven years in the areas of personal selling, marketing and sales force management, 1993 - 2000.
- Helping American and Chinese companies in a variety of industries improve their marketing and sales performance through research collaboration, consulting and advising efforts, 2006 - present.