



**College of Business
and Public Policy**
UNIVERSITY of ALASKA ANCHORAGE

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ACADEMIC QUALIFICATION

- Ph.D. 2002 University of Iowa Marketing
- M.B.A. 1996 University of Alaska Anchorage Business Administration
- M.Sc. 1989 Northwest University, China Geography

ACADEMIC POSITION

- Professor of Marketing, University of Alaska Anchorage, Summer 2013--
- Associate Professor of Marketing, University of Alaska Anchorage, Summer 2007-Spring 2013
- Assistant Professor of Marketing, University of Alaska Anchorage, Fall 2012-Spring 2007
- Assistant Professor of Geography, Institute of Geography, Academy of Science, China, Fall 1989- Spring 2005

AWARDS, GRANTS, HONORS AND SCHOLARSHIPS

- Innovation in Teaching and Learning Fellowship, CBPP 2013
- Best Paper Award, Annual Hawaii International Business Research Conference, 2010
- Fellow, World Business Institute
- Chancellor's Research Grant, with Rashmi Prasad, 2008
- Faculty Development Grant, UAA, Spring, 2008
- UNAC/OAA Travel Fund grant, Spring, 2008
- Faculty Research Grant, with Xubin Zhang, Hong Kong Polytechnic University
- Summer Research Grant, CBPP, UAA, 2007
- Summer Research Grant, CBPP, UAA, 2006
- United Academic Research Travel Grant, Provost Office, UAA, 2006
- Garth Jones Faculty Writing Award, CBPP, UAA, 2006
- Marketing Strategy Research Grant, CBPP, UAA, Summer, 2005
- University Performance Based Grant, with E. Forrest, 2004, UAA
- Research Grant on Online Customer Loyalty, Denali Commission 2004
- Faculty Development Grant, Provost Office, UAA, 2002
- Fellow, Nebraska Doctoral Consortium, University of Nebraska, 1998 and 2002
- Fellow, Haring Doctoral Symposium, Indiana University, 1999 and 2001
- Fellowship and Scholarship, University of Iowa, 1996-1999, 2001-2002
- Scholarship, University of Alaska Anchorage, 1994-1996
- Special Award, Commission on Industrial Change, International Geographical Union 1990

TEACHING

BBA Program

- Marketing Practice
- Personal Selling
- Intro-Stats
- Principles of Marketing
- Consumer Behavior
- Marketing Research
- International Marketing BBA
- Promotion Management

MBA program

- Global Marketing MBA
- Current Marketing Issues Seminar MBA
- Advanced Consumer Behavior MBA
- Business Survival Skills in Developing Countries

Research Expertise

- Global Marketing
- Customer Relationship Management and Database Marketing
- Experiment Methods in Negotiation and Contract Design
- Internet Marketing, E-commerce and E-tailing
- Pricing and Competition Strategies
- Logistics and Channel Management
- Banking and Financial Services

Referred Journal Articles

20. Selling Vertically Differentiated Products under One Roof or Two? A Signaling Model of a Retailer's Roof Policies, Xubing Zhang and **Yong Cao**, *Journal of Retailing*, 2015.

19. Forrest Ed and **Yong Cao** (2013) Digital Additive Manufacturing: A Paradigm Shift in the Production Process and Its Socio-economic Impacts. *Engineering Management Research*. 2 (2).

18. Ma Xiaodong, Qiu Fangdao, Li Quanlin, Shan Yongbin and **Cao Yong** (2013), "Spatial Pattern and Regional Types of Rural Settlements," *Chinese Geographical Science* (forthcoming).

17. Prasad Rashmi and **Yong Cao** (2012), "Improving negotiation Outcomes Between American and Chinese Partners: A Framework for Practice," *Journal of Applied Business Research*, 28(1), 1-8 (lead article).

16. Emily Cao, **Yong Cao**, Rashmi Prasad and Zhengping Shen (2011), "U.S.-China Exchange Rate Negotiation: Stakeholders' Participation and Strategy Deployment." *Business and Politics*. 13 (3).

15. **Yong Cao**, Daniel Hartung, Edward Forrest and Zhengping Shen (2011), "Building Blocks for Chinese SMEs to Enter the Global Market: The Roles of Upstream Knowledge and Downstream Channel Infrastructure," *International Journal of Business and Management*,. 6 (7), 77-85.

14. Forrest Ed and **Yong Cao** (2010), "Social Media: Opinions, Recommendations and Endorsements: The New Regulatory Framework," *Journal of Economic and Public Policy*, 5 (2). December 2010, 92 – 103

13. **Yong Cao** and Ed Forrest (2009), "Hard vs. Soft Regulation & the Paradoxes of Internet Privacy," *Journal of Global Business Management*, 5 (2), October 2009.

12. **Yong Cao**, Ed Forrest, Paul Johnson and Rashmi Prasad, "Hard Regulations and Soft Constraints: China's Institutional Crisis and Models for Change," *Journal of International Management Studies*, 4 (2) August 2009.
11. Cao, Yong, Thomas S. Gruca and Bruce R. Klemz (2007), "Understanding B2B Migration from Traditional Stores to the Internet," *Journal of Customer Behavior* 6 (1), 75-92.
10. **Cao Yong** and Thomas Gruca (2005), "Reducing Adverse Selection through Customer Relationship Management," *Journal of Marketing*, 69 (4): 219-229, CRM special issue.
9. **Cao Yong** and Thomas Gruca (2004), "The Influence of Pre and Post Purchase Service on Prices in the Online Book Market," *Journal of Interactive Marketing*, special issue on Internet Pricing, 18 (4), 51-62.
8. Zhao Hao and **Yong Cao** (2004), "The Impacts of E-Tailer's Inventory Policy on Price, Delivery and Customer Responses," *Journal of Retailing*, 80 (3), 207-219.
7. **Cao Yong** and Hao, Zhao (2004), "Evaluations of E-tailer Delivery Fulfillment: Implications of Firm Characteristics and Buy Heterogeneity," *Journal of Service Research*, 6 (4): 347-360.
6. **Cao Yong** and Thomas Gruca (2003), "Internet Price Competition: Strategy, Resources and Stock Market Dynamics," *Journal of Service Research*, 6 (1): 24-36.
5. **Cao Yong**, Thomas Gruca, and Bruce Klemz (2003), "Internet Pricing, Price Satisfaction and Customer Satisfaction," *International Journal of Electronic Commerce*, 8(2), 31-50.
4. Zhao Ling-Xun and **Yong Cao**, "The Contributions of Labor, Capital and Technology in Regional Industrial Growth, the Case of Manufacturing Sector of State-Owned Enterprises 1978-1988 in China," *Scientia Geographica Sinica*, 15 (1), Feb 1995.
3. **Cao Yong** and Vern Hauck, "Changes and Strategies for China in a New International Economic and Geo-political Environment," *Territory and Regional Economy*, No. 2 1995.
2. **Cao Yong**, "Economic Cooperation between China and Pan-Pacific Countries: Implications for Economic and Regional Development of China," *Journal of Chinese Geography*, 4 (3), 1994.
1. **Cao Yong**, "International Competition and Cooperation of China's Bohai Sea Rim Area up to 2000," *Geographica Sinica*, 49 (5), September 1993.

Book Chapters

4. Daniel Hartung, **Yong Cao**, Edward Forrest and Zhengping Shen (2012), "Facilitating Chinese Small & Medium Enterprise Participation in the Global Economy: Minimizing the Language and Culture Gap," *Chinese Culture and Management*, L Kong eds, Zhejiang University Press.
3. **Cao Yong** (1995), "Development and Allocation of Iron and Steel Industry in Bohai Area," in *Sustainable Development Strategies for China's Bohai Rim*, Lu Dadao, eds. Science Press 1995.
2. **Cao Yong** (1995), "International Economic Environment and the Development of Out-Oriented Economy," in *Sustainable Development Strategies for China's Bohai Rim*, Lu Dadao eds, Science Press 1995.
1. **Cao Yong** (1993), "Transportation and Communication Geography in East China," in *Transportation and Communication Geography in China*, Hang Chen, eds, Science Press 1993.