

# Yingge Qu

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Division of Business  
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## Education

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❖ Ph.D. Marketing	2014	Georgia State University
❖ M.A. Statistics	2007	University of Connecticut
❖ M.A. Environmental Engineering	2004	University of Connecticut
❖ B.A. Environmental Engineering	1999	Tsinghua University, China

## Research Interests

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|------------------------------------|----------------------------|
| ❖ Strategic Interests              | ❖ Quantitative Modeling    |
| ✓ Customer Relationship Management | ✓ Forward-looking Dynamics |
| ✓ Customer Cross-buy Behavior      | ✓ Consumer Choice Models   |
|                                    | ✓ Bayesian Learning        |
|                                    | ✓ Statistics Models        |

## Publication

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- ❖ Shah Denish, V Kumar, **Yingge Qu**, and Syla Chen (2012), “Unprofitable Cross-buying: Evidence from Consumer and Business Markets,” **Journal of Marketing**, Vol. 76 (3), pp. 78-95.  
(Finalist, the 2012 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing)

## Dissertation Topics

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- ❖ Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation in B2B Markets (*Job Market paper*)  
(Winner, the 2013 ISBM Business Marketing Doctorial Dissertation Proposal Competition)

Dissertation Chair: V. Kumar (GSU)

Dissertation Committee:

Yi Zhao (GSU), Shah Denish (GSU), Petersen Andrew (UNC, Chapel Hill)

## **Work in Progress**

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- ❖ V. Kumar, **Yingge Qu**, “Modeling the Dynamic Decision of a Contractual Adoption of a Continuous Innovation; Comparison between Emerging Markets and Developed Market”.
  
- ❖ Zhao Yi, **Yingge Qu**, “Modeling the Price Difference between the First-Phase and the Second-Phase Baby Formula in both the Mainland China and Hong Kong Markets.”

## **Honors and Awards**

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- ❖ 2011 AMA/Sheth Foundation Doctoral Consortium
- ❖ Finalist, the 2012 MSI/ H. Paul Root Award for the Best paper Published in the Journal of Marketing
- ❖ Winner of the 2013 ISBM Business Marketing Doctorial Dissertation Proposal Competition

## **Teaching Experience**

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- ❖ Mississippi State University – Meridian, Fall 2014 – Present
  - Principle of Marketing
  - Service Marketing
  
- ❖ Georgia State University, Teaching Assistant, Fall 2011 – Spring 2014
  - Basic Marketing
  - Marketing Research