



## Yonggui Wang

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His research focuses on service management, value co-creation, CRM, and customer innovations and he has published more than 30 papers in Journal of Marketing, Journal of Operations Management, Journal of Management, Journal of Product Innovation Management, Journal of International Marketing, Journal of Business Research, Decision Support Systems, Information & Management, and elsewhere.

Prof. Wang has been ranked as one of the most cited Chinese researchers in 2014, 2015 and 2016, the leading talent of "Ten Thousand Talent Program" of China, the Chief Expert of the Key Project of National Social Science Foundation of China, and expert for State Council special allowances, the national middle-aged and young experts with outstanding contributions. He has also been granted by the State Program of "Hundred, Thousand, and Ten Thousand Talents", the Program for New Century Excellent Talents in University of China, the program for Fok Ying-Tong Education Foundation, Renowned Teacher award of Beijing City, China. He is also a Fulbright Senior Visiting professor of Kellogg School of Management, Northwestern University, US.