

## Peer Reviewed Journal Articles

- Liu, A. H., Leach, M. P., Chugh, R. (2015). A Sales Process Framework to Regain B2B Customers. *To appear in Journal of Business & Industrial Marketing*, 30(7).
- Liu, A. H., Gao, H. (2014). Examining Relational Risk Typologies for Guanxi Boundary Spanners: Applying Social Penetration Theory to Guanxi Brokering. *Journal of Marketing Theory & Practice*, 22(3), 271-284.
- Leach, M. P., Liu, A. H. (2014). It Ain't Over 'til It's Over: Evaluating Lost Customers for Reacquisition Efforts in Business-to-Business Markets. *Industrial Marketing Management*, 43(4), 573-581.
- Liu, A. H., Gould, A. N., Rollins, M., Goa, H. (2014). Role Conflict and Ambiguity Confronting Transnational Business Networkers: Contrasting Social Stigma and Relational Risks for Chinese and Western Boundary Spanners. *Industrial Marketing Management*, 43, 911-919.
- Liu, A. H., Bui, M., Leach, M. P. (2013). Considering Technological Impacts When Selecting Food Suppliers: Comparing Retailers' Buying Behavior in the US and Europe. *Journal of Business to Business Marketing*, 20(2), 81-98.
- Liu, A. H., Wang, S., Leach, M. P. (2012). Considering Culture to Win Back Customers: Comparing Chinese and American Consumers. *Journal of Customer Satisfaction/Dissatisfaction and Complaining Behavior*, 25, 149-158.

## Peer Reviewed Intellectual Contributions

- Conference Proceeding Liu, A. H., Gould, A. N., Yu, Y. (2015). *Can High-Status Local Partners Lead to Success in Developing Economies? Managing Quality, Order and Opportunism in Emerging Markets*. Academy of Marketing Science (AMS).
- Conference Proceeding Chugh, R., Gould, A. N., Liu, A. H., Leach, M. P. (2015). *Working Smart in Winning Back Lost Customers: The Role of Positive Sense and Respond for Successful Search and Return*. American Marketing Association (AMA) Winter Educator Conference.
- Conference Proceeding Johnston, W. J., Nickell, D., Liu, A. H., Gould, A. N. (2014). *Boundary Spanning the Internet of Things for Value*. Industrial Marketing and Purchase (IMP) Conference.
- Conference Proceeding Liu, A. H., Leach, M. P., Chugh, R. (2014). *Defection Analysis and Reacquisition Efforts: Building a Sales Process Framework for B2B Reacquisition*. National Conference in Sales Management (NCSM).

- Conference Proceeding Chugh, R., Gould, A. N., Liu, A. H., Leach, M. P. (2014). *Problem vs. Emotional-Focused Coping with Customer Defections: How Positive Sense and Respond Strategies Support Win-Back*. Society of Marketing Advances (SMA) Conference.
- Conference Proceeding Leach, M. P., Liu, A. H., Gould, A. N. (2014). *The Win-Back Research Window into Complex B2B Sales Ecosystems: Examining Organizational Influences on Sales Effort toward Reacquisition of Lost Customers*. Industrial Marketing and Purchase (IMP) Conference.
- Conference Proceeding Liu, A. H., Leach, M. P., Pelton, L. E. (2013). *A Framework for B2B Customer Reacquisition*. Academy of Marketing Science (AMS) World Marketing Congress.
- Conference Proceeding Liu, A. H., Chugh, R., Leach, M. (2013). *A Sales Process Framework for the Reacquisition of Lost Business Customers*. Australia & New Zealand Marketing Association Conference (ANZMAC).
- Conference Proceeding Liu, A. H., Leach, M. P., Wang, S. (2013). *Active Waiting: An Investigation of Delayed Winback Strategies*. Academy of Marketing Science (AMS) World Marketing Congress.
- Conference Proceeding Ertekin, S., Pelton, L. E., Liu, A. H., Nguyen, T. (2013). *Consumers' Willingness to Patronize Foreign-Based Format Franchises*. Academy of Marketing Science (AMS) World Marketing Congress.
- Conference Proceeding Liu, A. H., Leach, M. P., Pelton, L. E. (2013). *Examining Sales Force Motivation to Win Back Lost Customers: A Framework for B2B Customer Reacquisition*. Industrial Marketing and Purchase (IMP) Conference.
- Conference Proceeding Liu, A. H., Gao, H. (2013). *Relational Risks for Guanxi Boundary Spanners in Chinese-Foreign Business Interactions*. Academy of Marketing Science (AMS) World Marketing Congress.
- Conference Proceeding Huang, S., Hsu, M., Pelton, L. E., Liu, A. H. (2013). *Risky Business? Consumers' Propensity to Engage in Online Banking Services*. Academy of Marketing Science (AMS) World Marketing Congress.
- Conference Proceeding Liu, A. H., Gould, A. N. (2013). *Role Conflicts and Social Stigma: Relational Risks Confronting Guanxi Intermediaries*. Society of Marketing Advances (SMA) Conference.
- Conference Proceeding Liu, A. H. (2013). *Stereotypes and Stigma Facing Guanxi Intermediaries*. Industrial Marketing and Purchase (IMP) Conference.

Conference Proceeding Liu, A. H., Leach, M. P., Pelton, L. E. (2013). *What Motivates / De-motivates Salespeople to Regain Lost Customers: Building A Framework for B2B Customer Reacquisition*. Society of Marketing Advances (SMA) Conference.

Conference Proceeding Liu, A. H., Leach, M. P., Wang, S. (2012). *Different Pathways to Winning Back Lost Customers: A Cross-National Study*. CS/D&CB Conference.

Conference Proceeding Liu, A. H., Leach, M. P., Wang, S. (2012). *Evaluating Lost Customers for Reacquisition Efforts in Business-to-Business Markets*. Society of Marketing Advances (SMA) Conference.

Conference Proceeding Leach, M. P., Liu, A. H. (2012). *When to Win-back: An Investigation of Sales Firm Evaluations of Reacquisition Opportunities*. Industrial Marketing and Purchase (IMP) Conference.

## **Invited Presentations**

### **Keynote/Plenary Address**

Liu, A. H. (Chair), Pelton, L. (Panelist), APEC Voices Annual Conference, APEC, Beijing, "APEC voices University Forum", International, Invited. (October 2014).

Liu, A. H. (Chair), APEC Voices Annual Conference, APEC, Bali, "APEC Voices University Forum", International, Invited. (October 2013).

Liu, A. H. (Panelist), Australia and New Zealand Marketing Academy Conference, Australia and New Zealand Marketing Academy Conference, Adelaide, Australia, "On Global Sales Science: Expanding the Sales Academy", International, peer-reviewed/refereed, published in proceedings, Invited. (November 2012).

### **Lecture**

Liu, A. H. (Leader), University of North Texas Ph.D. Seminar, University of North Texas, Denton, TX, "Road to Winning Back Lost Customers", Local, Invited. (October 2013).

### **Other**

Liu, A. H. (Coordinator/Organizer), APEC Voices Annual Conference, APEC, Hawaii, "APEC Voices University Forum", International, Invited. (November 2012).

## **Presentations**

## Paper

Johnson, W. J. (Presenter & Author), Liu, A. H. (Presenter & Author), Nickell, D. (Author Only), Gould, A. N. (Author Only), IMP International Conference, Industrial Marketing & Purchasing Group, Bali, "Boundary-Spanning Big Data for Value", International, peer-reviewed/refereed, published in proceedings, Accepted. (December 2014).

Leach, M. P. (Presenter & Author), Liu, A. H. (Presenter & Author), Gould, N. (Author Only), IMP International Conference, Industrial Marketing & Purchasing Group, Bali, "The Win-Back Research Window into Complex B2B Sales Ecosystems: Examining Organizational Influences on Sales Effort toward Reacquisition of Lost Customers", International, peer-reviewed/refereed, published in proceedings, Accepted. (December 2014).

Liu, A. H. (Presenter & Author), Leach, M. P. (Presenter & Author), Chugh, R. (Author Only), National Conference in Sales Management (NCSM), National Sales Management Association, Miami, "Defection Analysis and Reacquisition Efforts: Building a Sales Process Framework for B2B Reacquisition", National, peer-reviewed/refereed, published in proceedings, Accepted. (April 2014).

Liu, A. H. (Presenter & Author), Leach, M. P. (Presenter & Author), Pelton, L. E. (Author Only), Academy of Marketing Science (AMS) World Marketing Congress, Academy of Marketing Science, Melbourne, "A Framework for B2B Customer Reacquisition", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Leach, M. P. (Presenter & Author), Liu, A. H. (Presenter & Author), Wang, S. (Author Only), Academy of Marketing Science (AMS) World Marketing Congress, Academy of Marketing Science, Melbourne, "Active Waiting: An Investigation of Delayed Winback Strategies", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Liu, A. H. (Presenter & Author), Gao, H. (Author Only), Academy of Marketing Science (AMS) World Marketing Congress, Academy of Marketing Science, Melbourne, "Relational Risks for Guanxi Boundary Spanners in Chinese-Foreign Business Interactions", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Liu, A. H. (Presenter & Author), IMP 2013 Conference, Industrial Marketing & Purchasing Group, Atlanta, "Examining Sales Force Motivation to Win Back Lost Customers: A Framework for B2B Customer Reacquisition", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Liu, A. H. (Presenter & Author), IMP 2013 Conference, Industrial Marketing & Purchasing Group, Atlanta, "Stereotypes and Stigma Facing Guanxi

Intermediaries", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Liu, A. H. (Presenter & Author), Gould, A. N. (Author Only), Society of Marketing Advances (SMA) Annual Conference, Society of Marketing Advances, Hilton Head, "Role Conflicts and Social Stigma: Relational Risks Confronting Guanxi Intermediaries", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Liu, A. H. (Presenter & Author), Leach, M. P. (Author Only), Pelton, L. E. (Author Only), Society of Marketing Advances (SMA) Annual Conference, Society of Marketing Advances, Hilton Head, "What Motivates / De-motivates Salespeople to Regain Lost Customers: Building A Framework for B2B Customer Reacquisition,"", International, peer-reviewed/refereed, published in proceedings, Accepted. (2013).

Leach, M. P. (Presenter & Author), Liu, A. H. (Presenter & Author), IMP International Conference, Industrial Marketing & Purchasing Group, Goa, India, "When to Win-back: An Investigation of Sales Firm Evaluations of Reacquisition Opportunities", International, peer-reviewed/refereed, published in proceedings, Accepted. (2012).

Leach, M. P. (Presenter & Author), Liu, A. H. (Presenter & Author), Wang, S. (Author Only), SMA Annual Conference, Society of Marketing Advances, Orlando, "Evaluating Lost Customers for Reacquisition Efforts in Business-to-Business Markets", International, peer-reviewed/refereed, published in proceedings, Accepted. (2012).

## **Contracts, Grants and Sponsored Research**

### **Grant**

Liu, A. (Principal), Grant, "McCoy College Faculty Development Grant", McCoy College of Business, Texas State University - San Marcos, \$5,000.00, Funded. (end: 2015).

Liu, A. H. (Principal), Grant, "Coping with Customer Defection: Examining Salespeople's Reactions and Strategies to Regain Business", McCoy College of Business, Texas State University - San Marcos, \$10,000.00, Funded. (end: 2014).

Liu, A. H. (Principal), Grant, "Investigate Key Determinants to Win Back Lost Customers and Build a Framework for B2B Customer Reacquisition in New Zealand and Australia.", University Foundation Research Grant, Other, \$10,000.00. (end: 2014).

Liu, A. H. (Principal), Grant, "It Ain't Over 'til It's Over: Evaluating Lost Customers for Reacquisition Efforts in Business-to-Business Markets", Victoria University Business School, Other, \$5,000.00. (end: 2014).

Liu, A. H. (Principal), Grant, "Role Conflict and Ambiguity Confronting Transnational Business Networkers: Contrasting Social Stigma and Relational Risks for Chinese and Western Boundary Spanners", Victoria University Business School, Other, \$5,000.00. (end: 2014).

Liu, A. (Principal), Grant, "Commerce Travel Grant", Victoria University, Other, \$9,000.00. (end: 2013).

Liu, A. (Principal), Grant, "Examining sales strategies and practices in NZ: Stage 2", Commerce Research Grant, Other, \$5,500.00. (end: 2013).

Liu, A. (Principal), Grant, "Examining sales strategies and practices in NZ", Commerce Research Grant, Other, \$5,000.00. (end: 2012).

Liu, A. (Principal), Grant, "To investigate key determinants to win back lost customers and build a framework for B2B customer reacquisition.", Neil Rackham Research Award, Sales Education Foundation, Other, \$5,000.00. (end: 2012).

Liu, A. (Supporting), Grant, "To investigate social media's impact on B2B firm performance", Summer Research Grant, Other, \$7,800.00. (end: 2012).

### **Sponsored Research**

Liu, A. H. (Co-Principal), Sponsored Research, "Examining internal and external partnering on merger outcome", ANZ New Zealand, Other. (end: 2014).

### **Professional Service**

Journal of Business Research, Editorial Review Board Member, USA, approximately 120 hours spent per year, Yes, elected, Pro Bono, International, Four articles a year. (2003 - Present).

Journal of Marketing Theory and Practice, Editorial Review Board Member, USA, approximately 120 hours spent per year, Yes, elected, Pro Bono, International, Four articles a year. (2012 - Present).

Journal of Marketing Channels, Editorial Review Board Member, USA, approximately 60 hours spent per year, Yes, elected, Pro Bono, International, Two articles a year. (2002 - Present).

Marketing Education Review, Editorial Review Board Member, USA, approximately 60 hours spent per year, Yes, elected, Pro Bono, International, Two articles a year. (2012 - Present).

Journal of Business & Industrial Marketing, Reviewer, Ad Hoc Reviewer, USA, approximately 60 hours spent per year, Yes, appointed, Pro Bono, International, Two articles a year. (2000 - Present).

Victoria Business School, Program Coordinator, Wellington, New Zealand, approximately 200 hours spent per year, Yes, appointed, Compensated, International, Developed new classes in international business and integrating social media into promotional strategies. Increased MBA enrollment. (2012 - 2014).

Academy of Marketing Science World Marketing Congress, Session Chair, USA, approximately 10 hours spent per year, Yes, appointed, Pro Bono, International. (2013).

AMA Faculty Consortium on Personal Selling and Sales Management, Workshop Organizer, Dallas, TX, USA, approximately 30 hours spent per year, Yes, appointed, Pro Bono, International. (June 2013).