

# Chen Rong

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CHEN Rong received her Ph.D. in Marketing from The Chinese University of Hong Kong in 2004. She is now an Associated Professor of Marketing, Faculty Director of Tsinghua-INSEAD EMBA Program at School of Economics and Management, Tsinghua University. Currently, she is teaching courses on Consumer Behavior, Services Marketing, Customer Relationship Management, and Negotiation Strategy at both MBA and executive levels.

Her main research areas include consumer behavior, consumer satisfaction and regret, service marketing, customer relationship management, and pricing and promotion strategy. She has published many papers in leading journals including *Marketing Letters*, *European Journal of Marketing*, *TQM & Business excellence*, *Motivation and Emotion*, *Journal of Business Research*, *China Soft Science* (in Chinese), and *Nankai Business Review* (in Chinese). Moreover, she has conducted and participated in many state level projects, including the projects sponsored by National Natural Science Foundation of China, Ministry of Education, and Ministry of Railways. She has won a number of prizes and the most recent honor is the Best Paper Award for Journal of Marketing Science Conference in 2010; besides, three students she supervised had won the Best MPhil Thesis Awards of Tsinghua University.

She serves on the editorial boards of *Journal of Marketing Science* (in Chinese) and *Journal of Marketing Trends*. She is also a Member of AMA (American Marketing Association) and INFORMS Marketing Science. She is a Reviewer for *Management Science*, *Australian Marketing Journal*, *Journal of Management Sciences in China*, *Acta Psychologica Sinica* (in Chinese), *Nan kai Business Review* (in Chinese), and *Management Science* (in Chinese). Outside of academia, CHEN conducted executive courses for China Mobile, China Merchants Bank, Bank of China, China Construction Bank, Agricultural Bank of China, SINOPEC, Beijing Telecom, Beijing Postal Office, Sibao Groups, and LongJi Groups.