

XIAOHAN (HANNAH) WEN
Email: xiaohan.wen@ozyegin.edu.tr

ACADEMIC EMPLOYMENT

Özyeğin University, September 2017 – present

Assistant professor of Marketing

Özyeğin University, September 2016 – September 2017

Instructor of Marketing

Koç University, September 2011 – July 2016

Research Assistant

EDUCATION

Ph.D., Marketing, Koç University, Turkey, 2017

Dissertation: Effectiveness of Customer Involvement in New Product Development

Dissertation Committee: Stefan Wuyts (advisor), Aysegul Ozsomer Tunali, Koen Pauwels, Nukhet Harmancioglu Gur, Sinem Atakan

M.S., Business Economics, Katholieke Universiteit Leuven, Belgium, 2011

Graduated Cum Laude

Thesis: Culture, Advertising Regulations and International Advertising

Advisor: Pierre François

B.S., Economics, Xi'an Jiaotong University, China, 2010

Graduated with Honors

Thesis: The Impact of Emission Trading System on Emission Reduction

Advisor: Zhen Gong

RESEARCH INTERESTS

Entrepreneurial Marketing, Crowdfunding, Crowdsourcing, Customer Involvement, Innovation and New Product Development, Social Networks, Inter-organizational Relationships

PUBLICATIONS

Kim, Shinye, Melanie Bowen, and Xiaohan Wen (2024), “Retweet to Donate? Cause-Related Marketing in the Era of Social Medialization”, *European Journal of Marketing*, 58:4, pp. 1407-1441, <https://doi.org/10.1108/EJM-06-2022-0484>

Wen, Xiaohan and Sinem Atakan (2023), “Are Crowdsourcing Announcements Signals of Customer Orientation? A Comparison of Consumer Responses to Product- versus Communication-related Campaigns”, *European Journal of Marketing*, 57: 5, pp. 1407-1441; <https://doi.org/10.1108/EJM-12-2020-0910>

- Wen, Xiaohan, Shinye Kim, and Melanie Bowen (2023), “Doing Good by Sharing Messages: An Investigation of “You Share, We Donate” Campaigns and How They Can Reach Viral Success”, *Journal of Business Research*, 156: 113510., <https://doi.org/10.1016/j.jbusres.2022.113510>
- Bowen, Melanie, Xiaohan Wen, and Shinye Kim (2022), “A Lure or A Turn-off: Social Media Reactions to Business Model Innovation Announcements”, *Marketing Letters*, <https://doi.org/10.1007/s11002-021-09606-3>.
- Kim, Shinye, Melanie Bowen and Xiaohan Wen (2019), “The Ultimate Co-creation: Leveraging Customers’ Input in Business Model Innovation”, *AMS Review*, 9(3-4), 339-356. <https://doi.org/10.1007/s13162-018-0129-8>

JOURNAL SUBMISSIONS

- Wen, Xiaohan and Melanie Bowen, “From One Emerging Market to Another – Positioning of Chinese B2B Companies in MEA Markets”, 1st-round review, *Journal of Marketing Theory and Practice*.
- Bowen, Melanie, Xiaohan Wen, and Shinye Kim, “Too Ambitious to Succeed? Internationalization Intention and Entrepreneurial Orientation in Project Narratives and Crowdfunding Success”, 1st-round review, *International Small Business Journal*
- Wen, Xiaohan and Bochra Idris, “Experiential Learning through Crowdfunding: The Impact of Students Participation as Crowdfunding Backers on Entrepreneurial Intention in Business Education”, 1st-round review, *Business Horizons*

WORKING PAPERS

- Wen, Xiaohan, and Sinem Atakan, “Exploring Campaign Design in Creator Economy: The Role of Campaign Novelty in Crowdsourcing Success”, targeting at *Strategic Entrepreneurship Journal*, Jan. 2025
- Wen, Xiaohan and Bochra Idris, “Are Entrepreneurs Suffering from FOMO (Fear of Missing Out)? Qualitative Evidence from the Emerging Markets”
- Wen, Xiaohan and Stefan Wuyts, “No Strings Attached? Crowdfunding Success and New Product Launch Delay”
- Wen, Xiaohan and Stefan Wuyts, “Information Sharing in Business-to-Business Customer Involvement Projects – Blessing or Curse?”

RESEARCH IN PROGRESS

- “Understanding Design Thinking from a Marketing Perspective”, in the stage of data collection, with Bowen Melanie, Shinye Kim, You-cheong Lee, Falk Uebernickel, Danielly DePaula

CONFERENCE PRESENTATIONS

Paper Presentations

- Bowen, Melani, Xiaohan Wen, and Shinhye Kim, (June 2023), “To search or not to Search? The linkage between search activities and sales prospecting”, China Marketing International Conference CMIC 2023, China.
- Hayran, Ceren, and Xiaohan Wen, (May 2019), “Are Entrepreneurs Suffering from FOMO (Fear of Missing Out)? Qualitative Evidence from the Emerging Markets”, PPAD Pazarlama Congressi 2019, Turkey.
- Hayran, Ceren, and Xiaohan Wen, (May 2019), “Are Entrepreneurs Suffering from FOMO (Fear of Missing Out)? Qualitative Evidence from the Emerging Markets”, Annual Conference of the European Marketing Academy (EMAC), Germany.
- Wen, Xiaohan, Shinhye Kim, and Melanie Bowen, (May 2018), “You Share, We Donate! - An Exploratory Study on An Emerging Cause-Related Marketing Phenomenon”, Annual Conference of the European Marketing Academy (EMAC), UK.
- Wen, Xiaohan, Shinhye Kim and Melanie Bowen (February 2018) “How Social Media React to Business Model Innovation Successes and Failures”, Winter AMA (American Marketing Association) Educators Conference, New Orleans, LA.
- Wen, Xiaohan and Stefan Wuyts (February 2017), “No Strings Attached? The Potential Link Between Crowdfunding Success and New Product Launch Delay”, Winter AMA (American Marketing Association) Educators Conference, Orlando, FL.
- Bowen, Melanie, Xiaohan Wen, Shinhye Kim (February 2017), “You Share, We Donate! - An Exploratory Study on An Emerging Cause-Related Marketing Phenomenon”, Winter AMA Educators Conference, Orlando, FL.
- Wen, Xiaohan and Stefan Wuyts (June 2015), “Crowdfunding Success and New Product Launch Delay”, ISMS Marketing Science Conference 2015, Baltimore, U.S.
- Wen, Xiaohan and Stefan Wuyts (May 2015), “Crowdfunding Success and New Product Launch Delay: An Exploratory Study”, Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium.
- Wen, Xiaohan and Stefan Wuyts (July 2014), “Customer Involvement in New Product Development: Motivations and Consequences of Involved Customer Firm Employees’ Information Sharing”, Institute for the Study of Business Markets (ISBM) PhD Camp, San Francisco, CA.
- Wen, Xiaohan and Stefan Wuyts (July 2014), “Effectiveness of Customer Involvement in New Product Development”, PDMA-UIC Innovation Doctoral Consortium, Chicago, IL.
- Wen, Xiaohan and Sinem Atakan (June 2014), “When does Customer Empowerment Make a Difference? An Exploration of Consumer Response to Different Types of Empowerment Campaign Announcements”, Annual Conference of the European Marketing Academy (EMAC), Valencia, Spain.

TEACHING INTERESTS

New Product Development and Innovation Management, Marketing and Entrepreneurship, Marketing and Social Networks, International Marketing, Introduction to Marketing, Marketing and Asian Wisdom

TEACHING EXPERIENCE

Ozyegin University

New Product Development and Innovation, both undergraduate and graduate level

International Marketing

Introduction to Marketing

Entrepreneurial Marketing

Koç University

Innovation Management – guest lecturer and teaching assistant, both undergraduate and graduate level

SERVICE TO THE PROFESSION

Reviewer

PPAD Pazarlama Kongresi	2019
Winter Marketing Educators Conference (AMA)	2015, 2016, 2017
Annual Conference of the European Marketing Academy (EMAC)	2015
Society for Consumer Psychology (SCP) Annual Winter Conference	2014

AWARD AND HONORS

Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition Finalist	2015
Institute for the Study of Business Markets (ISBM) Doctoral Consortium Fellow	July 2014
PDMA-UIC Innovation Doctoral Consortium Fellow	July 2014
Runner-up in the PDMA Research Proposal Workshop	July 2014
TUBITAK Fellowship, Ph.D. Program, Turkey National Science Committee	2012-2014
Full Scholarship, Ph.D. Program, Koç University	2011 – 2016