



**2017 China Marketing International Conference**

# **Conference Proceedings**

**Marketing Strategy in the Sharing Economy:  
Localization and Globalization**

ISSN: 2357-190X (Print)  
ISSN: 2357-1918 (Online)



ORGANISERS:

**Chinese Scholar Marketing Association**

**University of International Business and Economics**

SUPPORTERS:

**City University of Hong Kong**

**Loyola Marymount University**

**China University of Mining and Technology**

SPONSORS:

**Shanxi Good Medicine Co., Ltd**

**Chongqing Human Capital Development Bank**

**Contact Us:**

[www.cnmkt.org](http://www.cnmkt.org)

[cmic@cnmkt.org](mailto:cmic@cnmkt.org)

**Follow Us:**



**Publisher:**

**Asian Business Association (ABA)**



ABA is a professional association for individuals and organizations in the practice, dissemination, and development of business knowledge in Asia. ABA is committed to establishing a high-level platform for exchanges and collaborations among academics, businesses, government, and non-profit organizations. For more information, please visit [www.aba-web.com](http://www.aba-web.com).

Address: 9th Floor, Antna Tower, 148 Des Voeux Road Central, Hong Kong SAR, P. R. China

Email: [info@aba-web.com](mailto:info@aba-web.com)

Copyright © 2017. Asian Business Association. All rights reserved. No part of this publication may be used or reproduced in any form without written permission from ABA, except in cases of brief quotations embodied in scholarly articles and reviews.

# Proceedings of 2017 China Marketing International Conference

## Marketing Strategy in the Sharing Economy: Localization and Globalization

### Editor:

---

Zhilin YANG

City University of Hong Kong

---

### Conference Chairs:

---

Yonggui WANG  
Zhilin YANG  
Yunchuan LIU  
Yeqing BAO  
Thomas KRAMER

University of International Business and Economics  
City University of Hong Kong  
University of Illinois at Urbana–Champaign  
University of Alabama in Huntsville  
University of California, Riverside

---

### Keynote Speakers:

---

David STEWART  
Shi ZHANG  
Qiaowei SHEN  
Fevzi OKUMUS  
Xiucheng FAN

Loyola Marymount University  
University of California, Los Angeles  
Peking University  
University of Central Florida  
Fudan University

---

### Track Chairs:

---

Haitao CUI  
Tung-lung Steven CHANG  
Tong (Tony) BAO  
Huifang MAO  
Jiaxun HE  
Ze WANG  
Xiaojing YANG  
Thomas KRAMER  
Mike C. H. CHAO  
Shan FENG  
Qing WANG

University of Minnesota  
Long Island University  
Long Island University  
Iowa State University  
East China Normal University  
University of Central Florida  
University of Wisconsin–Milwaukee  
University of California, Riverside  
William Paterson University  
William Paterson University  
University of Warwick

---

---

Jiong SUN	Purdue University
Jonathan DESCHENES	HEC Montréal
Yanan WANG	Bishop's University
Sijun WANG	Loyola Marymount University
Yeqing BAO	University of Alabama in Huntsville

---

### Session Chairs

---

Haitao CUI	University of Minnesota
Liwen CHEN	City University of Hong Kong
Xiaojing DONG	Santa Clara University
Eric FANG	University of Illinois at Urbana–Champaign
Jane GU	University of Connecticut
Lin GUO	University of New Hampshire
Xiuli HE	University of North Carolina at Charlotte
Mandy Mantian HU	Chinese University of Hong Kong
Yansong HU	University of Warwick
Baojun JIANG	Washington University in St. Louis
Shibo LI	Indiana University
Yunchuan LIU	University of Illinois at Urbana–Champaign
Michelle Y. LU	McGill University
Huifang MAO	Iowa State University
Tianjiao QIU	California State University, Long Beach
Guicheng SHI	Macau University of Science and Technology
Mengze SHI	University of Toronto
Jiong SUN	Purdue University
Jing WANG	University of Iowa
Qing WANG	University of Warwick
Sijun WANG	Loyola Marymount University
Xinchun WANG	University of North Dakota
Yu WANG	California State University
Ying XIE	University of Texas at Dallas
Jun XU	DePaul University
Juanjuan ZHANG	Massachusetts Institute of Technology
Qin ZHANG	Pacific Lutheran University

---