

Speaker Bio:

Dr. Yazhen (Sophie) Xiao obtained her Ph.D. degree in business administration from the University of Illinois at Chicago, and she is currently an assistant professor of marketing at the University of Tennessee, Knoxville. Her research interests include innovation, consumer emotions and decision-making, and pharmacare services. She has published in referred journals, including the Journal of Product Innovation Management, Journal of Service Research, Journal of Business Research, Journal of Business Ethics, and International Marketing Review.