

## SHUILI DU

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### ACADEMIC APPOINTMENTS

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- 2022 – Present*     **University of New Hampshire** (Durham, NH)  
Professor of Marketing  
Peter T. Paul College of Business and Economics
- 2016 – 2022*     **University of New Hampshire** (Durham, NH)  
Associate Professor of Marketing  
Peter T. Paul College of Business and Economics
- 2013 –2016*     **University of New Hampshire** (Durham, NH)  
Assistant Professor of Marketing  
Peter T. Paul College of Business and Economics
- 2007 –2013*     **Simmons College** (Boston, MA)  
Assistant Professor of Marketing  
School of Management

### VISITING APPOINTMENTS

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- Fall 2019*     **Hanken School of Economics** (Helsinki, Finland)  
Fulbright Distinguished Chair  
Fulbright Scholar Program  
U.S. Department of State Bureau of Educational and Cultural Affairs
- October 2018*     **Catholic University of Louvain** (Louvain-la-Neuve, Belgium)  
Visiting Associate Professor of Marketing  
Louvain School of Management

### EDUCATION

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- 2002 - 2007*     **Boston University** (Boston, MA)  
D.B.A. in Marketing, Questrom School of Business, May 2007
- 1999 - 2002*     **Fudan University** (Shanghai, China)  
M.A. in Economics, July 2002
- 1992 - 1996*     **Tsinghua University** (Beijing, China)  
B.A. in English, July 1996

## **RESEARCH INTERESTS AND RESEARCH IMPACT**

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Corporate social responsibility (CSR), stakeholder marketing, sustainable innovation, Ethical and social implications of artificial intelligence (AI), stakeholder approach to AI

Citation based on Google Scholar: 9,000+

h-index: 21

i10-index: 26

## **HONORS, AWARDS, AND GRANTS**

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- University Level Excellence in Research Award, UNH (2023)
- EMAC and IJRM Jan-Benedict E.M. Steenkamp Award for Long-term Impact for the paper “Reaping Relational Rewards from Corporate Social Responsibility: The Role of Competitive Positioning” (2022)
- United Nation Principles of Responsible Management Education (PRME) Research Excellence Award, the PRME North America Chapter (2022)
- Norwegian Research Council Grant, “Releasing the Power of Users – Articulating User Interests to Accelerate New Innovative Pathways in Digital Health and Welfare Sector,” 10 million NOK, University of Stavanger, Norway, with an international research team from 6 countries (2019 – 2023)
- Summer Research Grant, Peter T. Paul College of Business and Economics, UNH (2021, 2022, 2023)
- Sustainability Award for Faculty Research, UNH (2021)
- Fulbright Distinguished Chair award, Fulbright Scholar Program, The United States Department of State Bureau of Educational and Cultural Affairs (2019-2020)
- Summer Grant for Research Excellence, Peter T. Paul College of Business and Economics, UNH (2019)
- Nominee for the Outstanding Associate Professor Award at the UNH (2019)
- Faculty Outstanding Research Award, Peter T. Paul College of Business and Economics, UNH (2016)
- Summer Research Grant, Peter T. Paul College of Business and Economics, UNH (2014 – 2017)
- Research Fellowship, Peter T. Paul College of Business and Economics, UNH (2014 – 2018)
- Digital Marketing Initiative Grant, Marketing Department, Peter T. Paul College of Business and Economics, UNH (2014)
- Provost Office Grant to Attend SAS Text Analytics Two-Day Workshop, UNH (2014)
- Best Paper for the Social and Public Policy Track, AMA Summer Educator’s Conference (2010)

- Swahnberg/Novotony Research Grant, School of Management, Simmons College (2007-2012, yearly)
- Primary Investigator, Conference Research Project at the Leadership Conference, Simmons College (2009)
- Outstanding Research Award, Questrom School of Business, Boston University (2007)
- Research Fellow, Beyond Grey Pinstripes, the Aspen Institute (2007)
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Connecticut (2005)

## **REFEREED JOURNAL PUBLICATIONS**

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1. **Du, Shuili**, and Sankar Sen (2023), “AI through a CSR Lens: Consumer Issues and Public Policy,” *Journal of Public Policy and Marketing*.
2. Bai, John (Jianqiu), **Shuili Du**, Wang Jin, and Chi Wan (2023), “Is Social Capital Associated with Individual Social Responsibility: The Case of Social Distancing in the Covid-19 Pandemic,” *Empirical Economics*, 64(4), 1861-1896.
3. **Du, Shuili**, Assaad El Akremi, and Ming Jia (2022), “Quantitative Research on Corporate Social Responsibility: A Quest for Relevance and Rigor in a Fast Evolving, Turbulent World,” *Journal of Business Ethics*.
4. D’Cruz, Premilla, **Shuili Du**, Ernesto Noronha, K. Praveen Parboteeah, Hannah Trittin-Ulbrich, Glen Whelan (2022), “Technology, Megatrends and Work: Thoughts on the Future of Business Ethics,” *Journal of Business Ethics*, 180(3), 879-902.
5. Janssen, Catherine, Valerie Swaen, and **Shuili Du** (2022), “Is a Specific Claim Always Better? The Double-Edged Effects of Claim Specificity in Green Advertising,” *Journal of Business Research*, 151, 435-447.
6. **Du, Shuili**, Ludwig Bstieler and Goksel Yalcinkaya (2022), “Sustainability-Focused Innovation: Antecedents and Managerial Implications,” *Journal of Business Research*, 138, 117-129.
7. O’Hern, Matthew, Billur Akdeniz, and **Shuili Du** (2022), “The Effects of Crowdsourcing Contribution Type and Temporal Consistency on New Product Development Success,” *R&D Management*, 52(1), 126-138.
8. **Du, Shuili** (2022), “Reimagining the Future of Technology: ‘The Social Dilemma’ Review,” *Journal of Business Ethics*, 177(1), 213-215.
9. **Du, Shuili**, Chunyan Xie (2021), “Paradoxes of Artificial Intelligence in Consumer Market: Ethical Challenges and Opportunities,” *Journal of Business Research*, 129, 961-974.
10. **Du, Shuili**, Kun Yu (2021), “Do Corporate Social Responsibility Reports Convey Value Relevant Information? Evidence from Report Readability and Tone,” *Journal of Business Ethics*, 172(2), 253-274.
11. **Du, Shuili**, Xiaolu Xu, and Kun Yu (2020), “Does Corporate Social Responsibility Affect Auditor-Client Contracting? Evidence from Auditor Selection and Audit Fees,” *Advances in Accounting*, 51, 100499.

12. Baskentli, Sara, Sankar Sen, **Shuili Du**, and C.B. Bhattacharya (2019), "Consumer Reactions to Corporate Social Responsibility: The Role of CSR Domains," *Journal of Business Research*, 95, 502-513.
13. Bstieler, Ludwig, Thomas Gruen, Billur Akdeniz, Danielle Brick, **Shuili Du**, Lin Guo, Moein Khanlari, James McIlroy, Matt O'Hern, Goksel Yalcinkaya (2018), "Emerging Research Themes in Innovation and New Product Development: Insights from the 2017 PDMA-UNH Doctoral Consortium," *Journal of Product Innovation and Management*, 35(3): 300-307.
14. **Du, Shuili**, Kun Yu, C.B. Bhattacharya, and Sankar Sen (2017), "The Business Case for Sustainability Reporting: Evidence from Stock Market Reactions," *Journal of Public Policy and Marketing*, 36(2), 313-330.
15. **Du, Shuili**, Jos Bartels, Machiel Reinders, and Sankar Sen (2017), "Organic Consumption Behavior: A Social Identification Perspective," *Food Quality and Preference*, 62, 190-198.
16. **Du, Shuili**, Goksel Yalcinkaya, Ludwig Bstieler (2016), "Sustainability, Social Media Driven Open Innovation, and New Product Development Performance," *Journal of Product Innovation Management*, 33(S1), 55-71.
17. Sen, Sankar, **Shuili Du**, and C.B. Bhattacharya (2016), "Corporate Social Responsibility: A Consumer Psychology Perspective," *Current Opinion in Psychology*, 10, 70-75.
18. **Du, Shuili**, and Sankar Sen (2016), "Challenging Competition with CSR: Going beyond the Marketing Mix to Make a Difference," *GfK Marketing Intelligence Review*, 8(1), 18-23.
19. **Du, Shuili**, C. B. Bhattacharya, and Sankar Sen (2015), "Corporate Social Responsibility, Multi-faceted Job-Products, and Employee Outcomes," *Journal of Business Ethics*, 131 (2), 319-335.
20. Luo, Xueming, and **Shuili Du** (2015), "Exploring the Relationship between Corporate Social Responsibility and Firm Innovation," *Marketing Letters*, 26 (4), 703-714.
21. Korschun, Daniel, and **Shuili Du** (2013), "How Virtual Corporate Social Responsibility Dialogs Generate Value: A Framework and Propositions," *Journal of Business Research*, 66 (9), 1494-1504.
22. **Du, Shuili**, Valerie Swaen, Adam Lindgreen, and Sankar Sen (2013), "The Roles of Leadership Styles in Corporate Social Responsibility," *Journal of Business Ethics*, 114(1), 155-169.
23. Luo, Xueming, and **Shuili Du** (2012), "Good Companies Introduce More New Products," *Harvard Business Review*, 90(4), 28.
24. **Du, Shuili**, and Edward Vieira (2012), "Striving for Legitimacy through Corporate Social Responsibility: Insights from U.S. Oil Companies," *Journal of Business Ethics*, 110(4), 413-427.
25. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2011), "Corporate Social Responsibility and Competitive Advantage: Overcoming the Trust Barrier," *Management Science*, 57(9), 1528-45.
26. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2010), "Maximizing Business Returns to Corporate Social Responsibility (CSR): the Role of CSR Communication," *International Journal of Management Review*, 12(1), 8-19.

27. **Du, Shuili**, Sankar Sen, and C.B. Bhattacharya (2008), “Exploring the Social and Business Returns of a Corporate Oral Health Initiative Aimed at Disadvantaged Hispanic Families,” *Journal of Consumer Research*, 35 (October), 483-94.
28. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2007), “Reaping Relational Rewards from Corporate Social Responsibility: The Role of Competitive Positioning,” *International Journal of Research in Marketing*, 24(3), 224-41.

## **BOOK CHAPTERS AND REPORTS**

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29. **Du, Shuili**, and Kun Yu (2017), “Effectiveness and Accountability of Digital CSR Communication: A Contingency Model,” in *Communicating Corporate Social Responsibility in the Digital Era*, Adam Lindgreen, Joëlle Vanhamme, François Maon, and Rebecca Watkins (eds.), Routledge.
30. **Du, Shuili**, Daniel Korschun, C.B. Bhattacharya, and Sankar Sen (2014), “Leveraging Corporate Social Responsibility to Maximize Social Value,” in *The Handbook of Persuasion and Social Marketing*, David Steward Eds., Santa Barbara, CA: Praeger Publishers.
31. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2012), “Using Corporate Social Responsibility to Motivate and Retain Female Employees,” *Center for Gender in Organization Insight*, January.
32. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2011), “What Board Members Should Know about Communicating CSR,” *Director Notes by the Conference Board*, Vol. 3(5).
33. Sen, Sankar, **Shuili Du**, and C. B. Bhattacharya (2009), “Building Relationships through Corporate Social Responsibility,” in *The Handbook of Brand Relationships*, Joseph R. Priester, Deborah MacInnis and C.W. Park (eds.), N.Y. Society for Consumer Psychology and M. E. Sharp.
34. Dong, Weimin, **Shuili Du**, and Daniel Korschun (2003), “Integrating Social Responsibility and Marketing Strategy,” *MSI Reports*, 4, 3-21.

## **REFEREED CONFERENCE PROCEEDINGS**

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1. **Du, Shuili**, Min Zhao, and Sankar Sen (2023), “Consumer Reactions to Community Focus of Smart Products: The Moderating Role of Political Ideology,” Society of Consumer Psychology (SCP) Annual Conference, San Juan, Puerto Rico.
2. **Du, Shuili**, Chunyan Xie, Richard Bagozzi, Kristi Bjørnes Skeie, Tatiana A. Iakovleva, and Elin Merethe Oftedal (2022), “Humanizing Health Apps to Promote Usage among the Elderly Population” EMAC Annual Conference, Budapest, Hungary.
3. **Du, Shuili**, Catherine Janssen, Valerie Swaen (2019), “Consumers’ Evaluations of CSR Advertising: The Role of Three Executional Elements,” *CSR communication Conference*, Stockholm, Sweden.
4. Yalcinkaya, Goksel, **Shuili Du**, and Ludwig Bstieler (2018), “The Role of Global Perspective on Sustainability-focused Innovation,” *2018 AMA Winter Academic Conference Proceedings*, New Orleans LA.

5. O'Hern, Matt, Billur Akdeniz, and **Shuili Du** (2018), "Innovating in the Crowd: The Impact of Core and Non-Core Contributions on Designer Success," *2018 AMA Winter Academic Conference Proceedings*, New Orleans LA.
6. Baskentli, Sara, Sankar Sen, C.B. Bhattacharya, and **Shuili Du** (2017), "Consumer Reactions to Corporate Social Responsibility: Morality Based Differences" in *North American Advances in Consumer Research*, Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research.
7. **Du, Shuili**, Jing Wang, and Gwebu Kholekile (2017), "Stock Market Reaction to Data Breaches: The Moderating Role of Corporate Social Responsibility," *2017 International Conference on Cyber Situational Awareness, Data Analytics and Assessment (Cyber SA) Proceedings*, London, UK, June 2017.
8. **Du, Shuili**, Jos Bartels, Machiel Reinders, and Sankar Sen (2017), "Organic Consumption: A Social Identification Perspective," *2017 Marketing and Public Policy Conference Proceedings*, Washington DC.
9. **Du, Shuili**, Valerie Swaen, and Catherine Janssen (2017), "Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism," *2016 AMA Winter Academic Conference Proceedings*, Orlando FL.
10. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler (2016), "Sustainability Orientation in New Product Development: Antecedents and Managerial Implications," *2016 AMA Winter Marketing Educator's Conference Proceedings*.
11. **Du, Shuili**, Jos Bartels, and Machiel Reinders, Sankar Sen (2015), "A Cross-country Investigation of Organic Consumption Behavior: A Social Identification Perspective," *Advances in Consumer Research-Asia Pacific Conference Proceedings*, Hong Kong, China.
12. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler (2015), "Sustainability Orientation, Open Innovation, and New Product Development Performance," *2015 Winter Marketing Educators' Conference*, Vol. 26.
13. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler (2014), "Sustainability, Open Innovation, and New Product Program Success," *PDMA Conference Proceedings*.
14. **Du, Shuili**, and Sucharita Chandran (2012), "Corporate Social Responsibility and Context Effects," *2012 AMA Summer Educator's Proceedings*, Vol. 23.
15. Luo, Xueming, and **Shuili Du** (2012), "From Responsibility to Opportunity? The Impact of Corporate Social Responsibility on New Product Introductions," *AMA Winter Educators' Conference Proceedings*, Vol. 23.
16. **Du, Shuili**, and Sucharita Chandran (2011), "When Does Being Good Imply Doing Good? Exploring Context Effects of Corporate Social Responsibility," *Advances in Consumer Research - Asia-Pacific Conference Proceedings*. Vol. 9.
17. **Du, Shuili**, and Daniel Korschun (2011), "CSR 2.0: How Co-Participation in Corporate Social Responsibility (CSR) Generates Value for Stakeholders, the Cause, and the Company," *Advances in Consumer Research - Asia-Pacific Conference Proceedings*. Vol. 9.
18. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2010), "Beyond the Marketing Mix: Competing through Corporate Social Initiatives," *2010 AMA Summer Educators' Conference Proceedings*, Vol. 21.

19. **Du, Shuili**, and Sucharita Chandran (2010), “Does Being Good Imply Doing Good? Context Effects on Corporate Social Responsibility,” *Society of Consumer Psychology (SCP) Conference Proceedings*.
20. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2010), “Using Corporate Social Initiatives to Enhance the Job-Product Offering,” *Society of Consumer Psychology (SCP) Conference Proceedings*.
21. **Du, Shuili**, and Sucharita Chandran (2009), “when Does Being Good Imply Doing Good? Exploring Context Effects of Corporate Social Responsibility,” *Advances in Consumer Research - Asia-Pacific Conference Proceedings*, Vol. 8.
22. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen (2007), “Convergence of Interest-Cultivating Consumer Trust Through Corporate Social Initiatives,” *Advances in Consumer Research*, Vol. 34.
23. **Du, Shuili**, Lisa J. Abendroth, and Sucharita Chandran (2006), “Bidder’s Regret in Auctions,” *Advances in Consumer Research*, Vol. 33.
24. Bhattacharya, C.B., **Shuili Du**, and Sankar Sen (2005), “Antecedents and Consequences of Corporate Social Responsibility Perceptions,” *Society for Consumer Psychology Conference Proceedings*.

#### **INVITED PRESENTATIONS**

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1. University of International Business and Economics, Beijing, China (2021)
2. University of Helsinki, Helsinki, Finland (2019)
3. Hanken School of Economics, Helsinki, Finland (2019)
4. Catholic University of Louvain, Brussels, Belgium (2018)
5. Fudan University, Shanghai, China (2018)
6. CSR Research Seminar, Brussels, Belgium (2016)
7. ICHEC Brussels Management School, Brussels, Belgium (2016)
8. Sustainable Business Roundtable, Berlin, Germany (2013)
9. European School of Management and Technology, Berlin, Germany (2013)
10. Northeastern University (2012)
11. Drexel University (2012)
12. Brandeis University (2010)

#### **CONFERENCE PRESENTATIONS**

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1. **Du, Shuili**, Min Zhao, Sankar Sen, “Consumer Reactions to the Community Focus of a Smart Product: The Moderating Role of Political Ideology,” *Association for Consumer Research (ACR) Conference*, Seattle, Washington, October 26-28, 2023.
2. **Du, Shuili**, Chunyan Xie, Richard Bagozzi, Kristi Bjørnes Skeie, Tatiana A. Iakovleva, and Elin Merethe Oftedal, “Humanizing Health Apps to Promote Usage among the Elderly Population,” *Marketing and Public Policy Conference*, Arlington, Virginia, June 8-10, 2023.
3. **Du, Shuili**, “Incorporating Sustainability into the Marketing Curriculum: A New Course Development,” *EMAC Annual Conference*, Odense, Denmark, May 23-26, 2023.

4. **Du, Shuili**, Min Zhao, Sankar Sen, “Consumer Reactions to the Community Focus of a Smart Product: The Moderating Role of Political Ideology,” *Society for Consumer Psychology Conference*, Puerto Rico, March 2-4, 2023.
5. Bstieler, Ludwig, **Shuili Du**, Moein Khanlari, and Goksel Yalcinkaya, “Different Approaches to Sustainable Innovation: A Longitudinal and Cross-Industry Investigation,” *AMA Global Marketing SIG conference*, Crete, Greece, June 2022.
6. **Du, Shuili**, Sankar Sen, Jaakko Aspara, “Reimagine Corporate Social Responsibility in the Age of Artificial Intelligence,” *AMA Global Marketing SIG conference*, Crete, Greece, June 2022.
7. **Du, Shuili**, Chunyan Xie, Richard Bagozzi, Kristi Bjørnes Skeie, Tatiana A. Iakovleva, and Elin Merethe Oftedal, “Humanizing Health Apps to Promote Usage among the Elderly Population” *EMAC Annual Conference*, Budapest, Hungary, May 2022.
8. **Du, Shuili**, Catherine Janssen, Valerie Swaen, “Consumers’ Evaluations of CSR Advertising: The Role of Three Executional Elements,” *CSR communication Conference*, Stockholm, Sweden, September 2019.
9. O’Hern, Matt, Billur Akdeniz, and **Shuili Du**, “Innovating in the Crowd: The Impact of Core and Non-Core Contributions on Designer Success,” *ISPIM Innovation Conference*, Florence, Italy, June 2019.
10. Yalcinkaya, Goksel, **Shuili Du**, and Ludwig Bstieler, “The Role of Global Perspective on Sustainability-focused Innovation,” Presented at the *AMA Global Marketing SIG Conference*, Santorini, Greece, May 2018.
11. Yalcinkaya, Goksel, **Shuili Du**, and Ludwig Bstieler, “The Role of Global Perspective on Sustainability-focused Innovation,” Presented at the *AMA Winter Educator’s Conference*, New Orleans, LA, February 2018.
12. O’Hern, Matt, Billur Akdeniz, and **Shuili Du**, “Innovating in the Crowd: The Impact of Core and Non-Core Contributions on Designer Success,” Presented at the *AMA Winter Educator’s Conference*, New Orleans, LA, February 2018.
13. Baskentli, Sara, Sankar Sen, C.B. Bhattacharya, and **Shuili Du**, “Moral Foundations and Consumer Reactions to Corporate Social Responsibility,” presented at the *Association for Consumer Research North American Conference*, San Diego, CA, October 2017.
14. **Du, Shuili**, Jing Wang, and Gwebu Kholekile, “Stock Market Reaction to Data Breaches: The Moderating Role of Corporate Social Responsibility,” Presented at *2017 International Conference on Cyber Situational Awareness, Data Analytics and Assessment*, London, UK, June 2017.
15. **Du, Shuili**, Jos Bartels, Machiel Reinders, and Sankar Sen, “Organic Consumption: A Social Identification Perspective,” presented at the *Public Policy and Marketing Conference*, Washington DC, June 2017.
16. **Du, Shuili**, Ludwig Bstieler, and Goksel Yalcinkaya, “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications.” *24th Innovation & Product Development Management Conference*, Reykjavik, Iceland, June 2017.



17. Swaen, Valerie, Catherine Janssen, and **Shuili Du**, “Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism,” presented at AMA Winter Educator’s Conference, Orlando FL, February 2017.
18. Swaen, Valerie, Catherine Janssen, and **Shuili Du**, “Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism,” presented at the Academy of Marketing Science (AMS) World Marketing Congress Conference, Paris, July 2016.
19. Swaen, Valerie, Catherine Janssen, and **Shuili Du**, “On the Effectiveness of CSR Communication: The Roles of Ethical Labels, Prior CSR Record, and Consumer Skepticism,” presented at the European Marketing Academy (EMAC) Conference, Finland, May 2016.
20. O’Hern, Matt, Billur Akdeniz, and **Shuili Du**, “Impact of Core and Non-Core Contributions on Crowdsourcing Performance,” Presented at the ISPIM Innovation Forum, Boston, MA, March 2016.
21. **Du, Shuili**, Ludwig Bstieler, and Goksel Yalcinkaya, “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications”, Presented at the ISPIM Innovation Forum, Boston, MA, March 2016.
22. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler, “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications,” Presented at AMA Winter Educator’s Conference, Las Vegas, NV, February 2016.
23. **Du, Shuili**, Goksel Yalcinkaya, Ludwig Bstieler, “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications,” Presented at the Product Development and Management Association (PDMA) Annual Research Forum, Anaheim, CA, November 2015.
24. **Du, Shuili**, Jos Bartels, and Machiel Reinders, Sankar Sen, “A Cross-country Investigation of Organic Consumption Behavior: A Social Identification Perspective,” Presented at the Association for Consumer Research Asia Pacific Conference, Hong Kong, June 19-20, 2015
25. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler, “Sustainability Orientation, Open Innovation, and New Product Development Performance,” Presented at AMA Winter Educator’s Conference, San Antonio, TX, February 2015.
26. **Du, Shuili**, Kun Yu, C.B. Bhattacharya, and Sankar Sen, “Everybody is Talking but is Anybody Listening? Stock Market Reactions to Corporate Social Responsibility Communication,” presented at the Marketing Strategy Meets Wall Street Conference, Singapore, January 2015.
27. **Du, Shuili**, Goksel Yalcinkaya, and Ludwig Bstieler, “Sustainability Orientation, Open Innovation, and New Product Development Performance,” Presented at the Product Development and Management Association (PDMA) Annual Research Forum, Denver, Colorado, October 2014.
28. **Du, Shuili**, Kun Yu, and C.B. Bhattacharya, “Everybody is Talking but is Anybody Listening? Stock Market Reactions to Corporate Social Responsibility Communication,” presented at the Sustainability and the Corporation: Big Ideas Conference, Harvard University, Cambridge, MA, November 2013.

29. **Du, Shuili**, Kun Yu, and C.B. Bhattacharya, “Everybody is Talking but is Anybody Listening? Stock Market Reactions to Corporate Social Responsibility Communication,” presented at the Sustainability Roundtable, Organized by European School of Management and Technology, Berlin, Germany, November 2013.
30. Bishop, Melissa, Nelson A. Barber, and **Shuili Du**, “Will Consumers Pay More (or Less) for “Normative” Products,” presented at the Behavioral Pricing and Retailing Conference, Babson College, Wellesley, MA, August 2013.
31. **Du, Shuili**, and Sucharita Chandran, “Corporate Social Responsibility and Context Effects,” presented at the American Marketing Association (AMA) Summer Educator’s Conference, Chicago, August 2012.
32. Luo, Xueming, and **Shuili Du**, “From Responsibility to New Opportunity? Impact of Corporate Social Responsibility on Firm Innovation,” presented at the American Marketing Association (AMA) Winter Educator’s Conference, St. Petersburg, FL, February 2012.
33. **Du, Shuili**, Valerie Swaen, Adam Lindgreen, and Sankar Sen, “Organizational Leadership Styles and Corporate Social Responsibility,” presented at the 8th International Conference on Corporate Identity/Associations Research Group, Philadelphia, PA, September 2011.
34. Korschun, Daniel, and **Shuili Du**, “CSR 2.0: How Co-Participation in Corporate Social Responsibility Generates Value for Stakeholders, the Cause, and the Company,” presented at the Association for Consumer Research Asia Pacific Conference, Beijing, China, June 2011.
35. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen, “Beyond the Marketing Mix: Competing through Corporate Social Initiatives,” presented at the American Marketing Association (AMA) Summer Educator’s Conference, Boston, MA, August 2010.
36. **Du, Shuili** and Sucharita Chandran, “Does Being Good Imply Doing Good? Context Effects on Corporate Social Responsibility,” presented at the Society of Consumer Psychology (SCP) Conference, St. Petersburg, FL, February 2010
37. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen, “Using Corporate Social Responsibility to Enhance the Job-Product Offering,” presented at the Society of Consumer Psychology (SCP) Conference, St. Petersburg, FL, February 2010
38. Bhattacharya, C.B., and **Shuili Du**, “The Triple Bottom Line: A Positive-Sum Game,” presented at the European Academy of Business in Society (EABIS) 8th Annual Colloquium, Barcelona, Spain, September 2009
39. **Du, Shuili**, and Sucharita Chandran, “Does Being Good Imply Doing Good? Context Effects on Corporate Social Responsibility,” presented at the Association for Consumer Research Asia Pacific Conference, Hyderabad, India, January 2009.
40. **Du, Shuili**, Sankar Sen, and C.B. Bhattacharya, “Measuring CSR Returns to an Oft-Neglected Stakeholder Group: The Cause Beneficiaries,” presented at the Stakeholder Marketing Consortium, Boston, MA, October 2008
41. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen, “Strengthening Consumer Relationships through Corporate Citizenship Initiatives,” presented at the INFORMS Marketing Science Conference, Vancouver, Canada, June 2008.

42. **Du, Shuili**, Sankar Sen, and C.B. Bhattacharya, “Promoting Health Behavior through Corporate Health Initiatives,” presented at the Transformative Consumer Research Conference, Hanover, NH, July 2007
43. **Du, Shuili**, C.B. Bhattacharya, and Sankar Sen, “Building Brand Trust through Corporate Social Initiatives,” presented at the Association for Consumer Research North American Conference, Orlando, FL, September 2006
44. **Du, Shuili**, Lisa Abendroth, and Sucharita Chandran, “Bidders’ Regret in Auctions,” presented at the Association for Consumer Research North American Conference, San Antonio, TX, October 2005
45. Bhattacharya, C.B., **Shuili Du**, and Sankar Sen, “Convergence of Interests: Producing Social and Business Returns through Corporate Social Marketing,” presented at the CSR Metrics Conference, Berkeley, CA, April 2005
46. Bhattacharya, C.B., **Shuili Du**, and Sankar Sen, “Antecedents and Consequences of Corporate Social Responsibility Perceptions,” presented at the Society for Consumer Psychology Conference, St. Petersburg, FL, February 2005
47. Bhattacharya, C.B., Sankar Sen, and **Shuili Du**, “Assessing the Returns to Corporate Social Initiatives: A Consumer-centric Perspective,” presented at the Marketing Science Institute Conference on Academic Practitioner Collaborative Research, Yale University, New Haven, CT, December 2004

## **TEACHING**

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### **TEACHING INTERESTS**

Principles of Marketing, Marketing Strategy, Marketing Research, Marketing Analytics, Corporate Social Responsibility, Marketing and Society, Sustainability in Marketing

### **TEACHING EXPERIENCE**

#### **University of New Hampshire**

##### Undergraduate Level:

- Principles of Marketing
- Marketing Research
- Sustainability and Marketing

##### Graduate Level:

- Marketing Research (In-person & Online)

#### **Simmons College**

##### Undergraduate Level:

- Principles of Marketing
- Marketing Research

- Corporate Social Responsibility

#### Graduate Level:

- Marketing Research (In-person & Online)
- Corporate Social Responsibility (In-person & Hybrid)

#### **Doctoral Student Advising**

- Research advising, Lin Zhao, University of Western Virginia, 2022 - present
- Member of doctoral dissertation committee, Anubhav Aggarwal, LeBow College of Business, Drexel University, (2017-2018), Placement: Iona College
- Research advising, Sara Baskentli, Zicklin School of Business, Baruch College (2017-2019), Placement: Western Washington University

#### **Other Instructional Activities**

2020-2021	Advising Honors Thesis, Koca Chan, "Ethical Use of Beauty in Advertising," Paul College, UNH
2018-2019	Advising Honors Thesis, Wenbin Liu, "The Facts behind GMO Food: The good, the bad, and the ugly," Paul College, UNH
Summer 2016	Supervision of Summer Internship, Rilei Tong, Paul College, UNH
Summer 2015	Supervision of Summer Internship, Erin Chesterton, Paul College, UNH
Summer 2014	Supervision of Summer Internship, Brayden Rudert, Paul College, UNH
Fall 2013	Supervision of Honors Project, Jessica Denoncour, "Adopting Sustainable Practices," Paul College, UNH
Fall 2013	Supervision of Honors Project, Rebecca DiGiacomo, "Global Marketing Practices: A Case Study of Subway and McDonald's," Paul College, UNH
Summer 2012	Supervision of graduate student research project, Shantell Smith, "Perceptions and Attitudes toward Healthy Lifestyles among African American Women" Simmons College
Spring 2012	Supervision of graduate student research project, Ilissa Palmer, Anna Stella, and Rachel Zdebski, "Encouraging Vegetable Consumption among College-Age Students," Simmons College
Spring 2009	Supervision of undergraduate student independent study, Lauren Zwiebel, "Digital Marketing," Simmons College
Spring 2008	Supervision of undergraduate student independent study, Casey Brennan, "Corporate Social Responsibility (CSR) and Branding," Simmons College

#### **Professional Development on Teaching**

2020-2021	Harvard Business School Teaching Webinar Series, Harvard Business School Publishing
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2020-2021	AI for Everyone, Andrew Ng, DeepLearning.AI, Coursera
Summer 2020	Talk about Teaching Zoom Summer series, Center for Excellence & Innovation in Teaching and Learning, University of New Hampshire
Summer 2019	Data Visualization: Presenting Data and Information, by Edward Tufte, Cambridge MA.
Fall 2017	Fundamentals of Online Instruction Certificate, University of New Hampshire
Spring 2016	Teaching workshop, Center for Excellence & Innovation in Teaching and Learning, University of New Hampshire
Spring 2015	Teaching and Learning with Multimedia Conference, Center for Excellence & Innovation in Teaching and Learning, University of New Hampshire
Summer 2010	Blended Learning Institute, Simmons College
Summer 2008	Participant-Centered Learning Workshop, Harvard Business School

## **SERVICE**

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### **Service to Profession**

#### Section Editor

Journal of Business Ethics

Corporate Social Responsibilities-Quantitative Issues Section, January 2019-present

- Processed over 400 manuscripts since January 2019.
- Responsibilities include initial screening of manuscripts, inviting reviewers, providing guidance to authors throughout the review process, making final accept or reject decisions

#### Editorial Board

Journal of Business Ethics, January 2018-December 2018

#### Conference Organization

- Track chair for corporate sustainability and global marketing, AMA Global Marketing SIG Conference, Crete, Greece, 2022
- Associate editor, Firm Relationships with Other Stakeholders and Social Movements Track, AMA Winter Academic Conference, Austin, TX, 2019
- Track chair for corporate sustainability and global marketing, AMA Global Marketing SIG Conference, Buenos Aires, Argentina, 2019
- Scientific committee member, CSR Research Symposium: Next Level Business Approaches for Corporate Social Responsibility, Brussels, Belgium, 2016
- Track chair, the Corporate Responsibility and Sustainability Track, American Marketing Association (AMA) Summer Educators' conference, San Francisco, CA, 2014

- Track chair, the Corporate Affairs, Social Responsibility and Sustainability Track, American Marketing Association (AMA) Winter Educators' conference, Austin, TX, 2011
- Organizer of CSR Research Colloquia in the Greater Boston Area (2010-2012); research colloquia held in Simmons College, Boston University, and Bentley University

#### Other Services to the Profession

- Fulbright U.S. Scholar Peer Review Committee, Fall 2022
- Faculty Mentor, UN PRME research world tour, November 2022
- Expert Workshop on Integrating Sustainability into Business Curriculum, AMA Summer Academic Conference, Chicago, IL, August 2022
- Faculty Mentor, AMA Global Marketing SIG Conference Doctoral Consortium, Crete, Greece, May 2022

#### Ad Hoc Journal Reviewer

Journal of Marketing Research  
 Journal of Marketing  
 Journal of Consumer Research  
 Management Science  
 Journal of Business Ethics  
 Journal of Product Innovation Management  
 Journal of Public Policy and Marketing  
 Journal of Business Research  
 Technovation  
 Industrial Marketing Management  
 Journal of Consumer Marketing  
 International Journal of Research in Marketing  
 Journal of Retailing  
 Business and Society  
 Marketing Letters  
 Journal of Services Marketing  
 International Journal of Hospitality and Tourism Administration  
 Business Ethics Quarterly  
 Journal of Management Studies  
 Rutgers Business Review  
 European Management Journal

#### Conference Reviewer

American Marketing Association (AMA) Academic Conference  
 American Marketing Association (AMA) Global Marketing SIG Conference  
 American Marketing Association (AMA) Marketing and Public Policy Conference  
 Association for Consumer Research (ACR) North American Conference  
 Association for Consumer Research (ACR) Asia Pacific Conference  
 Society for Consumer Psychology Conference  
 European Marketing Academy Conference

Academy of Marketing Science World Marketing Congress Conference

## **Service to the University of New Hampshire**

### Service to at the Marketing Department Level

- Member, Faculty recruiting committee, Marketing Department (Fall 2022)
- Member, Faculty recruiting committee, Marketing Department (Spring 2021)
- Member, Marketing Department Promotion and Tenure Committee, UNH (Fall 2021)
- Member, Third year review committee, Marketing Department (Spring 2020)
- Member, Third year review committee, Marketing Department (Spring 2019)
- Member Merit and Equity Policy Taskforce, Marketing Department (Spring 2017)
- Member, Graduate Specialization Planning Team, Marketing Department (Spring 2016)
- Member, Faculty recruiting committee, Marketing Department (Fall 2015)

### Service at the Peter T. Paul College of Business and Economics Level

- Sustainability Fellow, Paul College (July 2023 – present)
- Member, Paul College Graduate Curriculum Committee (September 2021-present)
- Member, Paul College AACSB Taskforce (Spring 2023 -present)
- Member, Paul College PRME Taskforce (September 2021-present)
- Member, Paul College Promotion and Tenure Committee (Fall 2022)
- Member, Decision Science Department Promotion and Tenure Committee (Fall 2022)
- Faculty Coordinator, Paul College United Nation’s PRME Signatory (June 2021 – present)
- Member, Paul College Faculty committee on Paul faculty qualification policy (Spring 2021)
- Member, Paul College AACSB Working Group on Continuous Improvement (2018)
- Chair, Paul College Undergraduate Curriculum Committee (January 2018 – May 2019)
- Member, Paul College Undergraduate Curriculum Committee (September 2013-December 2017)

### Service at the University of New Hampshire Level

- Member, UNH Sustainability Dual Major Committee (March 2023 – Present)
- Faculty judge, Annual UNH Sustainability Symposium (Spring 2023)
- Coach, SVIC finalist team “Enersave,” UNH Sustainability Institute (November 2022)
- Member, UNH Campus Review committee for Fulbright Student program (Fall 2022)
- Member, UNH Sustainability Award Committee (Spring 2022)
- Faculty judge, the First Annual UNH Sustainability Symposium (Spring 2021)
- Invited faculty speaker, UNH Fulbright Information Session and workshop (Spring 2021)
- Member, University-wide Information Access Working Group (Spring 2015)

### **Service to Simmons College**

- Recruiting Committee for Strategy Faculty Position, School of Management (2013)
- Net Impact Chapter Advisory Board, School of Management (2012-2013)
- Undergraduate Orientation and Summer Advising, School of Management (2012)
- Assurance of Learning Committee, School of Management (2008-2011)
- Undergraduate Program Review Committee, School of Management (2009-2010)
- College Institutional Review Board (2008-2009)

### **SELECT MEDIA COVERAGE**

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- *Lifewire*, “How Autonomous Food Delivery Could Hurt Workers,” July 2021
- *Buzzsprout.com*, *Work in Progress with Christopher Michaelson’s Podcast*, “What is the dilemma in the social dilemma? A conversation about Netflix’ Popular Documentary with Shuili Du and Lisa Abendroth,” June 2021.
- *UNH Global*, “New Challenges for Corporate Social Responsibility in the Age of Artificial Intelligence,” November 2020
- *Paul Perspective, UNH Today*, “Using Business to Do Good,” December 2020
- *Paul Perspective, UNH Today*, “Successful and Sustainable, Corporate Social Responsibility Can Pay off,” July 2017, March 2018
- *Arnie Arnesen’s Radio Show*, “Host of Attitude,” Radio Interview on Volkswagen’s Emissions Scandal, February 2016
- *Triple Pundit, NH Business Review, NH Business for Society, and Concord Monitor*, “Volkswagen’s Greenfrauding: Implications for Corporate Social Responsibility,” January 2016
- *Ethical Performance*, “Research Proves Link between CR Reporting and Stock Price Uptick,” August 2015
- *New England Cable News (NECN)*, TV Interview at the program “Business Today,” 2010
- *CSRWire*, “Warning to Businesses: Keeping Female Talent Means ‘Doing the Right Thing,’ Survey Finds,” May 2010
- *United Press International*, “New Immigrants Receptive to Dental Care,” August 2008
- *Medical News Today*, “New Immigrants Respond Best to Oral Hygiene Campaign,” August 2008
- *Science Daily, Eureka! Science News, and PhysOrg.com*, “A Reason to Smile: New Immigrants Respond Best to Oral Hygiene Campaign,” August 2008