# Dr Zhizhong Jiang

Lecturer

The Department of Marketing

## Contact details

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## About

Dr Jiang joined Birmingham Business School as a lecturer in marketing in 2009. Prior to this, he was a research member in the mIMP research group at Manchester Business School. He has consulting experience with an investment firm and a non-for-profit organization. He also worked as a Financial Analyst in an international firm. His main research interests are in the area of B2B marketing, quantitative marketing research, corporate social responsibility and sustainability. Additional interests lie in marketing strategy, the application of social network analysis and statistical methods.

## Qualifications

BE (Hons) Engineering (HIT)
MSc Applied Statistics (Oxford)
PhD (MBS)

## Teaching

Dr Jiang is responsible for the teaching of Marketing Analytics and B2B Relationships courses. He is also involved in the delivery of Research Methods (MSc level) course. He is a tutor for the program of MSc in Marketing Communications.

## Postgraduate supervision

Dr Jiang welcomes strong PhD candidates to work closely with him. Prospective PhD applicants are invited to discuss informally the research proposal and possible submission for research grants from main funding bodies.

## Research

- B2B marketing
- Corporate social responsibility & sustainability
- Human capital & social capital
- Marketing research methods
- Marketing strategy
- Applications of Social Network Analysis (SNA)

## Other activities

Dr Jiang is a member of the Industrial Marketing and Purchasing (IMP) Group, a member of the Society for Marketing Advances, and a member of the Academy of Marketing. He is also a fellow of the Royal Statistical Society.

## Publications

**Selected publications**

Jiang Z., Henneberg, S. and Naudé, P. (2011). Supplier RelationshipManagement in the Construction Industry: The Effects of Trust andDependence. *Journal of Business and Industrial Marketing*. (forthcoming).
Comstock, C., Jiang Z. and Davies, J. (2011). Economy and Diseconomy of Scales in Software Development. *Journal of Software Maintenance and Evolution* (2009 impact factor 1.14). (forthcoming).

Naudé, P., Henneberg, S. and Jiang, Z. (2010). Varying Routes to theTop: Identifying Different Strategies in the MBA Marketplace. *Journal of the Operational Research Society*, 61 (8): 1193 -1206.

Jiang, Z., Henneberg, S. and Naudé, P. (2010). Exploring Trustvis-à-vis Reliance in Business Relationships: A Qualitative Analysis inthe UK Construction Industry. *Marketing Intelligence & Planning,* 28 (6): 706-722.

Henneberg, S., Swart, J., Naudé, P., Jiang, Z. and Mouzas, S.(2009). Mobilizing Ideas in Knowledge Networks: A Social NetworkAnalysis of the Human Resource Management Community 1990-2005. *The Learning Organization,* 16(6): 443-459.

Henneberg, S., Jiang, Z., Naudé, P. and Ormrod, R. P. (2009). TheNetwork Researchers' Network: A Social Network Analysis of The IMPGroup 1984-2006. *The IMP Journal*, 3(1): 28-49.

Jiang, Z., Henneberg, S. and Naudé, P. (2009). Making Sense of Business Relationships: The Role of Trust and Reliance, *Society for Marketing Advances annual conference*. New Orleans. (with Best Paper Award)

Jiang, Z. and Naudé, P. (2007). An Examination of the Factors Influencing Software Development Effort. *International Journal of Computer, Information, and Systems Science, and Engineering,* 1(3): 182-191.

Jiang, Z., Naudé, P. and Comstock, C. (2007). An Investigation on the Variation of Software Development Productivity. *International Journal of Computer and Information Science and Engineering,* 1(2): 72-81.



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