



Cheng Lu Wang

Cheng Lu WANG, Ph.D. professor of Marketing, University of New Haven. Recipient of Fulbright Scholar award (2017-2020). Dr. Wang is a world-renown scholar and has been named in World's Top 2% of Scientists List, Stanford University (2021, 2022, 2023) (see the featured article in the University of New Haven Homepage: [Marketing Professor Named Among Most Cited Scientists Worldwide](#)). Dr. Wang has chaired several international conferences and has given keynote speeches and marketing lectures at over a hundred of universities at various Asian countries and regions.

Dr. Wang has over one hundred scholarly publications at *Journal of Consumer Psychology*, *Journal of Business Ethics*, *Journal of Business Research*, etc. He is the Editor-in-Chief of the SSCI journal, *Journal of Research in Interactive Marketing* (Impact Factor = 8.2, JCR Q1). He has also served as the managing guest editor for over a dozen of SSCI (ABDC-A ranking) journals, including *Journal of Business Research*, *Industrial Marketing Management*, *European Journal of Marketing*, *International Marketing Review* and *Asia Pacific Journal of Marketing & Logistics*, etc. In addition, he published and/or edited books, including *Interpersonal Psychology* (Shanghai People's Publishing House, 1987), *Contemporary Marketing in China: Theories and Practices* (Nova Science Publishers, Inc., New York. USA 201), *Brand Management in Emerging Markets: Theories and Practices* (IGI Global, PA. USA, 2014), *Exploring the Rising Fandom in Contemporary Consumer Culture* (IGI Global, PA. USA, 2017), and *Handbook of Research on the Impact of Fandom in Society and Consumerism* (IGI Global, PA. USA, 2019) and *Palgrave Handbook of Interactive Marketing* (Spring-Nature Publisher, 2023).