
Kexin Xiang, Ph.D.

Instructional Assistant Professor of Marketing

Academic Background

Ph.D. University of Mississippi, 2021.

M.S. Syracuse University, 2016.

B.A. Indiana University, 2011.

Academic Experience

Instructional Assistant Professor of Marketing, University of Mississippi (August, 2021 - Present), Oxford, United States of America.

Non-Academic Experience

Tax Technology Staff, Ernst & Young LLP (2017), New York, New York.

Refereed Articles

Feng, C., Scott, F., & Xiang, K. (2021). When do we need higher educated salespeople? The role of work experience. *Review of Managerial Science*, 15, 1391–1429.

Feng, C., Patel, P., & Xiang, K. (2020). The well-trodden path: Complementing market and entrepreneurial orientation with a strategic emphasis to influence IPO survival in the United States. *Journal of Business Research*.

Papers Under Review

Xiang, K. & Feng, C. (2022). "Title withheld to protect the double-blind review process," 1st revise and resubmit to *Journal of Business Research*.

Service to the Profession

Reviewer: Conference Paper

2021 – 2022: Academy of Marketing Science Mary Kay Dissertation Competition.

2021: Society for Marketing Advances.