

WEIXING FORD

College of Business
Texas A&M University – San Antonio
One, University Way, San Antonio, TX 78224
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PROFESSIONAL EXPERIENCE

Associate Professor	Texas A & M University –San Antonio	Since 2023
Interim Associate Dean	Texas A & M University –San Antonio	2024 -2025
Assistant Professor	Texas A & M University –San Antonio	2015-2023
Assistant Professor	Shanghai University of Finance and Economics	2004
Research Fellow	APEC Finance and Development Program (AFDP) & Industrial Economics and Business Administration Center, Shanghai National Accounting Institute	2002-2003

EDUCATION

Ph.D.	University of Houston
M.S.	Washington University in St. Louis
D.B.A.	Shanghai University of Finance and Economics
B.S.	South China University of Technology

TEACHING

Awards:

Texas A & M University –San Antonio Distinguished Faculty Teaching Award, 2020
Second Runner-up, ACME AxxessCapon Teaching Innovation Competition, Annual
Federation of Business Disciplines Conference, 2020
Faculty Champion Award, May's Center for Experiential Learning and Community
Engagement (2019)

Finalist, uSamp Outstanding Teacher-Scholar Doctoral Student Competition,
Marketing Management Association, 2014
Finalist, University of Houston Teaching Excellence Award 2013-2014
Department Teaching Excellence Award, University of Houston 2013

Teaching Experience

Texas A & M University – San Antonio:

BAUD 3391 Business Experiential Learning

BAUD 3181 Service Learning in Business

MKTG 3361 Principles of Marketing

MKTG 3341 Marketing Research

MKTG 4350 Consumer Behavior

MKTG 5355 Brand Management

MKTG 5361 Graduate Seminar in Marketing

MKTG 5362 Applied Buyer Behavior

MKTG 5364 Marketing Research

Guest Lecturer:

Business Analytics, 8th International Week “Business Education without Borders”,
Babeş-Bolyai University, Cluj-Napoca, Romania, 2023

Contemporary Issues in Strategic Marketing, 7th International Week “Business
Education without Borders”, Babeş-Bolyai University, Cluj-Napoca, Romania, 2022

Marketing for Executives, Bank of San Antonio, STRIDE Entrepreneurship Program,
Cisneros Institute for Emerging Leaders, San Antonio, Texas, 2022

Personal Branding and Networking, Cisneros Institute for Emerging Leaders, San
Antonio, Texas, 2022

Cutting-edge Marketing and Branding, Cisneros Institute for Emerging Leaders, San
Antonio, Texas, 2022

Analyzing Market Potential, Cisneros Institute for Emerging Leaders, San Antonio,
Texas, 2022

Seminar in Marketing, 6th International Week “Business Education without Borders”,
Babeş-Bolyai University, Cluj-Napoca, Romania, 2021

Global Sales and Key Account Management (MBA), Hof University, Germany, 2018

Economics for Scientific Decision-making in Marketing, Hof University, Germany,
2018

Taking a Marketing Approach in Finance, Hof University, Germany, 2018

Three Approaches in Marketing Analytics, 3rd International Week “Business Education without Borders”, Babeş-Bolyai University, Cluj-Napoca, Romania, 2018

Contemporary Global Local Business Issues, MBA Center & Global Management Education Institute, Shanghai University, China, 2018

Scientific Decision-making: Case Study, Shanghai Jiushi (Group) Co., Ltd Executive Training, Shanghai Institute of Business and Management, China, 2018

Business Analytics: How to Develop Business Insight and Vision, EMBA, Shanghai University, China, 2018

Marketing: Ubiquitous; Marketing Power in Persuasion and Communication, San Antonio School Public Relation Association, San Antonio, Texas, 2018

Marketing for Health Services (HCA 5762, Master in Health Care Administration), College of Health Sciences, Texas Woman’s University, Houston, Texas, 2014

RESEARCH

Research Interests

Analytical Modeling, Judgment and Decision Making, Goal Management and Goal Pursuit, Attitude and Behavior in Consumption Choice

Research Grants

Texas A & M University -San Antonio Research Council Grant, \$1710.32 (2024)
College of Business Research Incentive Grant (CBRIG), \$5000 (2021)
Quantitative Reasoning (QR) Research Fellowship, \$1000 (2021, 2022)
Quantitative Reasoning (QR/QL) Pedagogical Development Fellowship, \$2000 (2020)
Texas A & M University – San Antonio Inaugural University Strategic Planning Seed Fund Award – Jaguar Business Consulting Lab, \$18,000 (2017)
Texas A & M University – San Antonio Inaugural University Strategic Planning Seed Fund Award –Research Project on Social Media and Digital Marketing, \$18,000 (2017)

Publications

Journals

Sivaraman, Anuradha, Weixing Ford and Suresh Sundaram (2023), “Why Do I Ponder? The Role of Elaboration in Counterfactual Thinking,” *Journal of Consumer Behaviour*, 22, 1365-1375, doi.org/10.1002/cb.2217

Ford, Weixing, Haipeng Han & Jie Zheng (2022), “Online-Offline Competition with Heterogeneous Consumers: An Example for No Existence of Pure Strategy Nash Equilibrium,” *Contributions to Game Theory and Management*, Vol. XV, 41-50, doi.org/10.21638/11701/spbu31.2022.04

Ford, Weixing, Yixiu Li & Jie Zheng (2021), “Numbers of Bricks and Clicks: Price Competition between Online and Offline Stores,” *International Review of Economics and Finance*, Vol. 75, 420-440, doi.org/10.1016/j.iref.2021.04.027

Ford, Weixing, Zeng Lian, Jaimie W. Lien & Jie Zheng (2020), “Information Sharing in a Contest Game with Group Identity,” *Economics Letters*, Vol. 189, No. 4, doi.org/10.1016/j.econlet.2020.109000

Cooper, Mary Kay, Amy Lewis & Weixing Ford (2020), “‘Pull’ more than ‘Push’ for Organic Alumni Development”, *Journal of Education Advancement and Marketing*, Vol. 5, No. 1, pp.1-14.

Ford, Weixing, Demetra Andrews, Anuradha Sivaraman & Parthasarathy Krishnamurthy (2019), “Not All Missed Opportunities Cast the Same Shadow: Voluntary Inaction Reduces the “Sting” of Missed Sales Promotions”, *Journal of Consumer Behaviour*, doi: 10.1002/cb.1794

Ford, Weixing, Jaimie W. Lien, Vladimir V. Mazalov & Jie Zheng (2019), “Riding to Wall Street: Determinants of Commute Time Using Citibike”, *International Journal of Logistics Research and Applications*, doi: 10.1080/13675567.2019.1584164

Ma, Weixing (2003), “Positive Analysis of Structure and Efficiency in China’s Airline Industry,” *Journal of Quantitative Economics*, Vol.1, China.

Ma, Weixing (2002), “Interactions between Marketing Academia and Marketing Practitioners,” *Business Management Journal*, Vol. 12 (300), China.

Ma, Weixing (2002), “Issues in Channel Management,” *Journal of Management and Administration*, Vol. 13 (301), China.

Ma, Weixing (2002), “Management Tactics: Shackles and Whip?” *Manager*, Vol. 6, China.

Ma, Weixing (2002), “McKinsey’s Learning Mechanism and Knowledge Management: a Case Study,” *Journal of Foreign Economics and Management*, Vol. 24 (9), 46-49, China.

Ma, Weixing (2002), “Market Power and Retailers’ Branding Strategy,” *Journal of*

International Business & Technology, Vol.1, China.

Ma, Weixing and Qijie Chen (2001), “Economic Scale for Chinese Super Markets,” *China Business and Trade*, Vol.14 (170), China.

Chen, Qijie and Weixing Ma (2001), “Food Consumption Pattern of Urban Population in China,” *Journal of International Business & Technology*, Vol. 4, China.

Ma, Weixing (2001), “Challenged by the Global Giants: Strategies for Shanghai Franchised Convenient Stores,” *Journal of Shanghai Economic Forum*, Vol. 8, China.

Chen, Ling and Weixing Ma (2001), “What Chinese Marketers can Learn from the Dell Way,” *Industrial Economic Review*, Vol. 4, China.

Ma, Weixing (2001), “Research on the Core Competence of Chinese SME,” *Journal of Contemporary Economic Research*, Vol. 12, China.

Peer Reviewed Conference Proceedings

Seeman, Charles, Zina Taran and Weixing Ford (2025), “Business Intuition in the Age of Data and AI,” *Marketing Management Association Conference Proceedings*.

Ford, Weixing and Jie Zheng (2014), “Promote Intrinsic Motivation to Learn through Multi-channel Networking and Communication,” *Transformational Marketing (2014 Society for Marketing Advances Proceedings)*, New Orleans.

Ma, Weixing (2002) “Research on Industrialization of Hi-tech Incubators in China”, *The Proceedings of 2002 International Conference of Management Science and Engineering*, Moscow.

Book Chapters

Hurley, Courtney & Weixing Ford, “Managing a University Inclusive Access (E-book) Program to Maximize Stakeholder Satisfaction,” in *Inclusive Access and Open Educational Resources E-text Programs in Higher Education*, Ed. Tracy A. Hurley, Springer Publishing Company, 2020.

Ma, Weixing, “Marketing Case Study: Jianguo Hotel”, *Marketing Cases*, Ed. Xian Chen, Shanghai: Shanghai University Press, 2001.

Ma, Weixing, “Marketing Case Study: Xiaoshaoxing Franchise”, *Marketing Cases*, Ed. Xian Chen, Shanghai: Shanghai University Press, 2001.

Conference Presentations

Ford, Weixing and Josephine Sosa-Fey (2025), “Goal Instrumentality, Valence and Momentum in Multiple Goals Pursuit,” *Academy of Business Research Spring Conference*, New Orleans, Louisiana.

Beaupre, Jean and Weixing Ford (2025), “Out of the Textbook, Into the Real World: Perks and Pitfalls of Class Consulting Projects,” *Marketing Management Association Spring Conference*.

Ford, Weixing, Charles Seeman and Zina Taran (2025), “Business Intuition in the Age of Data and AI,” *Marketing Management Association Spring Conference*.

Ford, Weixing and Partha Krishnamurthy (2024), “The Effect of Implicit and Explicit Value for Money Background Contrasts on Choice and Willingness to Pay”, *Association of Collegiate Marketing Educators Annual Conference (ACME)*, Galveston, Texas.

Ford, Weixing (2024), “Doomed or Bloomed? Consumers in the AI Era,” *Marketing Management Association (MMA)*, Spring Conference.

Ford, Weixing (2023), “Bridging the Gap” for Business Students’ Quantitative Skills with the Motivation-Implementation-Reflection-Reinforcement Loop,” *Association of Collegiate Marketing Educators Annual Conference (ACME)*, Houston, Texas.

Recipient of the Best Paper in Track Award.

Qi, Haifeng and Weixing Ford (2022), “Different Types of Product Scarcity Appeal and Their Impact on Consumer-Brand Relationship,” *Academy of Business Research Annual Conference (ABR)*, San Antonio, Texas.

Ford, Weixing (2022), “Quantitative Way of Thinking, Doing and Communicating: Sequential Pedagogical Interventions for Developing Quantitative Reasoning Mindset and Skills,” National Numeracy Network Conference, Albuquerque, New Mexico.

Ford, Weixing, Ruby Daniels, Kathryn Appenzeller Knowles and Kenneth M. Sweet (2022), “Enhancing Quantitative Reasoning Skills across Business Curriculum,” *Association of Collegiate Marketing Educators Annual Conference (ACME)*, New Orleans, Louisiana.

Gravois, Renée and Weixing Ford (2022), “Fostering Community, Curiosity and Critical Thinking through Online Discussion Boards,” *Marketing Management Association Fall Educator’s Conference (MMA)*, San Antonio, Texas.

Ford, Weixing (2022), “Online-Offline Competition with Heterogeneous Consumers: An Example for No-Existence of Pure Strategy Nash Equilibrium,” *The International Conference Game Theory and Applications*, the International Congress of Mathematicians (ICM), Saint Petersburg, Russia.

Ford, Weixing & Leonard Love (2021), “Technology Use as Double-edged Sword for Disadvantaged College Students,” *Association of Collegiate Marketing Educators Annual Conference (ACME)*, virtual conference. **Recipient of the Best Track Paper Award.**

Ford, Weixing, Amy Lewis and Josephine Sosa-Fey (2020), “Students as Consultants: High Impact Experiential Learning,” *Association of Collegiate Marketing Educators Annual Conference (ACME)*, San Antonio, Texas.

Ford, Weixing (2020), “Intra-institutional Collaboration on Experiential Learning”, *Association of Collegiate Marketing Educators Annual Conference (ACME)*, San Antonio, Texas.

Ford, Weixing, Demetra Andrews, Anuradha Sivaraman and Parthasarathy Krishnamurthy (2019), “Not All Missed Opportunities Cast the Same Shadow: Voluntary Inaction Reduces the “Sting” of Missed Sales Promotions”, *Society for Marketing Advances (SMA) Annual Conference*, New Orleans, Louisiana.

Ford, Weixing, Mingzhi Li, Yixiu Li, and Jie Zheng (2019), “Competing Channels for Entering a Local Market,” *the 8th Singapore Economic Review Conference (SERC)*, Singapore.

Ford, Weixing, Zeng Lian, Jaimie W. Lien and Jie Zheng (2019), ““Interim Information Sharing in Tullock Contests,” *the International Workshop on Microeconomics: Empirics, Experiments and Theory (MEET)*, Beijing, China.

Qi, Haifeng, Qunqun Lu, Hongping Fei and Weixing Ford (2019), “Does Scarcity Appeal Promote Consumers’ Environmental Protection Action? An Attitude-Behavior-Gap Perspective,” *Association of Collegiate Marketing Educators Conference (ACME)*, Houston, Texas.

Ford, Weixing, Jaimie W. Lien, Vladimir V. Mazalov and Jie Zheng (2018), “Riding to Wall Street: Determinants of Commute Time using Citibike,” *International Conference on Transportation and Space-Time Economics*, Beijing, China. **Recipient of the Conference Best Paper Award.**

Ford, Weixing, Amy Lewis, Tracy Hurley, Amir Fekrazad, Jeremy Roberts, Sameer Kahn and Courtney Hurley (2018), “When to Invite Customers in Your Shoes:

Empathy and Motivation to Review”, *Southwest Psychology Association Annual Conference*, Houston, Texas.

Lewis, Amy, Weixing Ford, Tracy Hurley, Amir Fekrazad, Jeremy Roberts, Sameer Kahn and Courtney Hurley (2018), “Which Lens to Put On? Consumers’ Empathy Response to Online Reviews”, *Southwest Psychology Association Annual Conference*, Houston, Texas.

Ford, Weixing (2017), “Goal multiplicity: Dynamic Structure of Inter-goal Relationship and Goal-means Linkage,” *Southwest Psychology Association Annual Conference*, San Antonio, Texas.

Ford, Weixing (2017), “You Are What You Read or You Read What You Are? The Boundary and Subjective Issues of Narrative Persuasion Power,” *Society for Personality and Social Psychology Annual Convention*, San Antonio, Texas.

Ford, Weixing, Chin-yen Liu and Arne Baruca (2016), “Mandatory evaluation and Students’ Autonomy through Shared Learning Online,” *Marketing Management Association Fall Educator’s Conference*, Providence, Rhode Island.

Ma, Weixing (2014), “Cross Category Referencing and Numeric Anchoring,” *32nd Annual UH Doctoral Symposium*, Houston, Texas.

Ma, Weixing (2011), "The Price of Love: the Gifting Behaviors of Insecure Lovers," *Association for Consumer Research Conference*, Saint Louis, Missouri.

Ma, Weixing and Vanessa Patrick (2010), "Should You Kill Two Birds with One Stone? The Diluting Influence of Having Multiple Goals on Goal Pursuit," *Association for Consumer Research Conference*, Jacksonville, Florida.

Patrick, Vanessa and Weixing Ma (2010), "Consumers Do Compare Apples with Oranges: Investigating Cross Category Referencing in Consumer Decision-making," *Association for Consumer Research Conference*, Jacksonville, Florida.

Ma, Weixing (2003), “Empirical Research on the Structure and Efficiency of the Chinese Airline Industry”, *New England Business Administration Association (NEBAA) Annual International Conference*, New Haven, Connecticut.

Research Seminar

Inaction Inertia Revisited: The Silver Lining of Voluntary Inaction, Shanghai University, 2018

Other Presentations

Expert Commenter (2022-2024), WalletHub.com.

Ford, Weixing (2021), featured speaker for “Spotlight on Women Faculty” in honor of “Women’s History Month”, Texas A & M University –San Antonio.

Ford, Weixing (2019), “Travel Far and Wide: Bring the World Back to Classrooms,” National Fulbright Association Southwest Symposium, San Antonio, TX.

Chen, Liangwen (soprano) and Weixing Ford (2016), “Chinese Folk Songs: History, Tradition and Genres,” San Antonio Public Library at Encino branch.

Chen, Liangwen (soprano) and Weixing Ford (2016), “Singing Techniques: Opera versus Chinese Folk Songs,” San Antonio Public Library at Encino branch.

SERVICE AND AWARDS

Honors and Awards

College of Business Research Incentive Grant (CBRIG) \$5000 (2021)

Texas A & M University –San Antonio Distinguished Faculty Teaching Award (2020)

The Dr. Cynthia Teniente-Matson Award, Texas A & M University –San Antonio, (2020)

The Dr. Maria Hernandez Ferrier Award, Texas A & M University – San Antonio (2019)

Faculty Champion Award, May’s Center for Experiential Learning and Community Engagement (2019)

Texas A & M University – San Antonio Inaugural University Strategic Planning Seed Fund Award – Jaguar Business Consulting Lab, \$18,000 (2017)

Texas A & M University – San Antonio Inaugural University Strategic Planning Seed Fund Award – a research collaboration, \$18,000 (2017)

College of Business Innovation and Research Challenge Award (2016)

Dean’s Award for Academic Excellence, University of Houston (2014)

Student Fellow, Theory Rich Marketing Modeling Workshop, Fuqua School of Business, Duke University (2007)

University Graduate Fellowship, University of Houston (2009-2014)

University Graduate Fellowship, Washington University in St. Louis (2005-2008)

University Graduate Fellowship, Shanghai University of Finance and Economics (2001-2004)

National People’s Scholarship (Top Prize), Shanghai University of Finance and Economics (2003)

University Graduate Fellowship, Shanghai University (1998-2001)

Guang-Hua Scholarship (Top Prize), Shanghai University (1999)
Vice President, Graduate Student Body, Shanghai University (1999-2000)
University Outstanding Student Award, South China University of Technology (1997)

Academic Service

Reviewer, Journal of Economic Behavior and Organization
Reviewer, International Review of Economics and Finance
Reviewer, Journal of Consumer Behaviour
Reviewer, Journal of Neuroscience, Psychology and Economics
Reviewer, Journal of Marketing Education
Reviewer, Journal of Electronic Commerce Research
Reviewer, Numeracy
Proceedings Editor, Association of Collegiate Marketing Educators Conference (2023)
Board Member, National Numeracy Network (2021– present)
Marketing and Communications officer, National Numeracy Network (2022 – present)
Secretary, Association of Collegiate Marketing Educators Conference (2021–2022)
Director of Communications, Association of Collegiate Marketing Educators Conference (2021– 2022)
Member, Advisory Panel (Business-Finance-Accounting Panel), Wiley Publisher (2020–present)
Track chair, “Marketing Data, Analytics, & Artificial Intelligence Track”, Marketing Management Association Spring Conference (2025).
Track Chair, Association of Collegiate Marketing Educators Conference (2024)
Track Chair, Association of Collegiate Marketing Educators Conference (2020)
Panel Chair, Association of Collegiate Marketing Educators Conference (2020)
Reviewer, Association of Consumer Research conference
Reviewer, Society for Consumer Psychology conference
Reviewer, Southwest Psychology Association Conference
Reviewer, Marketing Management Association Conference
Reviewer, Association of Collegiate Marketing Educators Conference

University Service:

Co-chair, Texas A & M University –San Antonio Student Research Symposium 2017–current
Tenure and Promotion Committee 2023 – current
College of Business Faculty Evaluation Committee 2023 – current
Associate Dean Search Committee 2024
Faculty Search Committee – Marketing Tenure Track Position 2024
University Center for Academic Innovation Executive Director Search Committee 2023
Executive Director - University Communications & Integrated Marketing Search

Committee 2022

Texas A & M University – San Antonio Business Librarian Search Committee 2022
College of Business MBA Program Task Force 2021 – current
University Experiential Learning and Service Learning Course Designations Committee 2021 – current
Faculty Mentor, University Faculty Advising Program 2019 – current
College Representative, Institutional Biosafety Committee (IBC) 2018– 2022
Initiator and Lead Faculty, Jaguar Business Consulting Lab 2017 – current
College of Business Student Award Committee, 2021, 2022
Principle Project Investigator, Texas A & M University- San Antonio Strategic Planning Seed Fund (\$18,000), “Social Media and Digital Marketing”, 2017 – 2018
Participating Project Investigator, Texas A & M University- San Antonio Strategic Planning Seed Fund (\$18,000), “Jaguar Business Consulting Lab”, 2017 – 2018
University Library Committee 2018 – current
Faculty Search Committee 2015, 2016, 2017, 2019, 2020, 2021, 2023
University Faculty Awards Committee 2019, 2021, 2022
Engaged Learning/Experiential Learning Task Force 2016 – 2017
College of Business Assessment Committee 2016 – 2018
AACSB Academic & Professional Engagement Committee 2017 – 2018
Sub-committee chair, Texas A & M University –San Antonio Student Research Symposium 2016
MBA Hooding Ceremony Committee 2016, 2022
Winner, College of Business Innovation and Research Challenge Competition, 2016 – 2017
College of Business Curriculum Committee 2015 – 2016

Community Service:

Mentor, eMentor Organization, 2017 – current
Judge, National FBLA (Future Business Leaders of America) Competition, 2022, 2023
Judge, Texas Science and Engineering Fair, 2018
Judge, Alamo Regional Science and Engineering Fair, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025 – current
Judge, Alamo Junior Academy of Science Fair, 2019, 2022, 2023
Judge, John Jay High School Science and Engineering Academy Annual Science and Engineering Fair, 2017, 2018, 2019
Judge, FBLA State Leadership Conference, 2017, 2019, 2021, 2022
Judge, Annual Texas Regional Ethics Bowl, 2017, 2018, 2019, 2021, 2022, 2023, 2024
Secretary, PTA, Pinnacle Montessori Academy 2017 – 2018
San Antonio Chapter of Financial Executives International Keith Russell Academic Achievement Award Scholarship Committee 2015

Professional Affiliations

American Marketing Association
Association of Consumer Research
Society for Personality and Social Psychology
Southwest Psychology Association
Marketing Educators' Association
Marketing Management Association
National Fulbright Association
Association of Collegiate Marketing Educators
National Numeracy Network

INDUSTRY EXPERIENCE

Research fellow at APEC (Asia Pacific Economic Cooperation) Finance and Development Center (AFDC) 2002 - 2003

Participated in the collaboration with the World Bank and Asian Development Bank to organize a series of workshops on corporate governance, financial regulations, etc., reporting to the APEC Finance and Central Bank Deputies Meeting and APEC Finance Ministers Meeting.

Research Fellow at Industrial Economics and Business Administration Center, Shanghai National Accounting Institute 2002 - 2003

1) Contributed to the development of continuing training courses for business executives and senior managers. 2) Participated in a national grant research project on CFO's functions in corporate governance launched by the Ministry of Finance of China, traveling around China to conduct in-depth interviews with the CEOs and CFOs of major companies listed in Chinese stock market.