

# Jinhong Xie

**Professor/Chair at University of Florida**

Gainesville, FL, US

Jinhong Xie's current research interests are emerging technology and service strategy.

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## **Biography**

Jinhong Xie's current research interests are emerging technology and service strategy, social networks, word of mouth communication, technology and fashion, independent product information, network effects and standards competition.

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## **Industry Expertise**

Information Technology and Services, Consumer Electronics, Consumer Services, Business Services

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## **Areas of Expertise**

Independent Product Information and Marketing Strategy, National Culture Effect on New Product Management, Innovation Management and Strategies, Network Effects, Service Pricing, Business

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