

Sijun Wang, Ph.D.

Professor of Marketing, College of Business Administration at Loyola Marymount University
Los Angeles , CA, US

Biography

You can contact Sijun Wang at Sijun.Wang@lmu.edu. Sijun Wang is a professor of marketing at Loyola Marymount University's College of Business Administration. Before joining the faculty in 2010, she was an associate professor of marketing at California State Polytechnic University. Wang also taught at Beijing Institute of Technology and the University of Alabama. Wang has consulted for companies from various industries worldwide, including BASF Group (USA), Educe Software Co. (India), China Aluminum Group (China), and Kaile Technology Co. (China). She holds a distinguished guest professorship at Huazhong University of Science & Technology (China) and Beijing Institute of Technology (China). Wang is a member of the American Marketing Association and Academy of Marketing Science Association.

Industry Expertise

Research, Education/Learning, Training and Development

Areas of Expertise

Relationship Marketing, Service Marketing, Cross-Cultural Studies

Education

University of Alabama
Ph.D. Marketing

University of Alabama
M.S. Statistics

Wuhan Institute of Technology
M.S. International Business

Xi'an Jiaotong University
B.S. Economics

Accomplishments

Customer Insights Class, Hosted Dwayne Logan Jr.

During her Customer Insights class, Sijun Wang hosted guest speaker Dwayne Logan, Jr. ?15, senior success manager at Smartly.io. He leads the automation of social media and marketing communication movements through the company?s hightech based approach to customer engagement.

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