

GUANGMING CAO

Academic Rank

Professor

Qualifications

- Ph.D. Business and Management, 2001, University of Luton, UK, Systems thinking and managing organizational change.
- MSc. Systems Engineering, 1985, Northwestern Polytechnical University, China, Large PERT Network Management (Project Management).
- BSc. Airplane Designing, 982, Northwestern Polytechnical University, China, Design and Calculation of Airplane Mid-wing Force Box.

Research field(s)

- Business Analytics
- Digital Transformation
- Artificial intelligence
- Marketing Capabilities
- Strategic IT alignment
- Supply chain management

Publications *(Last five years)*

- Cadden, T, Mclvor, R., Cao, G., Treacy, R., Yang, Y., Gupta, M., Onofrei, G. 2022. Unlocking supply chain agility and supply chain performance through the development of intangible supply chain analytical capabilities. *International Journal of Operations and Production Management*, 42(9): 1329-1355. (A in ABDC, ABS4, and Q1 in Scopus)
- Enyinda, C., Blankson, C., Cao, G. and Enyinda, I. 2022. Can't we all just get along? Resolving customer-focused teams interface conflicts in a B2B firm leveraging AHP-based multi-criteria decision-making. *Journal of Business and Industrial Marketing* (A in ABDC, ABS2, and Q1 in Scopus)
- Cao, G., Shaya, N., Enyinda, C., Abukhait, R. and Naboush, E. 2022. Students' Relative Attitudes and Relative Intentions to Use E-Learning Systems. *Journal of Information Technology Education: Research*, 21: 115-136. (Q1 in Scopus)
- Cao, G. and Tian, Q. 2022. Social Media Use and Its Effect on University Student's Learning and Academic Performance in the UAE. *Journal of Research on Technology in Education*, 54(1): 18-33. (C in ABDC and Q1 in Scopus).
<https://doi.org/10.1080/15391523.2020.1801538>.

- Cao, C., Duan, D., Edwards, J. and Dwivedi, Y. 2021. Understanding Managers' Attitudes and Behavioral Intentions towards Using Artificial Intelligence for Organizational Decision-Making. *Technovation*, 106, 102312. <https://doi.org/10.1016/j.technovation.2021.102312> (A in ABDC, ABS 3, and Q1 in Scopus) (One of the Most Downloaded and Most Popular Articles since published online).
- Bilgic, E., Cakir, O., Kantardzic, M., Duan, D. and Cao, G. 2021. Retail Analytics: Store Segmentation Using Rule-Based Purchasing Behaviors Analysis. *The International Review of Retail, Distribution and Consumer Research* (accepted) (B in ABDC, ABS1, Q2 in Scopus). <https://doi.org/10.1080/09593969.2021.1915847>
- Cao G., Duan Y., Tian N. 2021. Identifying the Configurational Conditions for Marketing Analytics Use in UK SME. *Management Decision* (B in ABDC, ABS2, and Q1 in Scopus). <https://doi.org/10.1108/MD-07-2020-0945>
- Cao, G., Tian, N. and Blankson, C. 2020. Big Data, Marketing Analytics, and Firm Marketing Capabilities. *Journal of Computer Information Systems*, 1-10) (A in ABDC, ABS2, and Q1 in Scopus). <https://doi.org/10.1080/08874417.2020.1842270>.
- Cadden, T., Cao, G., Yang, Y., McKittrick, A., Mclvor, R. and Onofrei, G. 2021. The effect of buyers' socialization efforts on the culture of their key strategic supplier and its impact on supplier operational performance. *Production Planning & Control*, 32(13), 1102-1118 (A in ABDC, ABS 3, and Q1 in Scopus).
- Cao, G and Tian, N. 2020. Enhancing Customer-linking Marketing Capabilities Using Marketing Analytics. *Journal of Business and Industrial Marketing*, 35(7): 1289-1299. <https://doi.org/10.1108/JBIM-09-2019-0407> (A in ABDC, ABS2, and Q1 in Scopus).
- Duan, D., Cao, C. and Edwards, J. 2020. Understanding the Impact of Business Analytics on Innovation, *European Journal of Operational Research*, 281(3): 673-686. <https://doi.org/10.1016/j.ejor.2018.06.021>. (A* in ABDC, ABS4, and Q1 in Scopus).
- Al-Surmi, A., Cao, G. and Duan, Y. 2020. The Impact of Aligning Business, IT, and Marketing Strategies on Firm Performance. *Industrial Marketing Management*, 84: 39-49. (A* in ABDC, ABS3, and Q1 in Scopus).
- Cao, G., Duan, Y. and El Banna, A. 2019. A Dynamic Capability View of Marketing Analytics: Evidence from UK Firms, *Industrial Marketing Management*, 76: 72-83. (A* in ABDC, ABS3, and Q1 in Scopus).
- Cao, G., Duan, Y., Cadden, T. 2019. The Link between Information Processing Capability and Competitive Advantage Mediated through Decision-making Effectiveness, *International Journal of Information Management*, 44: 121-131. (A* in ABDC, ABS2, and Q1 in Scopus).
- Tian, Q., Zhang, S., Yu, H. and Cao, G. 2019. Exploring the Factors Influencing Business Model Innovation Using Grounded Theory: The Case of a Chinese High-End Equipment Manufacturer, *Sustainability*, 11(5): <https://doi.org/10.3390/su11051455>. (Q1 in Scopus).

Courses Taught (Last five years)

- DBA711-Organizational research perspectives
- MBA611-Business research methods
- MGT423-E-business (BSc)
- MGT422-Project management (BSc)
- MGT312-Business research methods (BSc)
- MGT421-Selected Topics in Management (Decision-making and leadership) (BSc)

Professional Experience

- Professor, Management, College of Business Administration, Ajman University, UAE, Rank, Department, College, University, Country, 09/2020-now
- Associate Professor, Management, College of Business Administration, Ajman University, UAE, 9/2019-8/2020
- Principal Lecturer (Associate professor equivalent), Management, Business School, University of Bedfordshire, UK, 2/2011-8/2019
- Lecturer, Management, Business School, University of Ulster, UK, 9/2000-1/2011
- Visiting Fellow, Manchester Business School, UK, 10/1995-9/1996
- Associate Professor, 05/1992-08/1995
- Lecturer, Management, Northwestern Polytechnical University, China, 09/1988-04/1992
- Visiting Scholar, Management School, Lancaster University, UK, 09/1987-08/1988
- Assistant Lecturer, Management, Northwestern Polytechnical University, China, 05/1985-08/1987
- Head of the Department of Management, College of Business Administration, Ajman University, 01/2021-08/2021
- Head of Digital Transformation Research Centre, Ajman University, 11/2020-date
- Head of College Research Committee, College of Business Administration, Ajman University, 08/2020-08/2021
- Chair of Business School Ethics Committee, Business School, University of Bedfordshire, UK, 05/2017-08/2019
- Portfolio leader for PG Business Systems courses, Business School, University of Bedfordshire, UK, 09/2011-08/2019
- Course coordinator for MSc Information Systems Management, Business School, University of Bedfordshire, UK, 08/2017-09/2019
- Course coordinator for MSc Business Web Analytics and Management, Business School, University of Bedfordshire, UK, 08/2012-08/2016
- Full-time MBA course director, Management, Business School, University of Ulster, UK, 2004-2009
- Associate Dean (Teaching & Learning), Management School, Northwestern Polytechnical University, China, 09/1993-08/1995
- Dean Assistant (Teaching & Learning), Management School, Northwestern Polytechnical University, China, 09/1991-08/1993
- Director of joint Sino-British MBA program, Management School, Northwestern Polytechnical University, China, 09/1991-08/1995
- Head of Teaching and Research Group, Management School, Northwestern Polytechnical University, China, 09/1988-08/1991

Committees Work

- College of Business Administration AACSB committee, responsible for drafting Standard 2: Intellectual Contributions, Impact, and Alignment with Mission, College of Business Administration, Ajman University, AACSB International (AACSB), 01/2021-date

- College of Business Administration EQUIS committee, responsible for drafting Standard- Research and Development, College of Business Administration, Ajman University, EFMD, 08/2022-date
- Diversity, Equality and Inclusion Committee, Ajman University (September 9, 2021-date)
- Co-chair of Strategic Planning Monitoring Committee, Ajman University (September 2020-date)
- College representative of Council of Research, Ajman University (August 2020-August 2021)
- Member of College Research Committee, College of Business Administration, Ajman University (September 2019-date)
- Member of Task Force on Website/Social Media and PR, Ajman University, January, 2021-date
- AACSB committee, College of Business Administration, Ajman University, 2021-date
- Department course committee, College of Business Administration, Ajman University, 2022-date
- Chair of Business School Ethics Committee, Business School, University of Bedfordshire, UK, (May 2017-August 2019)
- Member of Faculty Teaching Quality and Standards Committee, Business School, University of Bedfordshire, UK, (2011-2019)
- Member of the internal review panel for Periodic Review and Course Validation for several courses, Business School, University of Bedfordshire, UK, (2011-2019)

Other Contributions and Achievements

- Editorial Review Board Member with International Journal of Information Management (November 2020-date)
- Editorial Review Board Member with Journal of Computer Information Systems (June 2021-date)