

Xu Vivian Zheng is an Associate Professor in the Department of Marketing, College Business of City University of Hong Kong. She received her Ph.D. in Marketing from University of Wisconsin-Madison. Vivian's research interest lies in understanding how firms may employ various relationship governance mechanisms (e.g., contracts, socialization) to govern interorganizational (e.g., franchise) relationships properly, so as to reduce conflicts and to enhance cooperation. In addition, her recent research studies how GIS-informed location choices impact firms' financial performance and survival. Vivian has published in leading marketing and business journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Operations Management*, *Journal of the Academy of Marketing Science*, and *Journal of Retailing*, etc. Her industry focus is business format franchising.