

Zhilin Yang is a Professor in the Department of Marketing, College Business of City University of Hong Kong. His main research areas include governance strategies in marketing channels, relationship marketing, business network analysis, and service management. Since joining CityU in 2001, Zhilin has published over 100 articles in various academic journals, including *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of International Business Studies*. Zhilin has been serving as the founding President of the Chinese Scholar Marketing Association since 2017. He launched the Chinese Marketing International Conference in 2013, and the China Business Culture and Management Conference in 2011. His extensive connections with the business community have enhanced the collaboration between CityU multinational enterprises and Chinese firms in particular.