

## Rui (Juliet) Zhu

### Curriculum Vitae

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## 1. GENERAL INFORMATION

### EDUCATION:

Ph.D. (2003) Business Administration (Marketing), minor in psychology  
University of Minnesota  
Minneapolis, MN, U.S.A.

B.A. (1997) Economics  
University of International Business and Economics  
Beijing, P.R. China

### PROFESSIONAL POSITION:

07/2019 – till now Professor of Marketing  
Director of Social Innovation Centre  
Cheung Kong Graduate School of Business

11/2015 – 06/2019 Associate Dean for EMBA program  
Professor of Marketing  
Cheung Kong Graduate School of Business

08/2012 – 06/2013 Division Chair, Marketing Dept.  
Canada Research Chair in Consumer Behavior,  
Alumni Professorship in Marketing, Associate Professor  
University of British Columbia, Sauder School of Business

07/2011 – 07/2012 Visiting Associate Professor,  
Cheung Kong Graduate School of Business, China

07/2009 – 06/2013 Canada Research Chair in Consumer Behavior,  
Alumni Professorship in Marketing, Associate Professor  
University of British Columbia, Sauder School of Business

01/2009 – 07/2009 Canada Research Chair in Consumer Behavior  
Assistant Professor,

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University of British Columbia, Sauder School of Business

07/2005 – 12/2008 Assistant Professor,  
University of British Columbia, Sauder School of Business

07/2003 – 06/2005 Assistant Professor,  
Rice University, Jones Graduate School of Management

08/1997 – 06/1998 Sales Manager, China Tea Import and Export Co.  
Beijing, P. R. China

#### **RESEARCH INTERESTS:**

Behavioral science, Social Innovation, Business-for-Good, Prosocial Behavior

#### **HONORS, AWARDS AND GRANTS:**

- AMA Sheth Foundation Doctoral Consortium, consortium faculty, Leeds, UK, 2018
- Named as Global Council Member for the World Economic Forum 2016-2018
- Named as Global Council Member for the World Economic Forum 2014-2016
- Research Excellence Award, CKGSB, 2015
- Outstanding Reviewer Award, Journal of Consumer Research, 2014
- AMA Sheth Foundation Doctoral Consortium, consortium faculty, Chicago, USA, 2014
- Sauder Research Excellence Award, University of British Columbia, 2010
- Canada Research Chair in Consumer Behavior, 2009
- Marketing Science Institute's 2007 Young Scholar
- Society for Consumer Psychology (SCP) Sheth Dissertation Competition Runner-up, 2002.
- Carlson School of Management Dissertation Award, University of Minnesota, 2002-2003.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2002.
- Robert Lieberman Memorial Award for Teaching Excellence, Carlson School of Management, University of Minnesota, 2001.
- "Excellence in Teaching" Award, Carlson School of Management, University of Minnesota, 2000-2001.
- Albert J. Haring Symposium Representative, Indiana University, March 2000.
- Carlson School of Management Graduate Fellowship, University of Minnesota, 1998-2002.

## **2. ACADEMIC: PROFESSIONAL ACHIEVEMENT AND GROWTH**

### 2.1 Research and Publications

#### **Peer-Reviewed Journal Publications:**

Chae, Boyoun (Grace) , Sangsuk Yoon, Ernest Baskin, and Rui (Juliet) Zhu (2023), "The lasting smell of

temptation: Counteractive effects of indulgent food scents," *Journal of Business Research*, Volume 155, Part A, January, 113437.

Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu, and Jennifer Argo (2019), "Dim or Bright? The Impact of Ambient Illuminance on Consumer Response to Innovative Solutions," forthcoming, *Journal of the Association for Consumer Research*, volume 4, number 3. Published online May 13, 2019.

Su, Lei, Yuwei Jiang, and Rui (Juliet) Zhu, "The Shape of Money (2019): The Impact of Financial Resources on Product Shape Preference," *Journal of the Association for Consumer Research*, special issue on Transformative Consumer Aesthetics, Vol. 4, number 4.

Tong, Luqiong, Rui (Juliet) Zhu, Yuhuang Zheng, and Ping Zhao (2018) "Warmer or Cooler, The Influence of Ambient Temperature on Complex Choices," *Marketing Letters*.

Rui (Juliet) Zhu and Ravi Mehta (2018), "Sensory Experiences and Consumer Creativity," *Journal of Association for Consumer Research*, 2, 472-84

Chae, Boyoun (Grace), Darren Dahl, and Rui (Juliet) Zhu (2017), "'Our' Brand's Failure Leads to 'Their' Product Derogation," *Journal of Consumer Psychology*, 27, 466-472

Mehta, Ravi, Darren Dahl, and Rui (Juliet) Zhu (2017), "Social-Recognition versus Financial Incentives? Exploring the Effects of Creativity-Contingent External Rewards on Creative Performance," *Journal of Marketing Research* (44), 536-553.

Wang Chen, Rui (Juliet) Zhu, Todd Handy (2015) "Experiencing Haptic Roughness Enhances Empathy," forthcoming at *Journal of Consumer Psychology*, 26 (3), 350-362.

Mehta, Ravi, Rui (Juliet) Zhu, and Joan Meyers-Levy (2014), "When Does a Higher Construal Level Increase or Decrease Indulgence? Resolving the Myopia versus Hyperopia Puzzle?" *Journal of Consumer Research*, 41(2):475-488.

Chae, Boyoun (Grace) and Rui (Juliet) Zhu (2014), "Environmental Disorder Leads to Self-Regulatory Failure," *Journal of Consumer Research*, 40(6):1203-1218

Zhu, Rui (Juliet), and Jennifer Argo (2013), "Exploring the Impact of Various Shaped Seating Arrangements on Persuasion," *Journal of Consumer Research*, 40(2):336 - 349

Chae, Boyoun (Grace), Xiuping Li, and Rui (Juliet) Zhu (2013), "Judging Product Effectiveness from Perceived Spatial Proximity," *Journal of Consumer Research*, 40(2):317-335

Mehta, Ravi, Rui (Juliet) Zhu, Amar Cheema (2012), "Is Noise Always Bad? Exploring the Effects of Ambient Noise on Creative Cognition," *Journal of Consumer Research*, (December)

Zhu, Rui (Juliet), Utpal Dholakia, Xinlei (Jack) Chen, and René Algesheimer (2012) "Does Online Community Participation Foster Risky Financial Behavior?" *Journal of Marketing Research*, 49 (June)

Wang, Jing, Rui (Juliet) Zhu, Baba Shiv (2012), "The Lonely Consumer: Loner or Conformer?" forthcoming, *Journal of Consumer Research*, 38 (April), 1116-1128.

Meyers-Levy, Joan, and Rui (Juliet) Zhu (2010), "Gender Differences in the Meanings Consumers Infer from Music and Other Aesthetic Stimuli," *Journal of Consumer Psychology*, 20, 495-507.

Meyers-Levy, Joan, Rui (Juliet) Zhu, and Jiang Lan (2010), "Context Effects from Bodily Sensations: Examining Bodily Sensations Induced by Flooring and the Moderating Role of Product Viewing Distance," *Journal of Consumer Research*, 37 (June).

Mehta, Ravi and Rui (Juliet) Zhu (2009), "Blue or Red? Exploring the Effect of Color on Cognitive Task Performances," *Science*, Published Online February 5, 2009, In print, 28 February, Vol. 323, no. 5918, pp. 1226-1229.

Levav, Jonathan and Rui (Juliet) Zhu (2009), "Seeking Freedom through Variety," *Journal of Consumer Research*, 36 (December), 600-610.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (February), 37-45.

Zhu, Rui (Juliet), Xinlei (Jack) Chen, and Srabana Dasgupta (2008), "Trade-in or not? Exploring the effect of trade-in value on consumers' willingness to pay for the new product," *Journal of Marketing Research*, XLV (April), 159-170.

Argo, Jennifer, Rui (Juliet) Zhu, and Darren Dahl (2008), "Fact or Fiction: An Investigation of Empathy Differences in Response to Emotional Melodramatic Entertainment," *Journal of Consumer Research*, 34 (February), 614-623.

Kirmani, Amna and Rui (Juliet) Zhu (2007), "Vigilant Against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge," *Journal of Marketing Research*, XLIV (November), 688-701.

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing People Use," *Journal of Consumer Research*, 34 (August), 174-186.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2007), "Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects," *Journal of Consumer Research*, 34 (June), 89-96.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2005), "Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions," *Journal of Marketing Research*, 43 (August), 333-345.

Monga, Ashwani and Rui (Juliet) Zhu (2005), "Buyers versus Sellers: How They Differ in Their Responses to Framed Outcomes," *Journal of Consumer Psychology*, 15 (Fall), 325-333.

#### **Book:**

Zhu Rui & Li Mengjun (2020), *Enterprises of the Future: A Three-step Approach for Sustainable Business*, CITIC Press Group.

#### **Book chapters:**

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "Perhaps the Store Made You Purchase It: Toward an Understanding of Structural Aspects of Indoor Shopping Environments," in "Visual Marketing: From Attention to Action," (eds.) Michel Wedel and Rik Pieters, Lawrence Erlbaum Associates, Mahwah, New Jersey, pp. 193-224.

#### **Work in progress:**

- "Does Pandemic Leads to More Exercise? An Empirical Investigation Using Online Yoga Exercise Data," *R&R at Marketing Science*, with Sky Liang, Xinlei (Jack) Chen, and Yuxin Chen.
- "Technology-enabled Incentive and Prosocial Behavior—An Empirical Study of Safe Driving with Telematics Monitoring", under review, with Sky Liang and Xinlei (Jack) Chen.
- "Exploring the Effect of Teachers' and Parental Involvement in Kids' Reading on Children's Performance," under review, with Xuenan Li and Xiao Liu
- "The Effect of Smartphone Addiction and Loneliness on Psychological Well-Being," with Luqiong Tong, Ying Zhu, and Jing Wang.
- "Individual Fundraising in Online Charitable Giving," with Sky Liang, Xinlei Chen, Jianbin Chai, and Xiao Liu.
- "Political Orientation and Environmental Friendly Behavior," with Ravi Mehta, Dan Li.

#### **Invited presentation and seminars**

2021:	Tsinghua University; Shantou University
2020	Peking University; LBS
2019	University of Minnesota; Shanghai University of Finance and Economics, Marketing Camp; Cheung Kong Graduate School of Business, Marketing Camp; Hong Kong Polytech University, JM workshop
2018	Leeds University Business School; Chinese University of Mining and Technology; World Economic Forum, Tianjin; WeBelong Forum, Beijing
2017	Shanghai Technology University ; CEIBS

2015	Chinese University of HK; NTU
2014	MIT; LBS; KU Leuven Winter Camp
2013	University of Washington - University of British Columbia – University of Oregon, marketing camp
2012	National University of Singapore; Wharton; HKUST; Peking University; Beijing Normal University; 2012 China-Japan CEO summit (CKGSB)
2011	Ohio State University
2010	Tilburg University; Duke University; University of Manitoba; University of British Columbia, Psychology Department
2008	Washington University in St. Louis; Northwestern University; Stanford University; TsingHua University; Peking University
2007	Columbia University; University of Washington/UBC marketing camp
2002	University of Southern California; Rice University; University of Central Florida Southern Methodist University; Indiana University; Texas Tech University Baruch University; Hong Kong University of Science and Technology University of Houston; University of British Columbia

## 2.2 Editorial Board Membership

- Academic Review Service:

### **Journals**

- Associate Editor: *Journal of Marketing* (from 2018 till now)
- Associate Editor: *Journal of Marketing Research* (from 2018 to 2022)
- Editorial Review board: *Journal of Consumer Research*, *Journal of Consumer Psychology*
  
- Reviewer: *Journal of Retailing*, *Journal of Economic psychology*, *Journal of Behavioral Decision Making*, *Journal of Experimental social psychology*, *Journal of Experimental Psychology: General*
  
- **Granting Agencies**
  - External Reviewer: Research Grants Council (RGC) of Hong Kong; Israel Science foundation, Social Science and Humanities Research Council.
  
- **Conferences**
  - Association for Consumer Research: 2012 conference co-chair;
  - 2<sup>nd</sup> Cheung Kong GSB Marketing Research Forum 2012: co-chair.
  - Association for Consumer Research: program committee member 2007, 2009, 2011.
  - AMA winter conference: 2009 Co-chair for Consumer Behavior track

## **3. TEACHING: TEACHING EFFECTIVENESS OR CURRICULAR**

Teaching and Student Advisor:

Social Innovation and Business for Good; Behavioral Science, Brand Management  
Taught at the Ph.D., DBA, EMBA, MBA, EE, Undergraduate programs.

- Advisory Roles
  - Ph.D. students supervision:
    - Ravi Mehta (University of Illinois at Urbana Champion)
    - Boyoun (Grace) Chae: (Temple University)
    - Chen Wang (Drexel University)
    - Luqiong Tong (Beijing Normal University)

#### **4. SERVICE: CONTRIBUTIONS TO CKGSB AND COMMUNITY**

##### 4.1 Services for CKGSB

- Academic director for EMBA program
- Director of Business for Good and Social Innovation Center

##### 4.2 Services for Community (Non-CKGSB)

See above under 2.2