

**RUI (JULIET) ZHU**

Cheung Kong Graduate School of Business  
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**EDUCATION**

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|--------------|--|
| Ph.D. (2003) | Business Administration (Marketing), minor in psychology<br>University of Minnesota<br>Minneapolis, MN, U.S.A. |
| B.A. (1997)  | Economics<br>University of International Business and Economics<br>Beijing, P.R. China                         |

**PROFESSIONAL AND ACADEMIC EXPERIENCE**

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|--------------------|---|
| 11/2014 – till now | Associate Dean for EMBA program,<br>Professor of Marketing<br>Cheung Kong Graduate School of Business   |
| 07/2013 – 10/2014  | Professor of Marketing<br>Co-director of Branding Centre<br>Cheung Kong Graduate School of Business   |
| 08/2012 – 06/2013  | Division Chair, Marketing Dept.<br><i>Canada Research Chair in Consumer Behavior,</i><br><i>Alumni Professorship in Marketing, Associate Professor</i><br>University of British Columbia, Sauder School of Business |
| 07/2011 – 07/2012  | Visiting Associate Professor,<br>Cheung Kong Graduate School of Business, China   |
| 07/2009 – 07/2013  | <i>Canada Research Chair in Consumer Behavior,</i><br><i>Alumni Professorship in Marketing, Associate Professor</i><br>University of British Columbia, Sauder School of Business                                    |
| 01/2009 – 07/2009  | <i>Canada Research Chair in Consumer Behavior, Assistant Professor,</i><br>University of British Columbia, Sauder School of Business  |
| 07/2005 – 12/2008  | <i>Assistant Professor,</i> University of British Columbia, Sauder School of Business   |
| 07/2003 – 06/2005  | <i>Assistant Professor,</i> Rice University, Jones Graduate School of Management  |
| 09/2001 – 07/2002  | <i>Instructor,</i> University of Minnesota, Carlson School of Management  |
| 09/1998 – 07/2002  | <i>Research Assistant,</i> University of Minnesota, Carlson School of Management  |
| 08/1997 – 06/1998  | <i>Sales Manager,</i> China Tea Import and Export Co.<br>Beijing, P. R. China   |

## HONORS AND AWARDS

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

49<sup>th</sup> 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.

## RESEARCH INTERESTS

Consumer information processing and psychology, design and structural effects of physical environment, self-regulation, embodied cognition.

## REFEREED JOURNAL PUBLICATIONS

Mehta, Ravi, Rui (Juliet) Zhu, and Darren Dahl, "Money or Social-Recognition? Exploring the Effects of Creativity Contingent External Rewards on Creativity," conditionally accepted, ***Journal of Marketing Research***.

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 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.

## SELECTED RESEARCH IN PROGRESS

- “Exploring the Effect of Ambient Temperature on Cognitive Task Performance,” with Luqiong Tong, Yuhuang Zheng, and Ping Zhao, Being revised for 2<sup>nd</sup> round review at the *Journal of Consumer Research*
- “Warm or cool? Exploring the Effects of color on Pro-Social behavior,” with Ravi Mehta, Grace Chae, and Dilip Soman, under review at the *Psychological Science*.
- “Discriminating Against the Rich” with Boyoun Chae, Kate White, and Darren Dahl.
- “Who’s Talking about the Brand Failure: Social Identity Threat and Foreign Product Derogation”, with Grace Chae and Darren Dahl.

## CONFERENCE PRESENTATIONS

“Curiosity and reward seeking” with Chen Wang, presented at the Advances for Consumer Research, Chicago, IL, 2013

“Exploring the Effect of Ambient Temperature on Cognitive Task Performance,” with Luqiong Tong, Yuhuang Zheng, and Ping Zhao, presented at the Association for Consumer Research, St. Louis, MO, 2011.

“Exploring the Effects of Ambient Noise on Creativity,” with Ravi Mehta and Amar Cheema, presented at the Association for Consumer Research, Jacksonville, FL. 2010

“When Does a Higher Construal Level Increase or Decrease Indulgence,” with Ravi Mehta and Joan Meyers-Levy, presented at the Association for Consumer Research, Pittsburgh, PA. 2009

“Seeking Freedom from Variety,” with Jonathan Levav, presented at the Association for Consumer Research, San Francisco, CA, October 2008.

“Exploring the Effect of Color on Cognitive Task Performances,” with Ravi Mehta, accepted for presentation at the Association for Consumer Research, San Francisco, CA, October 2008.

“Exploring the Effect of a Trade-In on Consumers’ Willingness to Pay for a New Product,” with Xinlei (Jack) Chen and Srabana Dasgupta, presented at the Association for Consumer Research, Memphis, TN, October 2007.

“How Display Table Surfaces Affect: Product Evaluations: Context Effects Engendered by Self-View and Type of Processing,” with Joan Meyers-Levy, presented at the Association for Consumer Research, Memphis, TN, October 2007.

“Examining the effects of environmental, motivational, and individual difference factors on information processing,” invited presentation at MSI’s Young Scholar conference, Park City, Utah, January 1-4, 2007.

“Vigilant Against Manipulation: The Effect of Regulatory Focus on the Usage of Persuasion Knowledge,” With Amna Kirmai, Presented at the Association for Consumer Research, San Antonio, Texas, September 29-October 2, 2005.

“Regulatory Focus, Advertising Skepticism, and Persuasion Knowledge,” With Amna Kirmani, Presented at the Society for Consumer Psychology Winter Conference, St. Pete Beach, Florida, February 24-26, 2005.

“Exploring When Consumers Use Conceptual Versus Experiential Processing Heuristics,” with Joan Meyers-Levy, Presented at the Association for Consumer Research Conference, Portland, Oregon, October 7-10, 2004.

“When Do Consumers Use Conceptual Versus Experiential Processing Heuristics,” with Joan Meyers-Levy, Presented at the Association for Consumer Research Conference, Toronto, Canada, October 10-12, 2003.

“What makes you happier- a nonloss or a gain? The moderating role of regulatory focus and need for cognition,” with Ashwani Monga, Presented at the Association for Consumer Research Conference, Toronto, Canada, October 10-12, 2003.

“The Influence of Regulatory Focus on Consumers’ General Informational Processing Strategies,” Presented at the Association for Consumer Research Conference, Atlanta, Georgia, October 17-20, 2002.

“Exploring the Influence of Music on Consumers’ Processing and Perceptions”, with Joan Meyers-Levy, presented at the Association for Consumer Research Conference, Austin, Texas, October 11-14, 2001.

“Exploring the Influence of Music on Consumers’ Processing and Perceptions,” with Joan Meyers-Levy, presented at the Society for Consumer Psychology Winter Conference, Scottsdale, Arizona, February 15-17, 2001

“Gender Differences in Processing Pictures in Verbal Message: The Influence of Pictorial Ambiguity or Relational Coherence,” with Joan Meyers-Levy, Carolyn Yoon, and Michelle Lee, presented at Association for Consumer Research Conference, Salt Lake City, Utah, October 18-20, 2000.

Discussant at Albert J, Haring Symposium, Indiana University, March 2000.

#### INVITED TALKS

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| 2015 | Chinese University of HK<br>NTU   |
| 2014 | MIT<br>LBS<br>KU Leuven Winter Camp   |
| 2013 | University of Washington – University of British Columbia – University of Oregon, marketing camp  |
| 2012 | National University of Singapore<br>Wharton<br>HKUST<br>Peking University<br>Beijing Normal University<br>2012 China-Japan CEO summit (CKGSB) |
| 2011 | Ohio State University   |
| 2010 | Tilburg University<br>Duke University<br>University of Manitoba<br>University of British Columbia, Psychology Department                      |
| 2008 | Washington University in St. Louis<br>Northwestern University<br>Stanford University<br>TsingHua University<br>Peking University              |
| 2007 | Columbia University<br>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

## TEACHING INTERESTS and EXPERIENCES

Marketing Management, Consumer Behavior, Brand management,  
Taught at the Ph.D., EMBA, MBA, EE, Undergraduate programs.

## SERVICES:

- Academic Review Service:
  - **Journals**
    - Associate Editor: *Journal of Consumer Psychology, Journal of Marketing Research, International Journal of Marketing Research*
    - Editorial Review board: *Journal of Consumer Research*
    - Reviewer: *Journal of Marketing, 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
- Advisory Roles
  - Ph.D. students supervision:
    - Ravi Mehta (University of Illinois at Urbana Champion)
    - Boyoun (Grace) Chae: in progress
    - Chen Wang: in progress
  - Served on dissertation committee:
    - Bo Xiao (MIS, UBC)
- University Committees
  - 2010-2011 - APT Committee member, Sauder School of Business, University of British Columbia
  - 2008-2009 – APAC committee member, Sauder School of Business, University of British Columbia
  - 2009-present – Sauder undergraduate program committee, member, University of British Columbia
- Media coverage  
The New York Times, HBR, International Herald Tribune, The Independent, NPR, CBC News, The China Post, Discover, ABC News, Science Daily, Fox news, Yahoo News, CBC Radio One, Vancouver Sun, BBC, Wall Street Journal, Financial Times, Business Week, Telepolis

## RESEARCH GRANTS

- Canada Foundation for Innovation (CFI) (2010), \$96,951, "Investigating the Role of Consumer Creativity and Innovation in the Marketplace"
- Social Sciences and Humanities Research Council (SSHRC) (2010), \$80,800, "Exploring the Effects of Rewards on Creativity"
- Sauder School of Business, University of British Columbia SS&H research Grant (2009), \$7,000, "Does Online Community Participation Foster Risky Behavior?"
- Social Sciences and Humanities Research Council (SSHRC) (2009), \$30,000, "Blue or Red: Exploring the Effect of Color on Cognitive Task Performance"
- Sauder School of Business, University of British Columbia HSS Small Research Grant (2007), \$954, "How Table Surface Affects Consumer Product Evaluations?"
- Social Sciences and Humanities Research Council (SSHRC) (2006), \$71,870, "Exploring the Effect of Ceiling Height on Consumer Cognition and Behavior"