

Rui (Juliet) Zhu

Curriculum Vitae

Cheung Kong Graduate School of Business

Beijing, China 100738

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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 ESG and 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,
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:

- HBR China, Best Paper of the Year, 2025
- Highly Cited Chinese Researchers, Elsevier 2025
- ESG Leader Award, Finalist, Britcham Shanghai, 2025
- 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:

张书怀, 李学楠, 刘潇, 郑博文, 朱睿 (2026), “阅读资源供给、家长教师干预与乡村教育发展——基于一项大规模田野实验的证据,” 经济学 (季刊) 第26卷第4期。

Zhu, Rui (Juliet) (2025) “Business for Good” Harvard Business Review (China), September, 52-63.

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 & Tong Luqiong (2022), *The Logic of Decision*, TianDi Press Group.

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:

- "The Unintended Effects of Restrictive Smartphone Use Interventions on Psychological Well-being: The Role of Loneliness," with Luqiong Tong, Ying Zhu, and Jing Wang, reject and resubmit, *Journal of Marketing Research*.
- "Does Charitable Element Blend Well with Monetary Incentive in Commercial Recycling Market? A Large-Scale Quasi-Experiment in China," working paper, with Xinlei (Jack) Chen, Yitian (Sky) Liang, and Jie Wu
- "Does Restricting Minors' Video Gaming Hours Lead Them to Play Less after They Become Adults? An Empirical Evaluation of Chinese Government Regulation," working paper, with Sky Liang, Xinlei (Jack) Chen, and Congyu Lin.
- "Humanizing Repurposed Products: A Tale of Creator Salience," working paper, with Angela King and Loraine Lau.
- "Political Orientation and Environmental Friendly Behavior," with Ravi Mehta, Dan Li.

Invited presentation and seminars

- 2025: "Business for Good - Promoting Sustainable Development through Teaching Innovation"
- WPP Media China: 2026 Economic& Media Outlook, Shanghai, China;
 - Responsible Research in Business & Management Conference, Bangkok, Thailand;
 - Tencent Forum, Beijing, China;
 - 理想者大会; 走进张江-上市公司领航员论坛; 窄门十年暨全球华人餐饮大会
- 2024: Asia House in London, UK; World Economic Forum, Dalian, China, 瞭望智库论坛; EFMA Asian Annual Conference, 可持续发展论坛
- 2023: 清华大学; 瞭望智库; 社会组织高质量发展研讨会, 南方周末论坛; 上海民政局社会创新论坛; 向光奖论坛; 中国餐饮协会年度论坛; The Institute for Real Growth (IRG) summit (France) ; Cartier Women Initiative Forum;
- 2022: Tongji University; Global Business School Network (GBSN); LBS, YPO; Starbucks Foundation; 凤凰网;
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2021:	Tsinghua University; Shantou University; Stanford PACS China Social Innovation Summit; 中国公益时报年会
2020	Peking University; LBS; 北京国际公益广告大会;
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* (2018 - 2022)

- Associate Editor: *Journal of Marketing Research* (2018 - 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;
 - 2nd 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:
 - Angela King (University of California, Irvine, USA)
 - Ravi Mehta (University of Illinois at Urbana Champion)
 - Boyoun (Grace) Chae: (Temple University)
 - Chen Wang (Drexel University)
 - Luqiong Tong (Beijing Normal University)
 - DBA students supervision (Cheung Kong Graduate School of Business)
 - Ke Chen
 - Rui Wang
 - Yu Cheng
 - Litian Zhang
 - Nanyan Zheng
 - Ziming Yang

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

4.1 Services for CKGSB

- Academic director for EMBA program
- Director of ESG and Social Innovation Center
- 监事, 长江教育发展基金会, 2021-2024

4.2 Services for Community (Non-CKGSB)

- Judge for Meaningful Business 100 award, UK (2024)

See above under 2.2