
Zhen Jane Zhu

Intellectual Contributions:

Refereed Articles

- Nakata, C., Zhu, Z., & Kraimer, M. (in press, 2008). The Complex Contribution of Information Technology Capability to Business Performance. *Journal of Managerial Issues*.
- Zhu, Z. J. & Nakata, C. (2007). Reexamining the Link Between Customer Orientation And Business Performance: The Role of Information Systems. *Journal of Marketing Theory & Practice*, 15 (3), 187-203.
- Zhu, Z., Nakata, C., Sivakumar, K. , & Grewal, D. (in press, 2007). Self-Service Technology Effectiveness: The Roles of Comparative Information, Interactivity, and Individual Differences. *Journal of the Academy of Marketing Science*, 35 (4), 492-506.
- Nakata, C. & Zhu, Z. (2006). Information Technology and Customer Orientation: A Study of Direct, Mediated, and Interactive Linkages. *Journal of Marketing Management*, 22, 319-354.
- Zhu, Z., Sivakumar, K., & Parasuraman, A. (2004). A Mathematical Model of Service Failure and Recovery Strategy. *Decision Sciences (Journal of)*, 35 (3), 493-525.

Non-Refereed Articles

- Nakata, C. & Zhu, Z. (2002). Market Orientation: The Critical Role of Organizational Trust. *European Business Forum*, 9, 56-59.

Cases

- Zhu, Z. J. (2007). Pursuing a High-Tech Entrepreneurial Dream in China. *Global Entrepreneurship Monitor 2006 Report on Women and Entrepreneurship*, (pp. 22-23).

Presentation of Refereed Papers

International

- Zhu, Z.J. & Nakata, C. (2006, June). *Strategic Responsiveness as a Dynamic Capability: A Study of its Organizational Antecedents and Contingencies on Market Turbulence*. Presented at Academy of International Business Annual Conference, Beijing, China, Unknown.
- Zhu, Z.J. & Nakata, C. (2004, May). *Integration of Information Services and Marketing for Higher Strategic Capabilities in Turbulent Environments: An Investigation in Chinese Corporations*. Presented at Hawaii International Conference on Business, Hawaii, Hawaii.

National

- Nakat, C., Zhu, Z., & Bilgin, E. I. (2009, February). *Integrating Marketing and Information Services Functions for Higher Organizational Capabilities*. Accepted for AMA Winter Marketing Educators Conference, Tampa, Florida.

- Zhu, Z.J. & Matsuno, K. (2009, February). *The Effects of Environmental Antecedents and Perceived Market Growth on Entrepreneurial Proclivity and Growth Leadership*. Accepted for AMA Winter Marketing Educators Conference, Tampa, Florida.
- Zhu, Z.J., Nakata, C., Sivakumar, K. , & Grewal, D. (2007, August). *Fix It or Leave It: Consumer Expectations, Intentions, and Reactions in Technology-Based Self-Service Failure and Recovery*. Accepted for AMA Educator's Conference, Washington, District of Columbia.
- Zhu, Z.J. & Nelson, E. (2006, August). *The Effects of Employee Contact in Technology-Based Self-Service Recovery Encounters: A Role Theory Perspective*. Presented at AMA Educator's Conference, Chicago, Illinois.
- Zhu, Z.J., Nakata, C., Sivakumar, K. , & Grewal, D. (2006, February). *Self-Service Technology Effectiveness: the Roles of Interactivity, Comparative Information, and Individual Differences*. Presented at AMA Educator's Conference, St. Petersburg, Florida.
- Zhu, Z.J., Nakata, C., Sivakumar, K. , & Grewal, D. (2004, October). *Self-Service Technology Effectiveness: the Role of Comparative Information, Interactivity, and Individual Differences on Perceived Control and Interface Evaluation*. Presented at Frontiers in Services Conference, Miami, Florida.
- Nakata, C. & Zhu, Z. (2003, August). *Improving Market Orientation and Organizational Performance through Information Services and Technology*. Presented at AMA Educator's Conference, Chicago, Illinois.
- Nakata, C. & Zhu, Z. (2001, August). *A Model of Service Failure and Recovery Strategies*. Presented at AMA Educator's Conference, Washington, District of Columbia.
- Zhu, Z.J. & Sivakumar, K. (2001, August). *A Model of Service Failure and Recovery Strategies*. Presented at AMA Educator's Conference, Washington, District of Columbia.
- Zhu, Z.J. & Sivakumar, K. (2001, August). *Service Failure and Recovery Strategies: A Review*. Presented at AMA Educator's Conference, Washington, District of Columbia.

Presentation of Non-Refereed Papers

National

- Zhu, Z. J. (2006, August). *Reach the Survey Respondents in China through Monitored Research Agency*. Invited presentation at AMA Educator's Conference, Chicago, Illinois.

Regional

- Zhu, Z. J., Nakata, C., Sivakumar, K. , & Grewal, D. (2003, May). *Perceived Control, Expectation, and Customer Self Service Recovery in Technology-Based Self-Service Failure Encounters: An Exploratory Study*. Invited presentation at Third Greater Boston Marketing Research Colloquium, Boston, Massachusetts.

Local

- Zhu, Z. J. & Nakata, C. (2004, October). *Integration of Information Services and Marketing for Higher Strategic Capabilities in Turbulent Environments: An Investigation in Chinese Corporations*. Invited presentation at Research Chat at Babson College, Babson Park, Massachusetts.
- Zhu, Z. J. & Nakata, C. (2003, February). *The Dark Side of the Self-Service Technologies: Exploring Failures from Customer and Firm Perspectives*. Invited presentation at University of Illinois at Chicago CRIM Colloquium, Chicago, Illinois.

Last updated: 03-Sep-08 (10:34 AM)