

**Zhen J. Zhu**  
Associate Professor

**Education**

PhD, University of Illinois at Chicago, Chicago, IL, Marketing, 2002  
MBA, Fudan University, Shanghai, China, Marketing, 1997  
BS, Fudan University, Shanghai, China, Economics, 1995

**Teaching Interests**

Marketing Analytics, New Product Development, Principles of Marketing.

**Research Interests**

Technology and Marketing Interface, Innovation in Services, Service Failure and Recovery

**Honors/Awards**

**Scholarship/Research**

2009: Research Fellow, Center for Innovation and Change Leadership.  
2007: Best Paper Award for the E-Commerce and Technology Track, 2007 Summer AMA Educators' Conference, American Marketing Association Educators' Conference.  
2006: Research Fellow, Glavin Global Management Center, Babson College.  
2005: Research Fellow, Glavin Global Management Center, Babson College.  
2004: Research Fellow, Glavin Global Management Center, Babson College.

**Grants, Fellowships, or Contracts**

2009 - "Trust Signals During Market System Transition: Observations and Examinations from Chinese Tea Market," Guangzhou Tea Trading Center, (\$20,000).  
2008 - "Impact of Product Platform Information on Product Quality Perception and Consumer Choice: In Comparison with Price and Brand Information," Sawyer Business School, (\$7,000).  
2006 - "IS-Marketing Integration in Chinese Firms," Glavin Global Management Center, Babson College, (\$10,000).  
2004 - "Corporate Responsiveness in China," Glavin Global Management Center and Asia Institute, Babson College, (\$20,000).  
2004 - "Gill Grant: Role of Customer Contact Employee in Technology-Based Services Recovery," Babson College Board of Research, (\$25,000).

**ACADEMIC EXPERIENCE**

**Courses Taught**

Marketing Tools and Analysis

**Business/Professional Experience**

Assistant Professor, Babson College, Babson Park, Massachusetts (2002 - 2007).

**Consulting**

2010: Development Research Center of Chinese State Council, Strategic Planning for Developing Chinese Coal Exchange Center in Beijing.  
2010: Development Research Center of Chinese State Council, Proposal for Improving the Coal Mining Safety: Policies and Business Best Practices.  
2009: Development Research Center of Chinese State Council, Supply Chain Innovation for Chinese Coal Industry.

- 2009: Guangzhou Tea Trading Center, China, Serve on the Advisory Board.
- 2008: Development Research Center of Chinese State Council, Market System and Channel Innovation: Tea and Coal Industries.
- 2008: Guangzhou Tea Trading Center, China, Serve on the Advisory Board.
- 2007: Development Research Center of Chinese State Council, Market System and Channel Innovation: Tea and Coal Industries.
- 2005: Leica (Switzerland), Market Entry Analysis.

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Journal Articles**

- Nakata, C., Zhu, Z., Izberk-Bilgin, E. Integrating Marketing and Information Services Function: A Complementarity and Competence Perspective. *To appear in Journal Of The Academy Of Marketing Science*.
- Nakata, C., Zhu, Z., Kraimer, M. (2008). The Complex Contribution of Information Technology Capability to Business Performance. *Journal Of Managerial Issues*, 20(4).
- Zhu, Z., Nakata, C., Sivakumar, K., Grewal, D. (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.
- 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.
- 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.

### **Other**

- Zhu, Z. J. (2007). Pursuing a High-Tech Entrepreneurial Dream in China. *Global Entrepreneurship Monitor 2006 Report on Women and Entrepreneurship* (pp. 22-23).  
<http://www.gemconsortium.org/document.asp?id=580>

### **Non-Refereed Presentations or Papers**

#### **National**

- Zhu, Z. J. (2010). *Co-creation and Co-development: Designing Chinese Coal Exchange Center in Beijing*. Presented at Coal Supply Chain Management Workshop, Beijing, China-PRC.
- Zhu, Z. J. (2010, August). *Designing Open Platform for Coal Logistic Park and Related Suggestions*. Presented at Lian Chuang Coal Investment Group, Erdos, China.
- Zhu, Z. J. (2009). *Marketing System and Customer Relationship Management in Business Services*. Presented at Coal Supply Chain Management Workshop, Dalian, China.
- Zhu, Z. J. (2009). *Stones from Other Mountains: Experience of Online Jewelry Website Management in International Markets*. Presented at Chinese Jewelry Expo Summit Conference on Online Diamond Business, Shanghai, China.
- Zhu, Z. J. (2006, August). *Reach the Survey Respondents in China through Monitored Research Agency*. Presented at AMA Educator's Conference, Chicago, Illinois.

#### **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*. Presented at Research Chat at Babson College, Babson Park, Massachusetts.

## **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.

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**

Zhu, Z. J., Wilson, L. (2010). *Building a Sequence in the Marketing Curriculum for Teaching Marketing Analytics*. Presented at AMA Educators' Conference, Boston, Massachusetts.

Nakat, C., Zhu, Z., Bilgin, E. I. (2009, February). *Integrating Marketing and Information Services Functions for Higher Organizational Capabilities*. Presented at 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*. Presented at 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*. Presented at 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.

## **Faculty Development**

### **Conference Attendance**

2009: Summer Short Course provided by SPSS Chicago, Illinois.

2008: Summer Short Course provided by Professional Institute at MIT Cambridge, Massachusetts.

2007: Summer Short Course by Professional Institute at MIT Cambridge, Massachusetts.

2004: Summer Short Course, by Professional Institute at MIT Cambridge, Massachusetts.

### **Workshop**

January 2010: Two day online workshop to learn SmartPLS analysis. Online.

## **SERVICE ACTIVITIES**

### **College/School Assignments**

#### **Committee Chair**

September 1, 2010 - June 30, 2011: Undergraduate Program Committee;

2009: Undergraduate Program Committee;

#### **Committee Member**

2008: Undergraduate Program Committee;

### **Faculty Mentor**

September 2010 - December 2010: Faculty mentor for Spring Jin, a visiting scholar at Sawyer Business School;.

### **Other**

2010: Developing Partnership with China Youth University for Political Science;.

### **Other Institutional Service Activities**

2009 - 2010: Developing Partnership with City University of Hong Kong; Initiated the college level connection with City University of Hong Kong and suggested by the Dean O'Neill to be the connecting person between Suffolk and CUHK.

## **Directed Student Learning**

### **Internship Advisor**

2009: Advised one student at the Global MBA Internship Program at PAP, Greece in Summer 2009..

## **Department Assignments**

### **Committee Member**

2007: Recruiting Committee for Marketing Department; Successfully recruited one new faculty member for the department.

### **Faculty Advisor**

July 1, 2010 - June 30, 2011: Professional Marketing Association;.

2009 - 2010: Advisor of Professional Marketing Association at Sawyer Business School; Provide guidance and social network support for the student organization PMA.

2008: Co-Advisor of Professional Marketing Association at Sawyer Business School; Providing guidance and social network support for the student organization PMA.

2007: Department Representative at Major Expo; Collaborate with Cristian Chelariu to represent the marketing department at Major Expo 2007.

### **Introducing Marketing Department to Undergraduate Prospects**

October 30, 2010: Undergraduate Open House Event;.

### **Other**

July 1, 2007 - Present: Course Coordinator for MKT318;.

### **Other Institutional Service Activities**

2008: "Recruiting for Department at 2008 AMA Summer Educators' Conference; Recruiting for Department at 2008 AMA Summer Educators' Conference, San Diego, CA (August 2008).

2007 - 2008: Department Website Manager; Managing the contents on the department website..

2007: "Recruiting for Department at 2007 AMA Summer Educators' Conference; Recruiting for Department at 2007 AMA Summer Educators' Conference at Washington DC (August 2007).

2007: Department Journal List Revision; Collaborate with Giana Eckhardt on department journal list revision.

2007: Facilitate Undergraduate Program Development in Marketing Department; Upgrade, design, and propose new courses (Marketing Tools and Marketing Product and Technology Innovations) for the undergraduate marketing program; facilitate MKT210 course coordinator to develop new course materials..

### **Student Placement**

2007: Write Recommendation Letter for A Student Application for Student Speak at University Commencement; Recommendation Letter for Rutu Trivedi as a Student Speaker at the Undergraduate Commencement 2008.

## **Professional Service**

### **Conference-Related**

- 2010: AMA Educator's Conference; Co-Chair of the special session on Teaching Marketing Analytics.
- 2010: American Marketing Association Winter Educator ♦s Conference; Co-Chair for Marketing Education Track.
- 2009: AMA Winter Marketing Educators Conference; Chair one section for the Strategic Marketing Track..
- 2008: Frontiers in Services Conference;.
- 2007: AMS Annual Conference; Session Chair (Product Innovation Marketing Track).
- 2006: Academy of International Business Annual Meeting; Session Chair (Marketing and Supply Chain Management Track).

### **Discussant**

- 2007: AMA Educators' Conference; Global Marketing Track.
- 2006: AMA Summer Educators' Conference; Session Chair and Discussant (Consumer Behavior Track).

### **Editorial Review Board Member**

- 2008 - 2010: Decision Sciences Journal;.

### **Reviewer, Ad Hoc Reviewer**

- 2007: Journal of Asia Business Research;.
- 2003 - 2007: Journal of Retailing;.
- 2004 - 2006: Decision Sciences Journal;.

### **Reviewer, Grant Proposal**

- 2010: Hong Kong Competitive Earmarked Research Grant; As an external reviewer for grant proposal evaluation.

### **Reviewer, Journal Article**

- 2009: Hong Kong Competitive Earmarked Research Grant; External Reviewer of the applications for (CERG)from the Research Grant Council of the Hong Kong Government..
- 2007 - 2009: Journal of the Academy of Marketing Science;.
- 2008: AMA Summer Educators' Conference; Reviewed two articles for the Pricing Track of the conference..
- 2008: Hawaii International Conference on System Sciences (HICSS); Reviewed two articles for the 2008 conference..
- 2008: Service Industries Journal;.
- 2007: Hong Kong Research Grant Council; External Reviewer for Research Application for Government Research Fundings.

## **Public Service**

### **Committee Member**

- 2006 - 2007: Global Entrepreneurship Monitor; Member of the Global Entrepreneurship Monitor (GEM) China Team and 2006 GEM Womens Report China Region.

## **Professional Memberships**

- Academy of International Business.
- Academy of Marketing Science.
- American Marketing Association.