Refereed Journal Articles

Journal Article, Academic Journal


Book Chapters

Book, Chapter in Scholarly Book-New


Non-Refereed Journal Articles

Journal Article, Academic Journal


Other Intellectual Contributions

Written Case with Instructional Material


Presentations


Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Author Only), Jin, Quan (Author Only), SBS Faculty Research Seminar, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Sawyer Business School. (November 18, 2021).

Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Jin, Quan (Presenter & Author), 28th IPDMC: INNOVATION AND PRODUCT DEVELOPMENT MANAGEMENT CONFERENCE, "Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events," European Institute for Advanced Studies in Management, Milan or online. (June 2021).

Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Anderson, Christopher K. (Author Only), Frontiers in Services, "Impacts of Ads Assortment Size and Attractiveness on Online Service Search," Florida State university, Florida. (June 2021).

Johnson, William (Presenter & Author), Bicen, Pelin (Author Only), Zhu, Zhen Jane (Author Only), Administrative Sciences Association of Canada (ASAC), "Construct Development and Future Work on Lean Innovation Capability." (June 2020).

Zhu, Zhen Jane (Presenter & Author), Zinoviev, Dmitry (Author Only), The 27TH IPDMC: INNOVATION AND PRODUCT DEVELOPMENT MANAGEMENT CONFERENCE,


Weidner, Kelly (Presenter & Author), Beuk, Frederik (Author Only), Bal, Anjali (Author Only), Zhu, Zhen Jane (Presenter & Author), Academy of Marketing Science, World Marketing Congress Meeting 2019, "Fake News and the Willingness to Share: The Role of Confirmatory Bias and Previous Brand Transgressions," Edinburgh, UK. (July 2019).


Elliot, Esi (Author Only), Zhu, Zhen Jane (Presenter & Author), Wang, Fei-Ling (Author Only), AMA Winter Educators’ Conference, "TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA," American Marketing Association, Orlando, FL. (February 2017).

Zhu, Zhen (Presenter & Author), Li, Jiayi Kate (Author Only), Zinoviev, Dmitry (Author Only), SBS Faculty Research Seminar, "Understanding Customers’ Solutions for Consumer Projects: A Network Analysis Approach," Suffolk University. (October 27, 2016).

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Li, Jiayi Kate (Author Only), Zhu, Zhen Jane (Presenter & Author), Zinoviev, Dmitry (Author Only), Frontiers in Service Conference, "Understanding Customers’ Solutions for DIY Projects: A Network Analysis Approach," Norwegian School of Economics, Bergen, Norway. (June 2016).

Zinoviev, Dmitry (Author Only), Zhu, Zhen Jane (Presenter & Author), Li, Jiayi Kate (Author Only), SERVSIG, "Using Network Analysis to Understand Customers’ Solutions for DIY Projects," Maastricht, The Netherlands. (June 2016).

Zinoviev, Dmitry (Author Only), Zhu, Zhen Jane (Presenter & Author), SBS Faculty Research Seminar, "Conceptual Structure of Sustainability: Social and Scholarly Perspectives." (September 24, 2015).


Zinoviev, Dmitry (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Li, Jiayi Kate (Presenter & Author), 6th Workshop of Complex Network, "Building Mini-categories in Product Networks," New York City. (March 23, 2015).


Matsumo, Ken (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Rice, Mark (Presenter & Author), AMS World Marketing Conference, "Business Growth and Customer Equity for Entrepreneurial Firms: Impact of Marketing-R&D Intergration and R&D Strength in Corporate Setting," AMS, France. (July 2011).


Zhu, Zhen Jane (Presenter & Author), First China Youth Forum, "It Takes a Village to Raise an Entrepreneur," China Youth University for Political Science, Beijing, China. (November 2010).


Nakat, Cheryl, Zhu, Zhen, Bilgin, Elif Izberk, "Integrating Marketing and Information Services Functions for Higher Organizational Capabilities," AMA Winter Marketing Educators Conference, Tampa, Florida. (February 2009).


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