Zhu, Zhen J. (Full Professor)

*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).

Czirjak, Liane (Presenter & Author), Zhu, Zhen Jane (Co-Chair), Wang, I-Chen (Co-Chair), CTSE Symposium for Teaching & Learning, "Creating Mixed-Team Learning Experience to Enhance Global Awareness While Staying Local," CTSE, Suffolk. (May 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).


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).


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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).


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