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**


**Conference Proceedings**

**Conference Proceeding**


**Presentations**

Zhu, Zhen Jane (Presenter & Author), Cheng, Ming (Presenter & Author), Jin, Quan (Author Only), 2023 Academy of Marketing Science World Marketing Congress (AMSWMC) conference, "Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events," Kent Business School, Canterbury, United Kingdom. (July 2023).

Zhu, Zhen Jane, 6th International Forum on Belt and Road & Global Governance, "The Impacts of Sustainable Contracts on Trust Building and Business Performance in BRI Initiatives," Fudan University, China, Shanghai, China. (October 2022).


Zhu, Zhen Jane, Sullivan, Erin, Levesque, Laurie L., CTSE Symposium for Technology & Learning, "Bring faculty expertise to classroom through case writing: SBS Case Community of Practice," CTSE, Suffolk University, Boston. (May 2022).

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).


Bicen, Pelin (Presenter & Author), Johnson, William (Author Only), Zhu, Zhen Jane (Presenter & Author), 21st Academy of Marketing Science World Marketing Congress, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED


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).

Elliot, Esi (Presenter & Author), Zhu, Zhen Jane (Author Only), Wang, Feiling (Author Only), SBS Faculty Research Seminar, "Trust in International Business Relationship: Chinese Businesses Perceived in Africa," Suffolk University. (September 22, 2016).

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 Integration 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).


Zhu, Zhen Jane (Discussant), AMA Educators' Conference. (2007).


Zhu, Zhen Jane (Discussant), AMA Summer Educators' Conference. (2006).


