

**Zhu, Zhen J. (Full Professor)**

**Refereed Journal Articles**

**Journal Article, Academic Journal**

- Zhu, Z. J., Matsuno, K. (2016). Entrepreneurial Proclivity: Its Environmental Conditions and Growth Consequences. *Journal of Strategic Marketing*, 24(1), 20-33.
- Cheng, M., Zhu, Z. J. (2024). Consumer Click Responses to Paid Ad Set Strategies of Search Platform. *Cornell Hospitality Quarterly*.  
<https://doi.org/10.1177/19389655241230504>
- Bicen, P., Johnson, W., Zhu, Z. J. (2023). Being lean: Conceptualizing and operationalizing the Lean Innovation Capability (LIC) of innovative companies. *Technovation*, 126(August).
- Zhu, Z. J., Weidner, K., Nakata, C. (2021). SUSTAINABLE INNOVATION AND THE TRIPLE BOTTOM-LINE: A MARKET-BASED CAPABILITIES AND STAKEHOLDER PERSPECTIVE. *Journal of Marketing Theory & Practices*, 29(2), 141-161.  
<https://www.tandfonline.com/doi/full/10.1080/10696679.2020.1798253>
- Elliot, E., Zhu, Z. J., Wang, F.-L. (2019). Trust in International Business Relationships: Chinese Firms in Africa. *Journal of Macromarketing*, 39(3), 304-333.
- Cheng, M., Anderson, C. K., Zhu, Z. J., Choi, S.Chan (2018). Service Online Search Ads: From a Consumer Journey View. *Journal of Services Marketing*, 32(2), 126-141.
- Zinoviev, D., Zhu, Z. J., Li, J. K. (2015). Building Mini-Categories in Product Networks. *Studies in Computational Intelligence / Springer*, 597, 179-190.  
[link.springer.com/chapter/10.1007%2F978-3-319-16112-9\\_18](http://link.springer.com/chapter/10.1007%2F978-3-319-16112-9_18)
- Matsuno, K., Zhu, Z. J., Rice, M. (2014). Innovation Process and Outcomes for Large Japanese Firms: Roles of Entrepreneurial Proclivity and Customer Equity. *Journal of Product Innovation Management*, 31(5), 1106-1124.
- Zhu, Z. J., Nakata, C., Sivakumar, K., Grewal, D. (2013). Fix It or Leave It? Customer Recovery from Self-Service Technology Failures. *Journal of Retailing*, 89(1), 15-29.  
[www.journals.elsevier.com/journal-of-retailing/](http://www.journals.elsevier.com/journal-of-retailing/)
- Nakata, C., Zhu, Z. J., Izberk-Bilgin, E. (2011). Integrating Marketing and Information Services Function: A Complementarity and Competence Perspective. *Journal of The Academy of Marketing Science*, 39(5), 700-716.
- Nakata, C., Zhu, Z. J., Kraimer, M. (2008). The Complex Contribution of Information Technology Capability to Business Performance. *Journal of Managerial Issues*, 20(4).  
[www.pittstate.edu/departments/economics/journal-of-managerial-issues/](http://www.pittstate.edu/departments/economics/journal-of-managerial-issues/)
- Zhu, Z. J., 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. J. (2006). Information Technology and Customer Orientation: A Study of Direct, Mediated, and Interactive Linkages. *Journal of Marketing Management*, 22, 319-354.

Zhu, Z. J., Sivakumar, K., Parasuraman, A. (2004). A Mathematical Model of Service Failure and Recovery Strategy. *Decision Sciences (Journal of)*, 35(3), 493-525.

### **Book Chapters**

#### **Book, Chapter in Scholarly Book-New**

Zhu, Z. J., Zinoviev, D. (2020). Service Innovation: A Complex Network Analysis. In Eileen Bridges and Kendra Fowler (Ed.), *The Routledge Handbook of Service Research Insights and Ideas* (1st issue ed.). Routledge. <https://www.routledge.com/The-Routledge-Handbook-of-Service-Research-Insights-and-Ideas/Bridges-Fowler/p/book/9780815372530>

### **Non-Refereed Journal Articles**

#### **Journal Article, Academic Journal**

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

### **Other Intellectual Contributions**

#### **Written Case with Instructional Material**

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>

### **Conference Proceedings**

#### **Conference Proceeding**

Zhu, Z. J., Cheng, M., Jin, Q. (in press). *Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events*.

### **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, Cheng, Ming, Jin, Quan, JPIM Editor Visit Event - Research Presentation & Workshop, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Sawyer Business School, Boston. (September 2022).

Cheng, Ming, Zhu, Zhen Jane, Jin, Quan, *Frontiers in Service*, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Babson College. (June 2022).

Cheng, Ming, Zhu, Zhen Jane, Jin, Quan, *Marketing Science*, "Beyond Influencers: Impacts Of Viewer Herd Behaviors And Sales Assortment On Performance Of Livestream Events," *INFORMS*, virtual. (June 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).

Zhu, Zhen Jane (Presenter & Author), Zinoviev, Dmitry (Author Only), *The 27TH IPDMC: INNOVATION AND PRODUCT DEVELOPMENT MANAGEMENT CONFERENCE*, "FINDING THE NEXT EDGE IN SERVICE INNOVATION: A COMPLEX NETWORK ANALYSIS," European Institute of Advanced Studies in Management. (June 2020).

Zhu, Zhen Jane, *Wellesley College East Asian Languages and Cultures Department Guest Talk Series*, "From Voids to Voices: Roles of Social Influencers in Chinese Market Communication," Wellesley College, Wellesley, MA. (November 2019).

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).

Zhu, Zhen Jane, *Suffolk Marketing Department Brown Bag Research Meeting*, "Service Innovation: A Complex Network Analysis." (December 2018).

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

INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," AMS, Porto, Portugal. (June 2018).

Weider, Kelly (Presenter & Author), Nakata, Cheryl (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), 21st Academy of Marketing Science World Marketing Congress (AMS WMC), "Sustainable Innovation: An Adaptive Capabilities Approach to Understanding its Antecedents and Consequences," AMS, Porto, Portugal. (June 2018).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Zhu, Zhen Jane (Author Only), Industry Studies Conference, "Lean Innovation Capability and Resource-Limited Innovation," Industry Studies Association, Seattle. (June 2018).

Bicen, Pelin (Presenter & Author), Johnson, William (Author Only), Zhu, Zhen Jane (Presenter & Author), ISPIM Boston Forum, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," Boston, MA. (March 2018).

Elliot, Esi, Zhu, Zhen Jane, Wang, Fei-Ling (Author Only), Academy of Marketing Science, "TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA," Academy of Marketing Science, Porto, Portugal. (January 2018).

Zhu, Zhen Jane (Presenter & Author), Zinoviev, Dmitry (Presenter & Author), Frontiers in Service 2017 Conference, "Exploring the Conceptualization and Frontiers in Service Innovation Research: A Semantic Network Analysis," NY, NY. (June 2017).

Bicen, Pelin (Author Only), Johnson, William (Presenter & Author), Zhu, Zhen Jane (Author Only), AMA Global Marketing SIG Conference, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," American Marketing Association. (April 2017).

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).

Bicen, Pelin (Author Only), Johnson, William H.A. (Presenter & Author), Zhu, Zhen Jane (Author Only), International Business and Management Conference, "The Role of Lean Innovation Capability in Resource Limited Innovation," Prague, Czech Republic. (November 2016).

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), Li, Jiayi Kate (Author Only), Zhu, Zhen Jane (Author Only), The Home Depot Symposium, "Towards an Ideal Store: Searching for Consumer-Defined Structures in Product networks," Wharton Customer Analytics Initiative, Philadelphia, PA. (May 29, 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).

Zinoviev, Dmitry (Presenter & Author), Zhu, Zhen Jane (Author Only), International Sunbelt Social Network Conference, "Conceptual Structure of Sustainability: Social and Scholarly Perspectives," International Network for Social Network Analysis (INSNA), Florida. (February 2014).

Zhu, Zhen Jane (Presenter & Author), 2012 Coal Exchange Conference, "Global Collaboration and Competition in the Chinese Coal Market," Northeastern Asia Coal Exchange Center, Dalian, China. (July 2012).

Zhu, Zhen Jane (Author Only), 2011 Annual Conference of China Marketing Science (CMS), "Understanding Perceived Values in Adopting New Product Category: A Study on Café Consumers in Chinese Cities," Chinese Marketing Association, Guangzhou, China. (August 19, 2011).

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, SBS Faculty Research Series, "Designing Open Platform: From Apple iPhone to Chinese Coal Logistic Park," Sawyer Business School. (January 27, 2011).

Zhu, Zhen Jane, Wilson, Liz, "Building a Sequence in the Marketing Curriculum for Teaching Marketing Analytics," AMA Educators' Conference, Boston, Massachusetts. (2010).

Zhu, Zhen Jane, Coal Supply Chain Management Workshop, "Co-creation and Co-development: Designing Chinese Coal Exchange Center in Beijing," Beijing, China-PRC. (2010).

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).

Zhu, Zhen Jane (Presenter & Author), Coal Logistic Park Management Strategy Meeting, "Designing Open Platform for Coal Logistic Park and Related Suggestions," Lian Chuang Coal Investment Group, Erdos, China. (August 18, 2010).

Zhu, Zhen Jane, "Marketing System and Customer Relationship Management in Business Services," Coal Supply Chain Management Workshop, Dalian, China. (2009).

- Zhu, Zhen Jane, "Stones from Other Mountains: Experience of Online Jewelry Website Management in International Markets," Chinese Jewelry Expo Summit Conference on Online Diamond Business, Shanghai, China. (2009).
- 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, Matsuno, Ken, "The Effects of Environmental Antecedents and Perceived Market Growth on Entrepreneurial Proclivity and Growth Leadership," AMA Winter Marketing Educators Conference, Tampa, Florida. (February 2009).
- Zhu, Zhen Jane (Discussant), AMA Educators' Conference. (2007).
- Zhu, Zhen Jane, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Fix It or Leave It: Consumer Expectations, Intentions, and Reactions in Technology-Based Self-Service Failure and Recovery," AMA Educator's Conference, Washington, District of Columbia. (August 2007).
- Zhu, Zhen Jane (Discussant), AMA Summer Educators' Conference. (2006).
- Zhu, Zhen Jane, "Reach the Survey Respondents in China through Monitored Research Agency," AMA Educator's Conference, Chicago, Illinois. (August 2006).
- Zhu, Zhen Jane, Nelson, Eugene, "The Effects of Employee Contact in Technology-Based Self-Service Recovery Encounters: A Role Theory Perspective," AMA Educator's Conference, Chicago, Illinois. (August 2006).
- Zhu, Zhen Jane, Nakata, Cheryl, "Strategic Responsiveness as a Dynamic Capability: A Study of its Organizational Antecedents and Contingencies on Market Turbulence," Academy of International Business Annual Conference, Beijing, China. (June 2006).
- Zhu, Zhen Jane, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Self-Service Technology Effectiveness: the Roles of Interactivity, Comparative Information, and Individual Differences," AMA Educator's Conference, St. Petersburg, Florida. (February 2006).
- Zhu, Zhen Jane, Nakata, Cheryl, "Integration of Information Services and Marketing for Higher Strategic Capabilities in Turbulent Environments: An Investigation in Chinese Corporations," Research Chat at Babson College, Babson Park, Massachusetts. (October 2004).
- Zhu, Zhen Jane, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Self-Service Technology Effectiveness: the Role of Comparative Information, Interactivity, and Individual Differences on Perceived Control and Interface Evaluation," Frontiers in Services Conference, Miami, Florida. (October 2004).
- Zhu, Zhen Jane, Nakata, Cheryl, "Integration of Information Services and Marketing for Higher Strategic Capabilities in Turbulent Environments: An Investigation in Chinese Corporations," Hawaii International Conference on Business, Hawaii, Hawaii. (May 2004).
- Nakata, Cheryl, Zhu, Zhen, "Improving Market Orientation and Organizational Performance through Information Services and Technology," AMA Educator's Conference, Chicago, Illinois. (August 2003).

Zhu, Zhen Jane, Nakata, Cheryl, Sivakumar, K., Grewal, Dhruv, "Perceived Control, Expectation, and Customer Self Service Recovery in Technology-Based Self-Service Failure Encounters: An Exploratory Study," Third Greater Boston Marketing Research Colloquium, Boston, Massachusetts. (May 2003).

Zhu, Zhen Jane, Nakata, Cheryl, "The Dark Side of the Self-Service Technologies: Exploring Failures from Customer and Firm Perspectives," University of Illinois at Chicago CRIM Colloquium, Chciago, Illinois. (February 2003).

Zhu, Zhen Jane, Sivakumar, K, "A Model of Service Failure and Recovery Strategies," AMA Educator's Conference, Washington, District of Columbia. (August 2001).

Nakata, Cheryl, Zhu, Zhen, "A Model of Service Failure and Recovery Strategies," AMA Educator's Conference, Washington, District of Columbia. (August 2001).

Zhu, Zhen Jane, Sivakumar, K, "Service Failure and Recovery Strategies: A Review," AMA Educator's Conference, Washington, District of Columbia. (August 2001).