

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

### **Refereed Journal Articles**

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

- Cheng, M., Anderson, C. K., Zhu, Z. J., Choi, S.Chan (2017). Service Online Search Ads: From a Consumer Journey View. *Journal of Services Marketing*.  
[www.emeraldinsight.com/doi/abs/10.1108/JSM-06-2016-0224](http://www.emeraldinsight.com/doi/abs/10.1108/JSM-06-2016-0224)
- Zhu, Z. J., Matsuno, K. (2016). Entrepreneurial Proclivity: Its Environmental Conditions and Growth Consequences. *Journal of Strategic Marketing*, 24(1), 20-33.  
[www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=rjms20#.U4zm6\\_IdWSo](http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=rjms20#.U4zm6_IdWSo)
- 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/department/economics/journal-of-managerial-issues/](http://www.pittstate.edu/department/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. (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.

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

- Nakata, C., Zhu, Z. (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**

Elliot, E., Zhu, Z. J., Wang, F.-L. (2017). *TRUST IN INTERNATIONAL BUSINESS RELATIONSHIPS: CHINESE BUSINESSES PERCEIVED IN AFRICA*. AMA 2017 Winter Educators' Conference.

### **Presentations**

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, Chicago, 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).