

## CHUN ZHANG

Department of Management and Marketing  
University of Dayton  
300 College Park  
Dayton, OH 45469

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### EDUCATION

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Ph. D., Marketing

John Molson School of Business, Concordia University, Canada  
Joint program with McGill, HEC Montréal, and UQAM

M. Phil., Business

Faculty of Business, Lingnan University, Hong Kong  
Joint program with HKU, HKUST, CUHK, CityU, PolyU, and BU

M. Sc., Marketing

Michael Smurfit Graduate Business School, University College Dublin, Ireland

B. A. Business Administration

School of Business Administration, Jiangxi Normal University, China

### ACADEMIC POSITIONS

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Associate Professor with tenure (2023- ), Department of Management and Marketing, the University of Dayton, Dayton, OH

Director of the Undergraduate Program (2023- ), Department of Management and Marketing, the University of Dayton, Dayton, OH

Assistant Professor (tenure track, 2017- 2023), Department of Management and Marketing, the University of Dayton, Dayton, OH

Visiting Scholar (May-August, 2019), Department of Marketing, Entrepreneurship, Hospitality, and Tourism, the University of North Carolina at Greensboro, Greensboro, NC

### RESEARCH INTERESTS

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- Brand Hate
- Services Marketing
- Physical Appearance in Services
- Advertising and Communication
- Sharing Economy
- Cross-cultural Marketing

### JOURNAL PUBLICATIONS

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Li, Yaoqi, Zhengren Chen, and **Chun Zhang** (2023), "Is the salesperson persuasive enough? The role of the tourists' perceived time adequacy and processing fluency," *Tourism Management Perspectives*. 48(September), 101168. (Impact factor: 7.608, A in ABDC list)

- Fang, Shujie, Yaoqi Li, **Chun Zhang**, Lulu Ye (2023), "Speech VS. Writing: The influences of WOM communication on tourism experience storytellers," *Journal of Tourism and Hospitality Management*. 54(March), 521-530. (Impact factor: 5.959, A in ABDC list)
- Attiq, Saman, Muhammad Junaid Shahid Hasni, and **Chun Zhang** (2023), "Antecedents and Consequences of Brand Hate: A Study of Pakistan's Telecommunication Industry," *Journal of Consumer Marketing*. 40(1), 1-14. (Impact factor: 2.313, A in ABDC journal quality list)
- Ma, Shuang, Xiaodie Ling, **Chun Zhang**, and Yaoqi Li (2023), "Does physical attractiveness facilitate customer citizenship behaviors? Cross-cultural evidence from the peer-to-peer economy," *International Journal of Information Management*. 70(June). (Impact factor: 18.958, A\* in ABDC journal quality list)
- Abbasi, Amir Zaib, Muhammad Shahzeb Fayyaz, Ding Hooi Ting, Maira Munir, Shahid Bashir, and **Chun Zhang** (2023), "The moderating role of complaint handling on brand hate in the cancel culture," *Asia-Pacific Journal of Business Administration*. 15(1), 46-71. (Impact factor: 3.25)
- Fang, Shujie, **Chun Zhang**, and Yaoqi Li (2022), "Can beauty save service failures? The role of recovery employees' physical attractiveness in the tourism industry," *Journal of Business Research*. 141(March), 100-110. (Impact factor: 7.55, A in ABDC journal quality list)
- Li, Yaoqi, **Chun Zhang**, Lori Shelby, and Tzung-Cheng Huan (2022), "Customers' self-image congruity and brand preference: the moderated mediation model of self-brand connection and self-motivation," *Journal of Product & Brand Management*. 31(5), 798-807. (Impact factor: 4.335, A in ABDC journal quality list)
- Zhang, Chun**, and Michel Laroche (2020), "Brand Hate: A Multidimensional Construct," *Journal of Product & Brand Management*. 30(3), 392-414. (Impact factor: 4.335, A in ABDC journal quality list)
- Fang, Shujie, **Chun Zhang**, and Yaoqi Li (2020), "Physical Attractiveness of Service Employees and Customer Engagement in Tourism Industry," *Annals of Tourism Research*. 80, 102756. (Impact factor: 9.011, A\* in ABDC journal quality list)
- Dugan, Riley, **Chun Zhang**, James Kellaris, and Ric Sweeney (2019), "Taming the Elephant in the (Class) Room: Exploring Root Causes of Student Boredom," *Marketing Education Review*. 29(4), 220-35. (Impact factor: 1.65)
- Li, Yaoqi, **Chun Zhang**, and Michel Laroche (2019), "Is Beauty a Premium? A Study of the Physical Attractiveness Effect in Service Encounters," *Journal of Retailing and Consumer Services*, 50, 215-25. (Impact factor: 7.135, A in ABDC journal quality list)
- Laroche, Michel, **Chun Zhang**, and Alice Sambath (2018), "Understanding Cosmopolitanism and Brand Origin Recognition Accuracy: The Moderating Effect of Need for Cognition," *Journal of Promotion Management*, 24(4), 441-58. (Impact factor: 2.36)
- Zhang, Chun**, Michel Laroche, and Marie-Odile Richard (2017), "The Differential Roles of Verbs, Nouns, and Adjectives in English and Chinese Messages Among Bilingual Consumers," *Journal of Business Research*, 72(March), 127-35. (Impact factor: 7.55, A in ABDC journal quality list)

Liang, Xiaoning, Chenyue Qi, **Chun Zhang**, and Yaoqi Li, “A cross-cultural comparison of factors influencing users’ continuous usage of mobile payment between China and the U.S.,” under 6<sup>th</sup> round of review at the *Journal of Business Research*.

### **HONORS, AWARDS, AND GRANTS**

University of Dayton School of Business Administration Summer Research Grant (8,000 dollars)	2023
University of Dayton School of Business Administration Grant-in-Aid Funding (2,000 dollars)	2023-2024
University of Dayton School of Business Administration Summer Research Grant (8,000 dollars)	2022
University of Dayton School of Business Administration Grant-in-Aid Funding (6,000 dollars)	2022-2023
Best Faculty Paper, AMA 41st Annual International Collegiate Conference	2019
Beijing Sport University Grant (11,722 dollars)	2018-2020
University of Dayton School of Business Administration Grant-in-Aid Funding (5,000 dollars)	2018-2019
CASA General Research Funds	2016-2017
Campaign for a New Millennium Student Contribution Graduate Scholarship	2016
Concordia University Conference and Exposition Award	2015-2016
JMSB Partial Tuition Waiver	2013-2016
JMSB Doctoral Funding	2014-2016
Concordia Merit Scholarship	2013-2014
Postgraduate Studentship (full scholarship)	2011-2013
Postgraduate Travel fund	2011-2013
Bursary Award Scholarship	2010

### **PEER-REVIEWED CONFERENCE PRESENTATIONS**

- Liang, Xiaoning, Chenyue Qi, **Chun Zhang**, Yaoqi Li (2021), “A Cross-cultural Comparison of Factors Influencing Users’ Continuous Usage of Mobile Payment Between China and the U.S.” Paper presented at the *2021 15<sup>th</sup> Royal Bank International Research Seminar*, Montreal, QC, Canada (Virtual).
- Yang, Zhiyong, Jingguo Wang, H. Raghav Rao, and **Chun Zhang** (2019), “New Digital Consumption Patterns at Home.” Poster presented at the *2019 Transformative Consumer Research Conference*, Tallahassee, FL, USA.
- Dugan, Riley, **Chun Zhang**, James J. Kellaris, and Ric Sweeney (2019), “Boredom: The Nemesis of Engagement.” Paper presented at the *AMA 41th International Collegiate Conference*, New Orleans, LA, USA.
- Zhang, Chun**, Michel Laroche, and Yaoqi Li (2018), “Blaming Him or Them? The Role of Gender in Attribution.” Poster presented at the *Association for Consumer Research Conference*, Dallas, TX, USA.
- Yaoqi Li, and **Chun Zhang** (2018), “The Physical Attractiveness Effect in Service Encounters.” Poster presented at *China Marketing International Conference*, Shanghai, China.
- Zhang, Chun**, and Michel Laroche (2017), “Brand Hate.” Poster presented at *Association for Consumer Research Conference*, San Diego, CA, USA.

- Zhang, Chun,** and Michel Laroche (2016), “The Role of Gender in Service Failure Attribution.” Paper presented at the *11th Royal Bank International Research Conference*, Wuxi, China.
- Laroche, Michel, **Chun Zhang**, Marie-Odile Richard, and Hong Zhu (2016), “How TV Program Alter Consumers’ Purchase Intentions of Counterfeit Luxury Brands? A Study on Program-induced Mood.” Paper presented at the *11th Royal Bank International Research Conference*, Wuxi, China.
- Zhang, Chun,** Michel Laroche, and Marie-Odile Richard (2016), “English versus Chinese Bilinguals’ Preferences for Vocabulary in Advertising.” Paper presented at the *Academy of Marketing Science Conference*, Orlando, FL, USA.
- Zhang, Chun,** Michel Laroche, and Marie-Odile Richard (2015), “Should We Care About the Vocabulary of an Advertisement? A Study on the Roles of Language and Word Category in Advertising.” Poster presented at the *Society for Judgment and Decision Making Annual Conference*. Chicago, IL, USA.
- Zhang, Chun,** and Michel Laroche (2014), “The Symbolic Effect in Advertising.” Poster presented at the *Annual Graduate Research Exposition*. Montreal, Canada.
- Zhang, Chun,** and Michel Laroche (2014), “Can Letters be Dressed up to Baffle? A Study of the Symbolic Forms of Characters and Letters.” Poster presented at the *SCP Advertising and Consumer Psychology Conference: The Psychology of Design*. Ann Arbor, MI, USA.
- Poon, Patrick, Lianxi Zhou, and **Chun Zhang** (2013), “Consumer Animosity and Brand Country Association: A Study of Chinese Consumers.” Paper presented at the *INFORMS Marketing Science Society Conference*. Istanbul, Turkey.
- Zhang, Chun,** and Patrick Poon (2012), “Consumer Animosity and Foreign Product Purchase: The Role of Corporate Social Responsibility.” Paper presented at the *AIB Southeast Asia Regional Conference*. Xiamen, China.

## **OTHER PRESENTATIONS & INVITED TALKS**

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Guest Speaker

Invited Talk (2023), *The Dark Side of Hunger Marketing: Brand Hate, and the Role of Need for Uniqueness and Power Distance*, SUNY Polytechnic Research Roundtable, Online at <https://us.bbcollab.com/guest/f64391416d9c4e9d9c8716599a980251>

Invited Speaker (2019), *What Do We Know About Brand Hate?*, Sun Yat-sen University, Guangzhou, China

Invited Talk (2019), *How to Land on the First Academic Job?*. John Molson School of Business, Concordia University, Montreal, Canada <https://us5.campaign-archive.com/?e=&u=5dae999f33a6c50f18834f2db&id=5ca50db6e6>

## **TEACHING EXPERIENCE**

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University of Dayton

Associate Professor, MKT450 Buyer Behavior and Market Analysis, Fall 2023- Now

Assistant Professor, MBA634 Consumer Behavior, Summer 2023

Assistant Professor, MBA530 Principles of Marketing, Spring 2023

Assistant Professor, MKT301 Principles of Marketing, Fall 2019- 2023

Assistant Professor, MKT450 Buyer Behavior and Market Analysis, Fall 2017- 2023

Concordia University  
Lecturer, Introduction to Marketing, Fall 2016  
Lecturer, Introduction to Marketing, Fall 2015  
Lecturer, Introduction to Marketing, Summer 2015  
Teaching Assistant, Marketing Yourself, 2015- 2017  
Teaching Assistant, International Marketing Management, 2014-2015  
Guest Lecturer, Cross-cultural Communication and Management, 2015

### **STUDENT TRAINING**

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Li Xu, Academic visitor, Assistant Professor, Changzhou Institute of Mechatronic Technology, China 2019-2020  
Shichao Ma, Academic visitor, Assistant Professor, Changzhou Institute of Mechatronic Technology, China 2019-2020  
Lingwen Kong, Academic visitor, Ph.D. student, Huazhong University of Science and Technology, China 2018

### **TEACHING INTERESTS**

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Digital Marketing, Social Media Marketing, Consumer Behavior, International Marketing, Marketing Research, Online Marketing, Branding, Luxury Brand Marketing

### **SERVICE TO THE PROFESSION**

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Editorial Review Board Member:  
Journal of Business Research  
Marketing Education Review

Journal Reviewer (ad hoc):

Annals of Tourism Research (Impact factor: 9.011)  
Asia Pacific Journal of Marketing and Logistics (Impact factor: 3.979)  
International Journal of Contemporary Hospitality Management (Impact factor: 5.667)  
International Journal of Emerging Markets (Impact factor: 2.488)  
International Journal of Information Management (Impact factor: 18.958)  
Journal of Advertising (Impact factor: 6.528)  
Journal of Brand Management (Impact factor: 3.5)  
Journal of Business Research (Impact factor: 7.55)  
Journal of International Marketing (Impact factor: 4.513)  
Journal of Product & Brand Management (Impact factor: 4.335)  
Journal of Retailing and Consumer Services (Impact factor: 7.135)  
Marketing Education Review (Impact factor: 1.65)  
Psychology & Marketing (Impact factor: 7.61)  
Tourism Management (Impact factor: 12.879)

Conference Reviewing:

Association for Consumer Research  
Society for Judgment and Decision Making

International Conference on Economics and Business Studies

Journal Social Media Support

Chinese Social Media Support Team Member for the Journal of Sustainable Tourism  
(December 2021 – present)

Committee Member

Membership Committee of the Association for Consumer Research

- In charge of virtual social events planning, serving over 2000 members across the globe

## **SERVICE TO THE UNIVERSITY**

President's Commission on the Status of Women, 2023-present

University of Dayton SBA Undergraduate Program Committee, 2023- present

Assistant Professor in Marketing Position Search Committee, 2023

Business Law Lecture Search Committee, 2023

Department Promotion, Tenure, and Faculty Review Committee, 2023

Capstone Course Coordinator

Managing corporate clients and capstone project for MKT450, 2022- present

Student Internship Coordinator, 2023-present

University of Dayton Faculty Awards Committee, 2020- present

Co-chair, 2021

Chair, 2022, 2023

University of Dayton SBA Undergraduate Task Force Committee, 2021- 2022

University of Dayton SBA Graduate Curriculum and Assurance of Learning Committee, 2021-  
2023

## **Leadership and Professional Training**

DE&I in Faculty Evaluation, University of Dayton, 2023

Managing bias training, University of Dayton, 2023

Leadership UD 2023-2024 Cohort, University of Dayton

R (Intro and Advanced), CARMA, 2023

Going from Peer to Supervisor, UD Center for Leadership, 2022

Leadership Essentials: Understanding Leadership & Team Development, UD Center for

Leadership, 2022

## **RESEARCH IN MEDIA**

“How a can company reduce brand hate?” **Academic Minute** (May 18, 2023)

<https://academicminute.org/2023/05/chun-zhang-university-of-dayton-how-a-company-can-reduce-brand-hate/>

“Beauty Premium in Business” **Academic Minute** (Feb 10, 2020)

<https://academicminute.org/2020/02/chun-zhang-university-of-dayton-beauty-premium-in-business/>

**Momentum** covered by the University of Dayton (Nov 21, 2019)

<https://udayton.edu/momentum/#/momentum/2019/10/zhang-beauty-isnt-better>

Interview with **Let's Go There with Shira & Ryan** (Nov 18, 2019)

“Beautiful people don’t always win in the workplace” **Yahoo Finance** (Sep 29, 2019)

<https://finance.yahoo.com/news/beautiful-people-don-t-always-061500188.html>

“Beautiful people don’t always win in the workplace,” **The Conversation** (Sep 27, 2019)