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## **JIAO ZHANG**

Associate Professor of Marketing  
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### **ACADEMIC POSITIONS**

- 2017 – present      **Associate Professor of Marketing,**  
Lundquist College of Business, University of Oregon
- 2014 – 2017      **Assistant Professor of Marketing,**  
Lundquist College of Business, University of Oregon.
- 2006 – 2014      **Assistant Professor of Marketing,**  
School of Business Administration, University of Miami.

### **EDUCATION**

- Ph.D. in Behavioral Science, Booth School of Business, University of Chicago, 2006.
- M.E. in Management, Antai College of Economics & Management, Shanghai Jiao Tong University, China, 2000.
- B.S. in Nuclear Science and Systems Engineering, Shanghai Jiao Tong University, China, 1997.

### **RESEARCH INTERET**

Consumer Choice, Affective Forecasting, Risk Preference and Intertemporal Preference, Charitable Donations, Brand Name/Logo Design, Food Marketing

### **PUBLICATIONS**

#### **Articles Published in Peer-Reviewed Journals**

\* denotes doctoral student

1. Wang, Xin (Cindy)\* and Jiao Zhang (2020), “Assertive Ads for Want or Should? It Depends on Consumers’ Power”, *Journal of Consumer Psychology*, 30(3), 466-485.
2. Wang, Xin (Cindy)\*, Elizabeth Minton, and Jiao Zhang (2020), “Sense of Power: Policy Insights for Encouraging Consumers’ Healthy Food Choice,” *Journal of Public Policy & Marketing*, 39(2), 188-204.
3. Buechel, Eva, Jiao Zhang, and Carey Morewedge (2017), “Impact Bias or Underestimation? Outcome Specifications Predict the Direction of Affective Forecasting Errors,” *Journal of Experimental Psychology: General*, 146(5), 746-761.
4. Fajardo, Tatiana\*, Jiao Zhang, and Michael Tsiros (2016), “The Contingent Nature of the Symbolic Associations of Visual Design Elements: The Case of Brand Logo Frames,” *Journal of Consumer Research*, 43(4), 549-566.

5. Sevilla, Julio\*, Jiao Zhang, and Barbara Kahn (2016), "Anticipation of Future Variety Reduces Satiation from Current Experiences," *Journal of Marketing Research*, 53(6), 954-968.
6. Buechel, Eva C.\*, Jiao Zhang, Carey K. Morewedge and Joachim Vosgerau (2014), "More Intense Experiences, Less Intense Forecasts: Why People Overweight Probability Specifications in Affective Forecasts," *Journal of Personality and Social Psychology*, 106(1), 20-36.
7. Hsee, Christopher K., Jiao Zhang, Zoe Y. Lu, and Fei Xu (2013), "Unit Asking: A Method to Boost Donations and Beyond," *Psychological Science*, 24(9), 1801-08.
8. Hsee, Christopher K., Jiao Zhang, Cindy F. Cai, and Shirley Zhang (2013), "Overearning," *Psychological Science*, 24(6), 852-59.
9. Hsee, Christopher K., Jiao Zhang, Liangyan Wang and Shirley Zhang (2013), "Magnitude, Time, and Risk Differ Similarly between Joint and Single Evaluations," *Journal of Consumer Research*, 40(1), 172-84.
10. Shen, Luxi, Christopher K. Hsee, Jiao Zhang, and Xianchi Dai (2011), "The Art and Science of Guessing," *Emotion*, 11(June), 1-7.
11. Hsee, Christopher K. and Jiao Zhang (2010), "General Evaluability Theory," *Perspectives on Psychological Science*, 5(4), 343-55.
12. Zhang, Jiao, Christopher K. Hsee, and Zhixing Xiao (2006), "The Majority Rule in Individual Decision Making," *Organizational Behavior and Human Decision Processes*, 99(1), 102-11.
13. Wu, George, Jiao Zhang and Mohammed Abdellaoui (2005), "Testing Prospect Theories Using Probability Tradeoff Consistency," *Journal of Risk and Uncertainty*, 30(2), 107-31.
14. Hsee, Christopher K. and Jiao Zhang (2004), "Distinction Bias: Misprediction and Mischoice Due To Joint Evaluation," *Journal of Personality and Social Psychology*, 86(5), 680-95.
15. Hsee, Christopher K., Fang Yu, Jiao Zhang and Yan Zhang (2003), "Medium Maximization," *Journal of Consumer Research*, 30(1), 1-14.
16. Hsee, Christopher K., Jiao Zhang, Fang Yu and Yiheng Xi (2003), "Lay Rationalism in Decision Making," *Journal of Behavioral Decision Making*, 16(4), 257-72.

### **Book Chapters**

1. Jiao Zhang (2015), "Joint vs. Separate Modes of Evaluation: Theory and Practice," in *The Wiley Blackwell Handbook of Judgment and Decision Making*, Gideon Keren and George Wu (eds.), West Sussex, UK: Wiley Blackwell, 213-238.
2. Hsee, Christopher K., Jiao Zhang, and Junsong Chen (2004), "Internal and Substantive Inconsistencies in Decision Making," in *The Blackwell Handbook of Judgment and Decision Making*, Derek Koehler and Nigel Harvey (eds.), Oxford, England: Blackwell, 360-378.

3. Wu, George, Jiao Zhang and Richard Gonzalez (2004), "Decision under Risk," in *The Blackwell Handbook of Judgment and Decision Making*, Derek Koehler and Nigel Harvey (eds.), Oxford, England: Blackwell, 399-423.

### **Manuscripts under Review/Revision**

1. Buechel, Eva, Jiao Zhang, and Carey Morewedge (2021), "The Affective Return on Effort Is Overestimated," to be submitted for 2<sup>nd</sup> round review at *Journal of Consumer Research*.

### **Manuscripts in Preparation for Submission**

1. Wendy Paik, and Jiao Zhang (2021), "Less Is More: When Showing Blurred Images of Victims Increases Donations," manuscript in preparation for submission to *Journal of Marketing Research*.
2. Cindy Wang, Jiao Zhang, and Elizabeth Minton (2021), "Sense of Power and Compliance with Message Encouraging Mask-Wearing during the COVID Pandemic," manuscript in preparation for submission to *Psychological Science*.
3. Van Bergen, Noah and Jiao Zhang (2021), "Number Roundness in the Communication of Nutritional Information," manuscript in preparation for submission to *Journal of Marketing Research*.
4. Fajardo, Tatiana, Jiao Zhang, and Michael Tsiros (2021), "Short and Trustworthy or Long and Unique? A Theory of Symbolic Associations of Brand Name Length," manuscript in preparation for submission to *Journal of Marketing*.
5. Zhang, Jiao and Michael Tsiros (2021), "Asymmetric Attraction Effect," manuscript in preparation for submission to *Organizational Behavior and Human Decision Processes*.

### **Selected Research in Progress**

"Impact of Static versus Dynamic Logos on the Purchase of Vice versus Virtue Foods" (with Tatiana Fajardo and Michael Tsiros)

"How Charity Logo Color Influences Donation Decisions" (with Wendy Paik)

"Choosing for A Certain Future: Preference Uncertainty and Reliance on Hard Attributes in Choice"

"When Delayed Rewards Are More Motivating than Immediate Rewards"

### **Papers Presented at Refereed Conferences (Since 2015)**

"Sense of Power: Policy Insights for Encouraging Consumers' Healthy Food Choice," *American Marketing Association Winter Conference*, San Diego, CA, February 2020

"The Neutral Face of Blue: How Color Can Make Consumers Stay Sensitive," *The Association for Consumer Research North America Conference*, Dallas, TX, October 2018.

"Mistaking the journey for the destination: Overestimating the fruits of (more) labor," *The Association for Consumer Research North American Conference*, Dallas, TX, October 2018.

“Mistaking the journey for the destination: Overestimating the fruits of (more) labor,” *Society for Consumer Psychology Winter Conference*, Dallas, TX, February 2018.

“Does Priming A Sense of Powerfulness Encourage Consumers to Buy Healthy Foods?” *The Association for Consumer Research North America Conference*, Berlin, Germany, October 2016.

“Moving Forward, Falling Back: How Perceptions of Motion Mask the Dangers of Unhealthy Consumption,” *The Association for Consumer Research North America Conference*, Berlin, Germany, October 2016.

“Impact Bias or Underestimation? Outcome Specifications Determine the Direction of Affective Forecasting Errors,” *The Association for Consumer Research North America Conference*, Berlin, Germany, October 2016.

“Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor,” *Society for Experimental Social Psychology*, Santa Monica, CA, September 2016.

“Sense of Power and Conservation Behavior,” *American Psychology Association Annual Convention*, Denver, CO, August 2016.

“Number Sharpness in the Communication of Nutritional Information,” *The American Psychological Association (APA) Annual Convention*, Denver, CO, August 2016.

“Mistaking the Journey for the Destination: Overestimating the Fruits of (More) Labor,” *The Behavioral Decision Research in Management (BDRM) Conference*, Toronto, Canada, June 2016.

“Asymmetric Attraction Effect,” *The Behavioral Decision Research in Management (BDRM) Conference*, Toronto, Canada, June 2016.

“Number Sharpness in the Communication of Nutritional Information,” *The Association for Consumer Research North America Conference*, New Orleans, LA, October 2015.

“Number Sharpness in the Communication of Nutritional Information,” *The Society for Consumer Psychology Winter Conference*, Phoenix, AZ, February 2015.

## **TEACHING EXPERIENCE**

### **Course Taught**

#### *Undergraduate Level*

- MKTG 311 (Marketing Management), 2014 - present
- MKTG 470 (International Marketing), 2018 - present

#### *Graduate Level*

- MKTG 612 (Marketing Management), Full-Time MBA, 2018 Fall, 2019 Fall, 2021 Fall
- MKTG 687 (Theory and Research in Consumer Behavior), PhD Seminar, 2016 Fall, 2018 Fall, 2020 Fall

## **Dissertation Committee Chair/Co-Chair, Member**

### University of Oregon

- Wendy Paik (2020), Marketing Department, Chair
- Xin (Cindy) Wang (2017), Marketing Department, Chair
- Eric Setten (2020, expected), Marketing Department, Member
- Colton Christian (2017), Psychology Department, External Member
- Feng Qiu (2020, expected), Management Department, External Member
- Hoa Duong (2020, expected), Department of Economics, External Member

### University of Miami

- Tatiana Fajardo (2015), Co-Chair
- Eva Buechel (2014), Co-Chair
- Julio Sevilla (2013), Co-Chair

## **SELECTED AWARDS AND HONORS**

Doug McKay Research Scholar, 2018 - present

Mary Kay Inc. Dissertation Award Finalist, AMS Annual Conference, 2016

- Supervised dissertation: Capitalizing on The Symbolic Value of Brand Assets (Tatiana Fajardo)

Best Student Paper Award, Society for Consumer Psychology Winter Conference, 2011

- Supervised paper: Mispredicting Sensitivity of Affective Reactions to Outcome Characteristics (Eva Buechel)

Summer Research Award, University of Oregon, 2016

James W. McLamore Research Award, University of Miami, 2009

University of Miami School of Business Summer Research Grant, 2007-2012

## **PROFESSIONAL SERVICE ACTIVITIES**

### **Ad hoc Journal Reviewer**

*Journal of Behavioral Decision Making*

*Journal of Consumer Research*

*Journal of Experimental Psychology: General*

*Journal of Experimental Social Psychology*

*Journal of Judgment and Decision Making*

*Journal of Marketing Research*

*Management Science*

*Organizational Behavior and Human Decision Processes*

### **Conference Reviewer**

*Association for Consumer Research North America Conference*

*Society for Consumer Psychology Winter Conference*

### **Member**

*Association for Consumer Research*

*Society for Consumer Psychology*

*Society for Judgement and Decision Making*