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JIAO ZHANG

Associate Professor of Marketing
Lundquist College of Business
University of Oregon
487 Lillis Business Complex
Eugene, OR 97403-1208
Phone: 541-346-8521; E-mail: jzhang9@uoregon.edu

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

1. Buechel, Eva, Jiao Zhang, and Carey Morewedge (2024), "Effort and Happiness: Beliefs, Accuracy, and Influence on Choice," manuscript under 1st round review at *Journal of Experimental Psychology: General*.
2. Mankute, Adria, T. Bettina Cornwell, Ravi Pappu, and Jiao Zhang (2024), "Experiential Engagement: Why We Need to Consider Engagement Contexts," under 1st round review at *Journal of Business Research*.

Manuscripts in Preparation for Submission

1. Jiao Zhang and Noah Van Bergen (2024), "Number Roundness in the Communication of Nutritional Information," manuscript in preparation for submission to *Journal of Marketing Research* by mid-October.
2. Wendy Paik, and Jiao Zhang (2024), "Less Is More: When Showing Blurred Images of Victims Increases Donations," manuscript in preparation for submission to *Journal of Consumer Psychology* by the end of September.
3. Zhang, Jiao, and Michael Tsirios (2024), "When the Asymmetric Dominance Effect Is Asymmetric," manuscript in preparation for submission to *Organizational Behavior and Human Decision Processes* by the end of October.
4. Mankute, Adria, Jiao Zhang, T. Bettina Cornwell (2024), "An Ecosystems Perspective on Memory Biases," manuscript being prepared for submission to *Journal of Marketing Research* by the end of October.

Selected Working Papers and Research in Progress

"How Online Review Dispersion Influences Consumers' Evaluations: The Moderating Role of Product Positioning" (with Xingyu Wang)

"How Individuals' Political Orientation and Sense of Power Influence their Compliance with Prevention-Based Health Messages (with Cindy Wang and Elizabeth Minton)

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

"How Regulatory Fit Influences Donors' Sensitivity to the Scale of Suffering" (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)

"The Effect of Regulatory Focus on Sensitivity to Victim Number in Donation," The Society for

Consumer Psychology Winter Conference, San Juan, Puerto Rico, March 2023

“Enhancing Donors’ Sensitivity to the Scale of Suffering: The Role of Color,” *American Marketing Association Winter Conference*, Nashville, TN, February 2023

“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 665 (Marketing Strategy), Full-Time MBA, 2023 Winter
- MKTG 687 (Theory and Research in Consumer Behavior), PhD Seminar, 2016 Fall, 2018 Fall, 2020 Fall
- MKTG 689 (Research in Consumer Behavior), PhD Seminar, 2024 Spring
- MKTG 607 (Marketing ProSem), 2021 Fall, 2022 Winter, 2022 Spring

Dissertation Committee Chair/Co-Chair, Member

University of Oregon

- Adria Mankute (2025, expected), Marketing Department, Member
- 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

Journal of Public Policy & Marketing

Management Science

Organizational Behavior and Human Decision Processes

Conference Reviewer

Association for Consumer Research North America Conference

Society for Consumer Psychology Winter Conference

American Marketing Association Winter Conference

Member

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making