

JIANJUN (JOHN) ZHU

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EDUCATION

Ph.D. Marketing	The University of Iowa
MBA Marketing	The University of Iowa
M.A. Economics	Central Michigan University
B.A. Economics	Shanghai Institute of Foreign Trade, China

PROFESSIONAL EXPERIENCE

Associate Professor of Marketing, New Mexico State University	May 2022 -
Assistant Professor of Marketing, New Mexico State University	August 2018–May 2022
Assistant Professor of Marketing, Lawrence Technological University	August 2016-July 2018
Assistant Professor of Marketing, University of Hong Kong	August 2009-July 2016

TEACHING EXPERTISE AND INTEREST

- Marketing Management/Marketing Strategy Research (*doctoral seminar*)
- Quantitative Marketing Research Methodology (*doctoral level*)
- Marketing Analytics/Business Analytics/Data Analytics (*undergraduate and graduate level*)
- Digital Marketing (senior undergraduate and MBA elective course)
 - In class simulation tool used: Stukent MimicPro® Simulation
- Social Media/Internet Marketing (senior undergraduate elective course)
 - In class simulation tool used: Stukent MimicPro® Simulation
- Strategic Marketing Management (senior undergraduate elective, MBA core course)
 - In class simulation tool used: LINKS® Simulation
- Service Marketing and E-Commerce (Executive MBA)
- International Marketing (senior undergraduate elective)
- Principles of Marketing (undergraduate required)
- Strategic Management and Business Policy (undergraduate core course)
- Other teaching interests: sales management, marketing research, brand/service management, new product management

EXPERTISE AND INTERESTS

- Blockchain, crowdsourcing, crowdfunding, sharing economy, and new e-business model
- Artificial intelligence, machine learning, text mining application in marketing research
- Data security, data breach, mobile app security, mobile marketing
- Virtual reality, augmented reality, mixed reality in marketing
- Social media, user generated contents, social network
- Business ethics, corporate social responsibility
- Marketing and innovation strategy in emerging markets
- Inter-organizational collaboration and firm performance
- Brand strategy, retail management, service-profit chain

PUBLICATION (PEER REVIEWED JOURNAL)

1. A Preemptive and Curative Solution to Mitigate Data Breaches: The Double-Layer of Protection from Corporate Social Responsibility, with Ling Tuo, Yanfen Yu, Qiang Fei and Matt Thomson, *Journal of Marketing Research*, special issue of *Mitigation in Marketing*, Conditional Accept
(*UTD Top 24, FT Top 50*, ABDC A*)
2. Investigating The Disruptiveness of The Sharing Economy at The Individual Consumer Level: How Consumer Reflexivity Drives Re-engagement in Sharing (2023), with Stella Li and Antje Graul, *Journal of The Academy of Marketing Science*, March 11, 1-32.
<https://doi.org/10.1007/s11747-023-00926-6>
(*FT Top 50*,_ABDC A*)
3. The Social and Economic Output of SME-GSI Research Collaboration: An Ecosystem Perspective of Inclusive Business in An Emerging Economy (2022), with Mariana Andrade, and Stella Li, *Journal of Small Business Management*, Jun 17: 1-44 .
(ABDC A)
4. The Effect of Inter-firm Managerial Social Ties on Alliance Formation: How Poorly Embedded Firms Overcome Network Disadvantages (2022), with Ke Yang and Michael Santoro, *British Journal of Management*, 33 (3), 1535-1559.
(ABDC A)
5. Does Feedback Matter For Quality Ideas? A Study of Feedback Source and Characteristics in Altering the Impact of Customer Ideation (2021), with Kimmy W Chan, Stella Y Li, and Jian Ni, *Production and Operations Management*, 30 (1), 103-126.
(*UTD Top 24, FT Top 50*, ABDC A*)
6. Online Critical Review Classification in Improving Response Strategy and Hotel Rating: Algorithms from Heuristic Processing, Sentiment Analysis to Deep Learning (2021), with Yung-Chun Chang, Chih-Hao Ku, Stella Yiyen Li, and Chi-Jen Chen, *Journal of Business Research*, 129, 860-877.
(ABDC A)
7. Mindfulness in Ethical Consumption: The Mediating Roles of Connectedness to Nature and Self-control (2021), with Stella Yiyen Li, Liyuan Wei, and Xiaohua Zeng, *International Marketing Review*, 38 (4), 756-779.
(ABDC A)
8. Unfolding China's State-owned Corporate Empires and Mitigating Agency Hazards: Effects of Foreign Investments and Innovativeness (2019), with Caleb Tse, and Xu Li, *Journal of World Business*, 54(3), 191-212.
(ABDC A*)
9. External Firm-GSI And Firm-Firm Networks, Internal R&D, And Firm Innovativeness: Study in An Emerging Economy (2018), with Mariana Andrade, and Edgar Ramirez, *Research Policy*, 47(6),1111-24.
(*FT Top 50*,_ABDC A*)
10. Novel Might Not Be Enough: Mediation by Idea Feasibility in a Path of Least Resistance Model for Idea Implementation in Crowdsourcing (2018), with Kimmy W Chan, Stella Y Li, *Journal of Interactive Marketing*, 43 (1), 52-68.
(ABDC A)
11. Effects of online consumer reviews on firm-based and expert-based communications (2018), with David Tse and Qiang Fei, *Journal of Research in Interactive Marketing*,12(1), 45-78.

(ABDC B)

12. Ideator Expertise and Cocreator Inputs in Crowdsourcing-Based New Product Development, (2017), with Stella Yiyan Li and Michelle Andrews, *Journal of Product Innovation Management*, 34 (5), 598-616. Best Paper Award for the special issue of Innovation in Data-Rich Environments.

(ABDC A*)

13. A Multi-Mechanism Learning-By-Exporting Model: Analysis of Export Induced Productivity Gains in Chinese Firms (2017), with Caleb Tse and Linhui Yu, *Journal of Management*, 43 (7), 2118-2146.

(FT Top 50, ABDC A*)

14. A Meta-Analysis of Correlations between Market Share and Other Brand Performance Metrics in FMCG Markets (2016), with SungUk Jung and Thomas Gruca, *Journal of Business Research*, 69 (12), 5901-5908.

(ABDC A)

15. Fostering Customer Ideation in Crowdsourcing Community: The Role of Peer-to-Peer and Peer-to-Firm Interactions, (2015), with Kimmy W Chan and Stella Y Li, *Journal of Interactive Marketing*, 31 (1), 42-62.

(ABDC A)

16. Global Innovation Generation and Financial Performance in Business-to-Business Relationships: The Case of Cross-border Alliances in The Pharmaceutical Industry, (2011), with K. Sivakumar, Subroto Roy, & Sangphet Hanvanich, *Journal of The Academy of Marketing Science*, 39 (5), 757-776.

(FT Top 50, ABDC A*)

Note: Journal List: UTD - UT Dallas; FT - Financial Times; ABDC – Australian Business Deans Council

PUBLICATION (BOOK CHAPTER)

1. What Drives Brand Equity? A Comprehensive Study of Price and Volume Premiums (2021), with Thomas Gruca and Lopo Rego, “*Review of Marketing Research, Volume 18, Marketing Accountntability for Marketing and Non-Marketing Outcomes*, Emerald Publishing, 75-109.

ONGOING RESEARCH PROJECTS

1. “Leveraging Mirror Worlds for Viral Marketing: Examining Interactive Mirror World Word of Mouth (MW-WOM) on Mass Social Media Platforms”, with Yuqi Wang, Qiang Fei, and Wenjun Wang, **under review** at *Journal of Marketing*
2. “Mobile App Security, Privacy Policy, Installation, and Consumer Review: The Determination and Differential Pre- and Post-Adoption Role of App Security Features”, with Yuqi Wang, Yiyan Li, Eralda Caushaj, **under review** at *Journal of Marketing Research*
3. “It is Time to Plan for Your Future! - Unpack the Mechanism of Power Distance Belief to Future Planning”, with Xinyu Zhou, Mihai Niculescu, and Qiang Fei, **under review** at *European Journal of Marketing*
4. “To Pledge or Not To Pledge? Scientific Research Crowdfunding Backer Classification, Contributions, and the Funding Decision Mechanism Centered on Warm Glow and Community Identification”, with Xinyu Zhou, Yiyan Li, Ryan DeFronzo and Justin Ku, revising for submission to *Journal of The Academy of Marketing Science*
5. “The Fusion of VR and eWOM: The Role of Gamification, Psychological Ownership, and Perceived Meaningfulness in the Effectiveness of Virtual Reality Word-of-Mouth”, with

Yuqi Wang, Qiang Fei, and Wenjun Wang, revising for submission to *Journal of Marketing Research*

6. “Take the Moral High Ground: How Serviceman Effort Narrative (SEN) Shapes Consumer Evaluation, with Xinyu Zhou, Mihai Niculescu, and Qiang Fei, revising for submission to *Journal of Consumer Psychology*

PUBLICATION (PROCEEDINGS/CONFERENCE PUBLICATION)

1. “Introducing the Concept of Consumer Reflexivity: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention,” with Stella Yiyang Li and Antje Graul, In *Association of Consumer Research Conference*, Virtual. October 2020.
2. “Introducing the Concept of Consumer Reflexivity: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention,” with Stella Yiyang Li and Antje Graul, In *American Marketing Association Summer Academic Conference*, Virtual. August 2020.
3. “Being Reflexive in Sharing Matters: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention,” with Stella Yiyang Li and Antje Graul. In *2019 AMA Winter Academic Conference Proceedings*, Vol. 30, p. CC4-CC5.
4. “Social Innovation in Emerging Economies: An Ecosystem Built on Collaboration and Knowledge Sharing,” with Mariana Giovanna Andrade Rojas and Stella Yiyang Li. In *Academy of Management Proceedings*, Vol. 2018, No. 1, p. 15893. Briarcliff Manor, NY 10510: Academy of Management, 2018.
5. “Inter-Firm Managerial Social Ties and Strategic Alliances Formation: A Multiplexity Perspective,” With Ke Yang and Michael. D. Santoro. In *Academy of Management Proceedings*, Vol. 2017, No. 1, p. 10151. Briarcliff Manor, NY 10510: Academy of Management
6. “A Study on The Role of Feedback on The Quality of Ideas From Customers in Idea Crowdsourcing Community,” with Stella Yiyang Li, Kimmy Chan and Liyuan Wei. In *2017 European Marketing Academy Conference*.

RESEARCH GRANT AND AWARDS

Principal Investigator, Fulton Mini-grant Funding Program (USD 3,998), New Mexico State University, Awarded on 03/15/2022, “Public Relationship through Social Media PR on Brand Perception and Firm Value”

Principal Investigator, Fulton Mini-grant Funding Program (USD 3,998), New Mexico State University, Awarded on 03/15/2021, “Mechanism on Virtual Reality Word of Mouth (VR-WOM) Efficacy”

Principal Investigator, Fulton Mini-grant Funding Program (USD 2,400), New Mexico State University, Awarded on 03/15/2020, “Consumer Adoption of Blockchain Technology”

Recipient, Faculty Development Fund (USD 500), New Mexico State University, Awarded on 03/25/2020, Professional Improvement in Data Analytics and Data Science

Principal Investigator, Fulton Mini-grant Funding Program (USD 1,200), New Mexico State University, Awarded on 03/15/2019, “Consumer Privacy Breach and Marketing Recovery Strategy”

Recipient, Faculty Development Fund (USD 500), New Mexico State University, Awarded on 02/25/2019, Professional Improvement in Data Analytics and Data Science

Principal Investigator, Fulton Mini-grant Funding Program (USD 1,500), New Mexico State University, Awarded on 11/15/2018, “Online Critical Review Classification in Improving Response

Strategy and Hotel Rating: Algorithms from Heuristic Processing, Sentiment Analysis to Deep Learning”

Recipient, International Travel Grant (USD 750), New Mexico State University, Awarded on 10/15/2018, International Travel Support for Research Collaboration, “Does Feedback Matter For Quality Ideas? A Study of Feedback Source and Characteristics in Altering the Impact of Customer Ideation”

Principal Investigator, Seed Grant (USD 4,500), Lawrence Technological University, Awarded on 01/06/2017, “Implications of Mobile Application Security, Application Features, and Consumer Adoption”

Recipient, Lead Author, Project Development Grant (USD 2,000), Journal of Product Innovation Management, and Marketing Science Institute (MSI), 06/01/2016, “Ideator Expertise and Cocreator Inputs in Crowdsourcing - Based New Product Development”

Principal Investigator, General Research Fund (GRF), Project Code 17503314 (HK\$ 312,425), Awarded on 01/06/2014, “Tap Into Product Cocreation Model-Crowd, Idea, Product Development, and Market Performance In Crowdsourcing”, Co-Investigator Dr. Stella Li and Dr. Kimmy Chan

Principal Investigator, Small Project Funding, Project Code 201309176125 (HK\$ 72,760), Awarded on 01/4/2014, “Assess the Value of Crowdsourcing in a Crowdsourced Way”

Principal Investigator, General Research Fund (GRF), Project Code HKU758110 (HK\$ 271,950), Awarded on 01/06/2010, “Antecedents of Customer Satisfaction: An Examination with Firm Level Augmented Quality-Satisfaction Framework”, Co-Investigator Professor BCK Yim

Principal Investigator, Seed Funding Programme for Basic Research, Project Code 200912159010 (HK\$120,000), Awarded on 01/04/2010, “Brand Equity, Brand Portfolio Management and Firm Performance: An Empirical Examination of The Brand Value Chain”, Co-Investigator: Professor TS Gruca and Dr LL Rego

Principal Investigator, Merit Award for RGC GRF, Project Code HKU 758110H (HK\$ 50,000), Awarded on 01/04/2010, “Antecedents of Customer Satisfaction An Examination with Firm Level Augmented Quality-Satisfaction Framework”

INVITED TALK AND PRESENTATIONS

“Mobile App Security, Privacy Policy, Installation, and Consumer Review: The Determination and Differential Pre- and Post-Adoption Role of App Security Features”, Research and Creativity Week presentation, New Mexico State University, February, 2023

“Mobile App Security, Privacy Policy, Installation, and Consumer Review: The Determination and Differential Pre- and Post-Adoption Role of App Security Features”, online seminar, Tongji University, Shanghai, China, November, 2022

“Mobile App Security, Privacy Policy, Installation, and Consumer Review: The Determination and Differential Pre- and Post-Adoption Role of App Security Features”, online seminar, University of Macao, Macao, SAR, July 2022 “Data Analytical Methods in Marketing Strategy Research,” American Statistical Association (ASA) NMSU Chapter (webinar), Las Cruces, NM, November, 2020

“What Feedback Matters? The Role of Experience in Motivating Crowdsourcing Innovation,” Audencia Business School, Shenzhen University, ShenZhen, Guangdong, China, January 2020

“The Research Collaboration between SMEs and Government-Sponsored Institutions (GSI) in Emerging Economies: Social versus Economic Innovation Output,” Research and Creative Activity Week, New Mexico State University, Las Cruces, NM, November, 2019

“Being Reflexive in Sharing Matters: The Mediating Role of Consumer Reflexivity in Shaping Future Sharing Intention”, Winter AMA 2019, Austin, TX, February 2019

“Does Feedback Matter For Quality Ideas? A Study of Feedback Source and Characteristics in Altering the Impact of Customer Ideation” Invited talk, Las Cruces, NM, April 2018

“Does Feedback Matter For Quality Ideas? A Study of Feedback Source and Characteristics in Altering the Impact of Customer Ideation”, Invited talk, University of Tulsa, Tulsa, OK, March 2018

“Ideator Expertise and Cocreator Inputs In Crowdsources Product Cocreation” JPIM/MSI research Workshop on “Innovation in Data Rich Environments”, Knoxville, TN, June 2016

“Novel Might Not Be Enough: Mediation by Idea Feasibility in a Path of Least Resistance Model for Idea Implementation in Crowdsourcing”, INFORMS Marketing Science Conference, Shanghai, China, June 2016

“Crowdsourcing Feedback and Customer Ideation Quality”, Global Center for Big Data in Mobile Analytics workshop series. Temple University, Philadelphia, PA, May 2014

“Customer Ideation Participation, Others’ Feedbacks, and Ideation Performance in Crowdsourcing”, Social Media Research in Marketing Workshop, Global Research Center of Financial Marketing and Customer Management. Fudan University, Shanghai, China, June 2013

“How Social Media Transforms Idea Co-creation: The Influences of Social Network on Idea Generation in Crowdsourcing”, Information System Research special research workshop on Social Media and Business Transformation, University of Maryland, College Park, MD, U.S. June 2012

“How Social Media Transforms Idea Co-creation: The Influences of Social Network on Idea Generation in Crowdsourcing”, Marketing Science Conference, Boston, MA, U.S., June 2012

“How Social Media Transforms Idea Co-creation: The Influences of Social Network on Idea Generation in Crowdsourcing”, China Marketing Scholar Forum, Hong Kong SAR, June 2012

“Brotherhood in Firm Brand Portfolio” with Thomas S. Gruca and Lopo L. Rego, INFORMS Marketing Science Conference, June 2009

“The Effects of Brand Strategy and Customer Characteristics on Brand Revenue Premium”with Thomas S. Gruca and Lopo L. Rego, Case West Reserve University, Cleveland, OH, June 2008

“The Effects of Brand Strategy and Customer Characteristics on Brand Revenue Premium”with Thomas S. Gruca and Lopo L. Rego, INFORMS Marketing Science Conference, June 2008