

RONGRONG ZHOU

Department of Marketing
Hong Kong University of Science and Technology
Clear Water Bay
Kowloon, Hong Kong

Tel: (852) 2358-7702
Fax: (852) 2358-2429
Email: mkrzhou@ust.hk

EDUCATION

Ph.D., Marketing, Graduate School of Business, Columbia University, 2002.

M.Phil., Marketing, Graduate School of Business, Columbia University, 2000.

Bachelor of Science, Management Information Systems, School of Management, Fudan University, 1997.

ACADEMIC POSITIONS

July 2008- Associate Professor of Marketing, HKUST

August 2001-
June 2008 Assistant Professor of Marketing, HKUST

Sept. 1997-
May 2001 Research and Teaching Assistant, Columbia University

JOURNAL PUBLICATIONS

Jing Wang, Jiewen Hong, and Rongrong Zhou (2018), "How Long Did I Wait? The Effect of Construal Levels on Consumers' Wait Duration Judgments," Journal of Consumer Research (Equal authorship).

Aradhna Krishna, Rongrong Zhou, and Shi Zhang (2008), "The Effect of Self-Construal on Spatial Judgments", Journal of Consumer Research, Vol. 35, August, (first two authors contributed equally)

Rongrong Zhou and Dilip Soman (2008), "Consumers Waiting in Queues: The Role of First-order and Second-order Justice," Psychology and Marketing, Vol. 25, March, 262-279.

Jaideep Sengupta and Rongrong Zhou (2007), "Understanding Impulsives' Choice Behaviors: The Motivational Influences of Regulatory Focus," Journal of Marketing Research, Vol. XLIV, No. 2, May, 297- 308 (equal authorship).

Rongrong Zhou and Michel Tuan Pham (2004), "Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers' Investment Goals," Journal of Consumer Research, Vol. 31, June, 125-135.

Rongrong Zhou and Dilip Soman (2003), "Looking Back: Exploring the Psychology of Queuing and the Effect of the Number of People Behind," Journal of Consumer Research, Vol. 29, March, 517-530 (equal authorship).

Michel Tuan Pham, Tom Meyvis, and Rongrong Zhou (2001), "Beyond the Obvious: Chronic Vividness of Imagery and the Use of Information in Decision-making," Organizational Behavior and Human Decision Processes, 84(2), March, 226-253.

REFEREED CONFERENCE PROCEEDINGS

Tingting Wang, Rongrong Zhou (2012), "Physical Temperature Effects on Consumer Purchase Behavior," Advances in Consumer Research,

Jing Wang, Jiewen Hong, Rongrong Zhou (2011), "How Long Have I Waited? The Influence of Construal Level on Waiting Time Judgment," Asia Pacific Advances in Consumer Research

Shenghui Zhao and Rongrong Zhou (2008), "Self-Regulation in Consumers' Time Discounting," European Advances in Consumer Research, Vol. 8.

Rongrong Zhou and Jaideep Sengupta (2006), "Motivational Influences in Consumer Behavior: The Role of Regulatory Focus," in Advances in Consumer Research, Cornelia Pechmann and Linda Price (eds.), Vol. XXXIII.

Rongrong Zhou and Michel Tuan Pham (2004), "Advances in the Psychology of Consumer Investment," in Advances in Consumer Research, Vol. 31, Barbara Kahn and Mary Frances Luce (eds.), Valdosta, GA: Association for Consumer Research.

Dilip Soman and Rongrong Zhou (2002), "Waiting for Service: Affective Responses, Satisfaction and Decision-making of Consumers Waiting in Queues", in Advances in Consumer Research, Vol. 29, Susan Broniarczyk and Kent Nakamoto (eds.), Valdosta, GA: Association for Consumer Research.

WORKING PAPERS

Lulu Shi, Sophie Fan, Rongrong Zhou, Jiewen Hong, "Recycling Increases Consumers' Willingness to Wait"

Rongrong Zhou, Jiewen Hong, Yunhui Huang, Jielan Liu, "Negative Promotions: The Role of Psychological Reactance"

Tingting Wang, Rongrong Zhou, "Physical Temperature Effects on Consumer Buying and Selling Decisions"

Rongrong Zhou and Shenghui Zhao, "Numerical Judgments and Recall by Consumers:

Selective Accessibility under Prevention and Promotion Motivations”, (equal authorship).

Shenghui Zhao and Rongrong Zhou, “Motivational Influences in Time Discounting: The Effect of Regulatory Focus”, (equal authorship)

Rongrong Zhou, Weiyin Hong, and Dilip Soman, “Evaluating Multiple Gains and Losses: Valence vs. Value Accounting”

SELECTED WORK IN PROGRESS

“Recycling Cues and Consumer Vitality” (With Lulu Shi, Sophie Fan and Jiewen Hong)

“Consumers’ Evaluation of Consumption Episodes with Mixed Valence” (with Min Zhao and Dilip Soman)

“Does Concrete Thinking Reduce Unethical Behavior?” (With Fue Zeng)

“Risk Attitudes and Regulatory Focus: When Promotion \neq Risk-Seeking and Prevention \neq Risk-Aversion” (with Michel Pham and Dan Goldstein)

“Power and Word of Mouth” (with Hyunji Nam)

CONFERENCE PRESENTATIONS

“Physical Temperature Effects on Consumer Purchase Behavior,” with Tingting Wang, presented at *Association for Consumer Research conference* (poster session), Vancouver, Canada, 2012

“Physical Temperature Effects on Consumer Purchase Behavior,” with Tingting Wang, presented at *Society for Consumer Psychology conference* (poster session), Las Vegas, NV, 2012

“How Long Have I Waited: The Effect of Construal Level on Consumer’s Estimation of Wait Time,” with Jing Wang and Jiewen Hong, presented at the *Asia Pacific Association for Consumer Research conference*, (special session), Beijing, China 2011

“Regulatory Focus and Decision Making”, *Marketing Scholar Forum VII*, Hong Kong, June 2009

“Prevention Focus Exacerbates the Anchoring Bias: A Case of Selective Accessibility” with Shenghui Zhao, presented at the *Society for Consumer Psychology conference* (competitive paper), New Orleans, LA, 2008.

“The Anchoring Bias and Hindsight Bias: A Case of Selective Accessibility Influenced by Regulatory Focus,” with Shenghui Zhao, presented at the *Association for Consumer Research conference* (poster session), Memphis, Tennessee, 2007.

- “Motivational Influences in Time Discounting: The Effect of Regulatory Focus,” with Shenghui Zhao, presented at the *European Association for Consumer Research* (competitive paper), Milan, Italy, 2007.
- “The Effect of Regulatory Focus on the Anchoring Bias,” with Shenghui Zhao, presented at the *Marketing Science Conference* (special session), Singapore, 2007.
- “The effect of Regulatory Focus on Time Discounting,” with Shenghui Zhao, presented at *the Society for Consumer Psychology conference* (competitive paper), Las Vegas, NV, 2007.
- “Regulatory Focus and Consumer Preference for Credit and Loans,” with Shenghui Zhao, presented at *the Annual Meeting of the Society for Judgment and Decision Making* (poster session), Houston, Texas, 2006.
- “Self-regulation and Decision-Making”, presented at the *International Forum on Marketing Science*, Chengdu, China, 2006.
- “Visual vs. Verbal Processing: The Influence of Promotion vs. Prevention Focus”, with Shi Zhang, presented at *Behavioral Decision Research in Management* (poster session), Los Angeles, CA, 2006.
- “Do Promotion-Focused Individuals Have Higher Discount Rates? It Depends on the Valence,” with Shenghui Zhao, presented at the *Marketing Science Conference* (special session), Pittsburgh, Pennsylvania, 2006.
- “Understanding Impulsives’ Unwise Eating Choices,” with Jaideep Sengupta, presented at the *Association for Consumer Research conference* (special session), San Antonio, Texas, 2005 (session co-chair).
- “Integrating Gains and Losses: Valence vs. Value Accounting,” with Weiyin Hong and Dilip Soman, presented at the *Marketing Science Conference* (special session), Rotterdam, Netherlands, 2004.
- “Promotion and Prevention across Mental Accounts: When Financial Products Dictate Consumers’ Investment Goals,” with Michel Tuan Pham, presented at *the Annual Meeting of the Society for Judgment and Decision Making* (paper session), Vancouver, Canada, 2003.
- “Self-Regulation Across Financial Products: Promotion vs. Prevention in Consumer Investment Decisions,” with Michel Tuan Pham, presented at the *Association for Consumer Research conference* (special session), Toronto, Canada, 2003 (session co-chair).
- “Consumers’ perception, evaluation and decision-making about time,” with Dilip Soman, presented at *Behavioral Decision Research in Management* (paper session), Chicago, IL, 2002.

“The effect of the number of people behind in a queue,” with Dilip Soman, presented at *the Annual Meeting of the Society for Judgment and Decision Making* (paper session), 2001.

“On the psychology of queuing: Why does the number of people behind matter?” with Dilip Soman, presented at *the Association for Consumer Research conference* (special session), Austin, Texas, 2001, (session co-chair).

“When and Why do Consumers Decide to Leave the Queue?” with Dilip Soman, presented at *the Marketing Science conference* (special session), Wiesbaden, Germany, 2001.

“Beyond the Obvious: Chronic Vividness of Imagery and the Use of Information in Decision-making,” with Michel Pham and Tom Meyvis, presented at *the Society for Consumer Psychology conference* (competitive paper), 2001.

“Regulatory Focus, Implicit Goals, and Investors’ Sensitivity to Gains and Losses in Financial Decision Making,” presented at *the Association for Consumer Research conference* (competitive paper), Salt Lake City, Utah, 2000.

“The Effect of Idle Chatter,” with Don Lehmann, presented at *the Association for Consumer Research conference* (special session), Salt Lake City, Utah, 2000.

INVITED TALKS

Sun Yat Sen University (2017)
Wuhan University (2016)
Nanyang Technological University (2011)
HKUST Business Insights Series (2010)
Chinese University of Hong Kong (2007)
National University of Singapore (2004)
Cheung Kong Business School (2004)
Peking University (2004)
University of Pennsylvania (2003)
University of Colorado at Boulder (2000)
University of Iowa (2000)
University of Toronto (2000)
HKUST (2000)
McGill University (2000)
National University of Singapore (2000)

TEACHING

Consumer Behavior, HKUST undergraduate core course, Spring 2023 (2 sections), Spring 2022 (3 sections) Spring 2021 (2 sections), Spring 2020 (3 sections), 2019 (3 sections), Spring 2018 (2 sections), Spring 2017 (3 sections), Spring 2015 (1 section), Spring 2014 (3 sections), spring 2013 (2 sections), spring 2012 (3 sections), Spring 2011 (2 sections)

Survey Research and Experimental Designs, DBA core course, Spring 2022

Experiment Design and Analysis, HKUST PhD course, Spring 2023, Spring 2021, Spring 2018, spring 2013, spring 2011, fall 2008, spring 2008, spring 2007

Professional Development in Ethics, Innovation and Technology for Research Postgraduate Students, HKUST PhD course, Spring 2022, 2021, 2020

Understanding Consumers: A Strategic Approach, HKUST Master in International Management course, Spring 2015

Strategic Marketing, HKUST undergraduate core course (case-based), spring 2002 (2 sections), spring 2003 (3 sections), spring 2004 (3 sections), spring 2005 (3 sections), spring 2006 (3 sections), spring 2007 (1 section), spring 2008 (1 section), fall 2008 (2 sections), fall 2009 (2 sections)

Teaching Assistant, Columbia University, Graduate School of Business, 1998-2000
MBA core on Marketing Management (Fall 1998 & 1999; Summer 1998 & 1999; Fall 2000)
EMBA core on Marketing Strategy (Summer, 2000)
Ph.D. seminar on Experimental Design and Analysis (Spring, 2000)

HONORS AND AWARDS

Finalist for the Franklin Prize for Teaching Excellence, HKUST, 2005
Dean's Recognition for Excellent Teaching Performance, HKUST, Spring 2022, 2021, 2020, 2019, 2018, 2017, 2005
Wei Lun Fellow, HKUST, 2001-2005
Beta Gamma Sigma
AMA Doctoral Consortium Fellow, London, Canada, 2000
Columbia University Doctoral Fellowship, 1997-2001
People's Scholarship, Fudan University, Shanghai, 1993-1997

RESEARCH GRANTS

"The Influence of Sustainability-Related Cues on Consumer Behavior" RGC-GRF, HK\$723,520, Co-investigator

"The Effect of Construal Level on Estimation of Waiting Time Duration," RPC grant, HK\$185,000, principal investigator

"Managing Consumer Experience: How Do People Remember, Evaluate and Recommend Mixed Consumption Experiences?" RGC-GRF, HK\$331,139, principal investigator

"Negative promotions: When Promotional Efforts Trigger Psychological Reactance," SBM School Based Initiatives (SBI) Grant, HK\$22,471, principal investigator

"When Prevention-oriented Investors Take Greater Risks," SBM School Based Initiatives (SBI) Grant, HK\$50,000, HKUST, principal investigator

“Understanding Impulsive Consumption Behavior: The Role of Regulatory Focus”, RGC Competitive Earmarked Research Grants, HK\$695,200, Research Grants Council, Hong Kong, principal investigator

“Consumer Reactions to Waiting and Queuing and Implications for the Management of Services”, RGC Competitive Earmarked Research Grants, HK\$839,436, Research Grants Council, Hong Kong, principal investigator

“The Impact of Overheard Comments on Consumers' Purchase Decisions”, Direct Allocation Grant, HK\$50,000, Research Grants Council, Hong Kong, principal investigator

“A Self-regulation Model of Individual Investors' Decision-making “, Direct Allocation Grant, HK\$70,000, Research Grants Council, Hong Kong, principal investigator

MEMBERSHIPS

Association for Consumer Research
Society for Judgment and Decision Making
Society for Consumer Psychology

REVIEWING

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Management Science
Journal of Retailing,
Personality and Social Psychology Bulletin
International Journal of Research in Marketing
Journal of Behavioral Decision Making
Marketing Letters
Journal of Economic Psychology
Journal of the Academy of Marketing Science
ACR conference
SCP conference
AMA winter conference
AMA Summer Marketing Educators' Conference

Associate Editor for SCP conference 2020
Member, Competitive Paper Review Board of ACR conference 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012
Member, Program Committee of SCP conference 2012
Poster Session Co-chairs for Asia Pacific ACR conference 2011
Associate Editor for competitive papers, ACR conference 2010
Reviewer for RGC's Faculty Development Scheme (FDS) 2020
Reviewer for RGC research grants, Hong Kong, 2010

SERVICE

Member of Department PhD committee 2023, 2022, 2021
Member of Department UG committee 2023, 2022, 2015
Member of SASC (School Appointments and Substantiation Committee) 2021, 2018
Member of University Senate Committee on Academic Integrity 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2015
Member of Department Head Search Committee 2021
Member of Department Search & Appointments Committee
Member of Department Substantiation & Promotion Committee
Member of Department Merit Salary Review Committee
Member of the Department Resources and Planning Committee
Organizer of Annual Marketing Camp 2016-2018

Member of SBM Research Committee Spring 2017
SBM Faculty Mentor for First Year Students, Spring 2017
Organizer of Department Seminar Series 2015
Chair of Department Undergraduate Committee till 2014
Member of School Undergraduate Committee till 2014
Member of School Advisory Council Ad-hoc Committee on China Engagement Strategy 2015
Card Reader, HKUST Business School Congregation 2013
Member of Department Head Search Committee 2009
Member of Department 334 Task Force/ OBE 2009
Member of Department Search Committee for Recruitment of Faculty Members 2008
Postgraduate Student Career Coordinator 2008
Served on the selection committee of President's Cup 2006, 2007, 2009
Interviewer, UG early admission interview 2011 2012
Interviewer, JUPAS interviews 2008, 2009, 2012, 2013, 2014
Interviewer, Mainland UG admission interview 2006, 2008, 2009, 2012, 2017, 2019
Department Representative, School MBA committee 2005
Library Coordinator 2002-2005
Department Representative for TLQPR, 2002
Served on faculty recruiting panel at the summer AMA conference

STUDENT ADVISING

Member of Phd thesis committee for Joyce Liu
Member of Phd thesis committee for Li Zhang
Member of Phd thesis committee for Yunhui Huang
Member of Phd thesis committee for Tingting Wang
Member of Phd thesis committee for Fangyuan Chen
External Examiner of Phd thesis Committee for Lida Zhang (MGMT Phd student)
Chair of PhD thesis committee for Wing Ki LIU (ISOM Phd student)
Chair of Phd thesis committee for Zhao, Chunyu (Nano Science and Technology, PhD student)
Chair of Phd thesis committee for Tsz Nok NG (Engineering Phd student)
Chair of Phd thesis committee for Quan Tian (ISOM Phd student)
Chair of MPhil thesis committee for Fatemeh KAZEMPOURLONG
Second year paper advisor for Tingting Wang
First year paper advisor for Jielan Liu, Tingting Wang

External Examiner of PhD thesis for Nan Zhang (ISOM PhD student)
Member of PhD thesis committee for Elaine Chan
Member of PhD thesis committee for Yuwei Jiang
Member of PhD thesis committee for Robin Chak
Member of MPhil thesis committee for Maggie Wai-hing Chan
External examiner of PhD thesis for Fengyan Cai (CUHK PhD student)
External examiner of MPhil thesis for Yanjie Li (CUHK MPhil student)

MEDIA COVERAGE ON RESEARCH

“Queuing Management: Retaining Your Customers,” Hong Kong Economic Times,
January 12, 2010

“The Ultimate Body Language: How You Line Up for Mickey,” Research on queuing
featured in an article on New York Times, September 18, 2005,
reprinted on International Herald Tribune, September 19, 2005

“Stay or Go?” Research on queuing featured in an article in Psychology Today, Nov/Dec
2003

“Standing in Line”, Research on the psychology of queuing featured in an article in The
Globe and Mail, Canada, November 7, 2003.

Research on queuing discussed in Reader’s Digest, Australia/ New Zealand Edition, June
2003.

“It’s Worth the Wait if Others Queue”, Research on the psychology of queuing featured in an
article in Sydney Morning Herald, national section, March 19, 2003.

“Chinese Suited to Standing in Line”, Research on the psychology of queuing featured in an
article in Sunday South China Morning Post, July 22, 2001. This research is also covered
by Ming Pao Daily News on July 23, 2001, by the Macau Daily News on July 24, 2001,
and by the Sun on July 26, 2001.