

Xiajing Zhu
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Education

University of California, Irvine <i>Ph.D. in Marketing, Advisor: Connie Pechmann</i>	2019 – Present Irvine, CA, USA
Jiangnan University <i>Master in Management Science (with honor)</i>	2015 – 2018 Wuxi, China
Jiangnan University <i>Bachelor in Management (with honor)</i>	2011 – 2015 Wuxi, China

Research Interests

Consumer decision making, online misinformation, social media, message framing, self concepts, brand management.

Research in Progress

Zhu, X. & Pechmann, C. Political ideology and misinformation posting, data collection stage.

Zhu, X., Teng, L, & Wang, X. Brand misinformation and response strategy, experiment design stage.

Published Research

Foti, L., **Zhu, X.**, Yuan, Y., & Teng, L. (2020). Broadcasting and narrowcasting: the impact of affective and cognitive message framing on message persuasiveness. *International Journal of Advertising*, 39(8), 1183-1201.

Zhu, X., Teng, L., Foti, L., & Yuan, Y. (2019). Using self-congruence theory to explain the interaction effects of brand type and celebrity type on consumer attitude formation. *Journal of Business Research*, 103, 301-309.

Dou, X., **Zhu, X.**, Zhang, J. Q., & Wang, J. (2019). Outcomes of entrepreneurship education in China: A customer experience management perspective. *Journal of Business Research*, 103, 338-347.

Research Grants

Co-applicant, “Advancing an innovative framework of branding strategy in the context of transformation and internationalization”, the key project of National Natural Science Foundation of China, \$ 342,800.00. 2019 – 2024

Applicant, “The effects of celebrity-brand congruence on consumer attitude: A social identity perspective”, the Postgraduate Research and Practice Innovation Program of Jiangsu Province, \$1,000.00. 2017 – 2018

Collaborator, “Tapping into the Chinese Appetite: Driving sales for Ontario food products in China”, OMAFRA Research Grant of Canada, \$ 152,225.00. 2016 – 2019

Research Presentations

Zhu, X. & Pechmann, C. (2021), “Party competition: When Democrats and Republicans are motivated to post misinformation on social media”. *The 2021 ACR Conference*, Virtual.

Zhu, X., Zhou, Q., Wang, F., & Zhang, H. (2018), “For or with: The impact of message framing on consumer attitudes towards the brand”. *The 2018 International Advertising and Branding Conference*, Wuxi, China.

Teng, L., **Zhu, X.**, Wang, J., & Wang, F. (2017), “Examining the importance of country-of-origin effects on luxury versus non-luxury goods and brand names”. *The 12th Royal Bank International Marketing Conference*, Montreal, Canada.

Dou, X. & **Zhu, X.** (2016). “The role of different sources on the innovative entrepreneurial development”, *The 11th Royal Bank International Marketing Conference*, Wuxi, China.

Laroche, M., Teng, L., Richard, M., Liu, L., & **Zhu, X.** (2015). “Chinese consumer perception of celebrity endorsers: a social identity perspective”, *The 10th Royal Bank International Marketing Conference*, Montreal, Canada.

Work Experiences

Branding Research Center of Jiangsu Province 2018 – 2019
Research Associate Wuxi, China

Teaching Experiences

Teaching assistant University of California, Irvine 2019 – 2021

- Undergraduate Courses: Intro to Marketing, Sales Management
- MBA Courses: Brand Management, Marketing Management

Professional Service

Seminar Organizer Marketing department, Jiangnan University 2016 – 2017
Student Counselor Honor School, Jiangnan University 2014 – 2016