

ZOEY CHEN

(fall 2018)

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Employment

University of Miami, School of Business, 2014 - *Present*
Assistant Professor of Marketing

Education

Ph.D. in Business Administration, 2014
Scheller College of Business, Georgia Institute of Technology
Concentration in Marketing

Bachelor of Science, 2009 (cum laude)
Leonard N. Stern School of Business, New York University
Majors: Marketing and Finance, Minor: Psychology

Select Publications

Chen, Zoey and Andrew Stephen (*forthcoming*), "Digital and Social Media Research," In Frank R. Kardes, Paul M. Herr, and Norbert Schwarz (eds). *Handbook of Research Methods in Consumer Psychology*. Routledge.

Chen, Zoey (2017) "Social Acceptance and Word of Mouth: How the Motive to Belong Leads to Divergent WOM with Strangers and Friends," *Journal of Consumer Research*, 44(3), 613-632.

- Select Media Coverage: "Marketing Matters" on Sirius *Business Radio* (Powered by the Wharton School)

Lurie, Nicholas, Jonah Berger, **Zoey Chen**, Beibei Li, Hongju Liu, Charlotte Mason, David M. Muir Grant Packard, Joseph Pancras, Ann Schlosser, Baohong Sun, and Rajkumar Venkatesan (2017), "Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice." *Customer Needs and Solution*, 1-13. (Special issue in connections with 2016 Choice Symposium).

Chen, Zoey and Jonah Berger (2016), "How Content Acquisition affects Word of Mouth," *Journal of Consumer Research*, 43(1), 86-102.

- Select Media Coverage: *Entrepreneur Magazine*
- JCR's most talked about article of 2016

Chen, Zoey and Nicholas Lurie (2013), "Temporal Contiguity and the Negativity Bias in the Impact of Online Word-of-Mouth," *Journal of Marketing Research*, 50(4), 463-476.

- Select Media Coverage: *Business News Daily*, *Science Daily*, *Fox Business*, *Money Radio* (Bloomberg Affiliate)
- MSI Journal Selection (March 2014)

Chen, Zoey and Jonah Berger (2013), "When, Why and How Controversy Causes Conversation," *Journal of Consumer Research*, 40(3), 580-593.

- Select Media Coverage: *Harvard Business Review*, *Psychology Today*, *Montreal Gazette* and *Vancouver Sun*

Select Research in Progress

Hydock, Chris, Zoey Chen, and Kurt Carlson, Sharing with Brands, revising for second round review at *Journal of Marketing*.

Sheehan, Daniel and Zoey Chen, Social Media and Consumer Decision-Making, Under review.

Chen, Zoey, Ryan Hamilton, and Derek Rucker, Anticipation and Time, Under review.

Chen, Zoey and Ann Schlosser, Word of Mouth and Memory, Under review.

Chen, Zoey and Lili Wang, Word of Mouth Referral, Under review.

Social Comparison and Product Choice, with Xiaoying Zheng, Jing Xu, and Hao Shen, Under review.

Morgan, Carter, Zoey Chen and Sara Dommer, Personal Disclosure and WOM, Manuscript in Preparation for re-submission.

Chen, Zoey and Matthew Hilimire, Emotions and Space, Manuscript in Preparation for submission.

Popovich, Deidre and Zoey Chen, Social Influence and Goal Pursuit, Manuscript in Preparation for submission.

Van Bergen, Noah, Zoey Chen and Nick Lurie, Inference making about decision-making, Data collection.

Watts, Jameson, Zoey Chen, and Shankar Ganesan, WOM and product crisis, Working Paper

Chen, Zoey and Nicholas Lurie, Product State and Performance, Working Paper.

Refereed Conference Presentations

Chen, Zoey (2017) "Social Sharing," *Society for Consumer Psychology*, San Francisco, California (February).

Chen, Zoey (2016) "Social Sharing," *Association for Consumer Research*, Berlin, Germany (October).

Chen, Zoey (2016) "Accidental Consumption," invitation-only *IDEAS II Conference*, Emory University (June).

Chen, Zoey and Jonah Berger (2016), "When, Why, and How Controversy Causes Conversation," *Association for Psychological Science*, Chicago, Illinois (May).

Invited panelist (2016), "Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice," invitation-only *Choice Symposium*, Lake Louise, Canada (May).

Invited panelist (2015) "Roundtable on Automated Text Analysis," *Association for Consumer Research*, New Orleans, Louisiana (October).

Chen, Zoey and Jonah Berger (2015), "Finding vs. Receiving: How Content Acquisition Affects Sharing," *Association for Consumer Research*, New Orleans, Louisiana (October).

Chen, Zoey and Ann Schlosser (2015), "Word of Mouth Impairs Memory for Product Experiences," *Association for Consumer Research*, New Orleans, Louisiana (October).

Chen, Zoey and Jonah Berger (2015), "Finding vs. Receiving: How Content Acquisition Affects Sharing," *Society for Personality and Social Psychology*, Long Beach, California (February).

Chen, Zoey and Jonah Berger (2015), "Finding vs. Receiving: How Content Acquisition Affects Sharing," *Society for Consumer Psychology*, Phoenix, Arizona (February).

Chen, Zoey and Ann Schlosser (2014), "Word of Mouth Impairs Memory for Product Experiences" *Society for Consumer Psychology*, Miami, Florida (February).

Chen, Zoey and Jonah Berger (2013), "When, Why, and How Controversy Causes Conversation," *Society for Consumer Psychology*, San Antonio, Texas (February).

Chen, Zoey and Nicholas Lurie (2012), "Low Batteries Make You Greedy: The Effect of Product States on Human Behavior," *Association for Consumer Research*, Vancouver, Canada (October).

Chen Zoey and Jonah Berger (2012), "When, Why, and How Controversy Causes Conversation," *Association for Consumer Research*, Vancouver, Canada (October).

Chen, Zoey and Nicholas Lurie (2012), "Temporal Contiguity and the Negativity Bias in Online Word-of-Mouth," poster presented at *Behavioral Decision Research in Management Conference*, Boulder, Colorado (June).

Chen, Zoey and Nicholas Lurie (2012), "Low Batteries Make You Greedy," poster presented at *Behavioral Decision Research in Management Conference*, Boulder, Colorado (June).

Chen, Zoey and Nicholas Lurie (2011), "Upbeat and Helpful: Temporal Contiguity and the Negativity Bias," *Association for Consumer Research*, St. Louis, Missouri (October).

Chen, Zoey and Nicholas Lurie (2011), "Delay-based Discount of WOM Communication," *Society for Consumer Psychology*, Atlanta, Georgia (February).

Lurie, Nicholas, Sam Ransbotham, Zoey Chen and Stephen He (2010), "Marketing on the Map," poster presented at *Behavior Decision Research in Management Conference*, Pittsburgh, Pennsylvania (June).

Invited Presentations

Academic:

- 2018: Northwestern, Department of Marketing
- 2017: Stanford University, Department of Marketing
- 2017: Georgetown University, Department of Marketing
- 2017: Hong Kong University of Science and Technology, Department of Marketing
- 2017: Koç University, Kumpem Forum
- 2017: University of Colorado Boulder, Department of Marketing
- 2017: University of Manitoba, Department of Marketing
- 2017: Zhejiang University, Department of Marketing
- 2016: University of Kentucky, Department of Marketing
- 2016: Chinese University of Hong Kong, Department of Marketing
- 2015: University of Miami, Department of Computer Science
- 2015: City University of Hong Kong, Department of Marketing
- 2013: Boston College, Department of Marketing
- 2013: Chinese University of Hong Kong, Department of Marketing
- 2013: Cornell University, Department of Marketing
- 2013: Rutgers, Department of Marketing
- 2013: Temple University, Department of Marketing
- 2013: University of California, Los Angeles, Department of Marketing
- 2013: University of California, Riverside, Department of Marketing
- 2013: University of Iowa, Department of Marketing
- 2013: University of Miami, Department of Marketing
- 2013: University of South Carolina, Department of Marketing

Non-academic:

- 2017: Perry Ellis "Consumer Trends and Social Media"
- 2016: UPS "Should I Post This?"
- 2014: Citibank "Social Media: Facts*, Misconceptions, and Opportunities"

Research Interests

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| • Online decision-making | • Word of mouth |
| • Motivation | • Social influence |

Honors and Awards

- MSI Young Scholar, 2019
- Excellence in Teaching Award, Undergraduate Business Education, 2018
- Provost Research Award, University of Miami, 2016
- Faculty representative, Society for Consumer Psychology Doctoral Consortium, 2016
- Faculty representative at Invite-only Marketing Edge Professor's Institute, 2016
- President's Fellowship, Georgia Institute of Technology, 2009–2014
- Watson Stalnaker Memorial Prize for Ph.D. Student Excellence, Georgia Tech, 2013
- AMA Sheth Doctoral Consortium Fellow, 2012
- Stern Scholar, Leonard N. Stern School of Business, NYU, 2005–2009
- Denis O'Leary Scholar, Leonard N. Stern School of Business, NYU, 2005–2009

Teaching (Courses Taught)

School of Business, University of Miami

- Undergraduate Marketing Research (Spring 2015, 2016, 2017).
- MBA Marketing Research (Spring 2016, 2017)

Scheller School of Business, Georgia Institute of Technology

- Undergraduate Marketing Research (Spring 2013, 2014)
- MBA Integrated Marketing Communication (2013), guest lecturer: "Online Word of Mouth."

Reviewing

Editorial Review Board:

- Journal of Marketing Research (2017- present)

Ad hoc reviewing:

- Journal of Consumer Research
- Journal of Consumer Psychology
- Journal of Experimental Psychology: General
- Journal of Association for Consumer Research
- Journal of Interactive Marketing
- Journal of Retailing
- Marketing Letters
- Association for Consumer Research Annual Conference
 - Program Committee (2018)
- Society for Consumer Psychology Annual Conference
- Society for Consumer Psychology Dissertation proposal Competition (2018)
- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (2016)
- Swiss National Science Foundation
- Research Grants Council (RGC) of Hong Kong

Service

- Marketing Behavior Lab coordinator, University of Miami, 2016 – 2018
- Marketing Research Camp Organizer, University of Miami, 2016
- MBA recruitment class “Marketing Marketing” (March 2016)
- Distinguished Speaker Series Coordinator, University of Miami, 2015 – 2016
- Ph.D. Committee Student Representative, Georgia Institute of Technology, 2012 – 2013

Professional Associations

- Association for Consumer Research
- Society for Consumer Psychology
- Society for Judgment and Decision Making
- Society for Personality and Social Psychology