# MIN ZHAO

(*October 2019*)

Associate Professor of Marketing Carroll School of Management Boston College 140 Commonwealth Ave. Chestnut Hill, MA 02467 <u>zhaomk@bc.edu</u>

# ACADEMIC APPOINTMENTS

Associate Professor of Marketing (with tenure), 2016 – Carroll School of Management, Boston College

Associate

# **AWARDS AND HONORS**

Outstanding Reviewer Award, *Journal of Consumer Research*, 2017 Top 30 Most Productive Authors in the Premier AMA Journals, *American Marketing Association* (AMA), 2013; 2014; 2016 (r)]TJETBT1 0 0 1 390.79 9 566 T5[op 30 )]TJETBT1 0 0 1 390.79 9 566 Tm[Mos)8(t )8(P)-3(ro)13(du

 Lee, Kiyeon and Min Zhao (2018) Giving In to Temptation When Thinking about Money: Money, Time, and Self-*Conference Proceedings –Society for Consumer Psychology*, TX: Dallas Vol. 29.

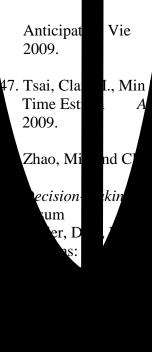
8.

- 29. Zhao, Min, Steve Hoeffler, and Gal Zauberman (2005), Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoug G. Menon and A. R., Rao (Eds), *Advances in Consumer Research*, Vol. 32.
- 30. Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao (2004), When Categorization is Am)JTJBT1 0 0 1 186.26 695.38 Tm -0.036 Tcp1 0 0 1 403.01 0 0 ri

Research Conference, New Orleans, October 2015.

23. Tsai, Claire I. and Min Zhao, The Intensification Effect of Quantity Specificity on

- 35. Zhao, Min, Leonard Lee and Dilip Soman, The Effect of Incidental Cues on Waiting *Asian-Pacific Association for Consumer Research Conference*, Beijing, June 2011.
- 36. Lee, Kiyeon and Min Zhao, The Impact of Price on Preference Consistency over Time *Society for Consumer Psychology Conference*, Atlanta, February 2011.
- 37. Zhao, Min and Claire Claire I. The Effect of Duration Knowledge on Forecasted vs. Actual Affective Experience Claire unpacking paper, *Assoc*



ciation for Consumer Research Conference, Pittsburgh, October

Ind Jing Wan, The Effect of Unpacking and Valence in Future tion for Consumer Research Conference, Pittsburgh, October

-- The Effect of *Judgment and* 

ence, Boston, January 2009.

atner and Min Zhao, howing Deference to Advocates Who Are Say No? Association for Consumer Research Conference, San

ler, and Gal Zauberman, Mental Simulation and the Evaluation of The Affective and Cognitive Dimensions of Process versus Outcomesociation for Consumer Research Conference, San Francisco,

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New York University (2018) University of Wisconsin (2017) Ohio State University (2017) Zhejiang University (2016) Oklahoma State University (2016) University of Alberta (2016) University of Delaware (2015) Georgetown University (2014) National University of Singapore (2014) Singapore Management University (2014) Hong Kong University of Science and Technology (2014; 2010; 2006) Chinese University of Hong Kong (2014; 2006) Technical University of Munich (2014) Boston University (2013) Boston College (2013) MSI Young Scholar Conference (Park City, 2013) Tsinghua University (2013; 2011) University of British Columbia (2011) Vanderbilt University (2011) University of Maryland (2011) North Carolina State University (2011) Beijing University (2011) University of Toronto (2006) Southern Methodist University (2006) University of Florida (2006)

### TEACHING

#### Courses

#### **Boston College**

Marketing Principles (undergraduate core), fall 2016 - present

#### University of Toronto

Principles of Marketing (undergraduate core), spring 2008 fall 2012 Consumer Behavior (undergraduate elective), spring 2009 fall 2010 Managing Customer Value (MBA core), fall 2011 fall 2015

#### Supervision of Independent Studies (

## University of Toronto

MBA Committee, Rotman School of Management, University of Toronto, 2015 - 2016 Third-year Review Committee, Department of Management, University of Toronto Scarborough, 2015
Research Ethics Board (REB), University of Toronto, 2014 - 2016
MBA Committee, Marketing Department, Rotman School of Management, University of Toronto 2014 - 2016
Recruiting Committee, Department of Management, University of Toronto Scarborough, 2014/2015
B-Commerce Committee, Marketing Department, Rotman School of Management, University of Toronto, 2008 - 2012
x Recruiting Committee, Marketing Department, Rotman School of Management,

- University of Toronto 2010/2011
  x Judge for the General Mills Case Competition of the Rotman Marketing Association, Rotman School of Management, University of Toronto, 2010, 2011
- Organizer of the Ro/FP(y)20( o)-9(f T)4(oronto)]TJID 7/Lang (en-CA)&DC BT/F1IETBT1 0 0 1 53

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