

ZOEY CHEN

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Phone: (305) 284-3447 | Email: zchen[at]bus[dot]Miami[dot]edu

Employment

University of Miami, Miami Herbert Business School
Assistant Professor of Marketing (2014 – 2021)
Associate Professor of Marketing (June 2021 –)

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

VanBergen, Noah, Nick Lurie, and **Zoey Chen** (forthcoming), "More Rational or More Emotional than Others? Lay Beliefs about Decision-Making Strategies," *Journal of Consumer Psychology*.

Chen, Zoey, Ryan Hamilton, and Derek Rucker (2021), "Are We There Yet? An Anticipation Account of the Return Trip Effect," *Social Psychological and Personality Science*, 12(2), 258-265.

Hydock, Chris, **Zoey Chen**, and Kurt Carlson (2020), "Why Unhappy Customers are Unlikely to Share Their Opinions with Brands," *Journal of Marketing*, 84(6), 95-112.

- Select Media Coverage: Keller Center Research Report

Chen, Zoey and May Yuan (2020), "Psychology of Word of Mouth Marketing," *Current Opinions in Psychology: Privacy and Disclosure, Online and in Social Interactions*. 31(Feb), 7-10.
(Invited article)

Chen, Zoey and Andrew Stephen (2019), "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 (2018), "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:
 - "When controversy sparks buzz--and when it doesn't." (2014) *Harvard Business Review*, 92 (4), 27-28.
 - *Psychology Today*, *Montreal Gazette* and *Vancouver Sun*

Select Research in Progress

Wang, Lili and Zoey Chen, Word of Mouth Referral, revising for 3rd round review at *Journal of the Academy of Marketing Science*.

Schweidel, David, Yakov Bart, Jeffrey Inman, Andrew Stephen, Barak Libai, Michelle Andrews, Ana Babic Rosario, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni, and Felipe Tomaz, Technology and the Customer Journey, preparing for 2nd round review at *Journal of the Academy Marketing Science: Special Issue on Digital Technology*.

Morgan, Carter, Zoey Chen and Sara Dommer, Personal Disclosure and WOM, revising for resubmission to *Journal of Marketing Research*.

Sheehan, Daniel and Zoey Chen, Social Media and Consumer Decision-Making, revising for resubmission to *Journal of Marketing*.

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

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

Chen, Zoey and Ann Schlosser, Word of Mouth and Memory, Working Paper.

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

Refereed Conference Presentations

Chen, Zoey (2019) "The Wisdom of Words: Language in Consumer Research. A Workshop to Spark Collaboration," invited participant, Association for Consumer Research, Atlanta, Georgia (October).

Morgan, Carter*, Zoey Chen and Sara Dommer (2019), "TMI: How and Why Personal Self-Disclosure Affects the Persuasiveness of Consumer Word-of-Mouth," *Association for Consumer Research*, Atlanta, Georgia (October). *presented by co-author

Chen, Zoey (2019) Technology and Consumer Journey, invitation-only *Choice Symposium*, Chesapeake Bay, Maryland (May).

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:

- 2021: University of Manitoba, Department of Marketing (scheduled: June 2021)
- 2021: Hong Kong Poly Polytechnic University, Department of Management and Marketing
- 2020: Arizona State University, Department of Marketing
- 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

- Excellence in Teaching Award, Undergraduate Business Education, University of Miami, 2021
- MSI Young Scholar, 2019
- Excellence in Teaching Award, Undergraduate Business Education, University of Miami, 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 (2015 – present)
- MBA Marketing Research (2016 – present)

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)
- Journal of Consumer Research (2019 – present)
- Journal of Interactive Marketing (2021 – present)
- Marketing Letters (2021 – present)

Ad hoc reviewing:

Journals

- Journal of Association for Consumer Research
- Journal of Consumer Psychology
- Journal of Experimental Psychology: General
- Journal of Experimental Psychology: Applied
- Journal of Marketing
- Journal of Retailing
- Organizational Behavior and Human Decision Processes

Grants and Competition

- 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

Conferences

- Association for Consumer Research (ACR) Annual Conference (Program Committee 2018, 2019, 2020, 2021)
- American Marketing Association (AMA) Conference (Associate Editor 2018)
- Society for Consumer Psychology (SCP) Annual Conference

Service

- Website Committee, Herbert Business School, University of Miami, 2019 – present.
- “Marketing You” workshop, Frost school of Music, University of Miami, 2019
- “Hype: Turning the Tables” speaker, Miami Chamber of Commerce & University of Miami, 2018
- Marketing Behavior Lab coordinator, University of Miami, 2016 – 2018
- Ph.D. Teaching Workshop, School of Business, University of Miami, 2017
- Marketing Research Camp Organizer, University of Miami, 2016
- “Marketing Marketing” MBA recruitment class, 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 Personality and Social Psychology