

Jing Zhang, Ph.D.
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Marketing & Decision Sciences
College of Business, San Jose State University
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Professional Interests

Research Interests

My primary research interests are cultural factors in the context of advertising, marketing communications, consumer behavior, and persuasion. I apply and often extend the theories/models in social cognition (e.g., value-expressive attitudes) and cultural psychology (e.g., individualism and collectivism), and employ multiple methods including experiments, surveys, and content analysis, to enhance the understanding of cultural factors. I have three subareas under the cultural factor umbrella: 1) Individualism and collectivism cultural values in Chinese advertising and the implications for marketing communications and international advertising practices, 2) The impact of the horizontal/vertical cultural distinction on consumer and political behavior, and 3) The role of culture and self in consumer persuasion.

Another line of my research examines the effectiveness of marketing communications in high-technology media. In this area, I apply theories and models of technology adoption and attitude-behavior relations to understand, for example, how mobile SMS (short-message-service) advertising influences consumers' attitudes toward products or services as well as their subsequent buying behaviors.

Teaching Interests

Consumer Behavior, Integrated Marketing Communications, Advertising and Marketing Research, Advertising, Public Relations, and International and Multicultural Advertising/Marketing.

Academic Background

Ph.D. University of Illinois, Urbana-Champaign, Urbana-Champaign, IL, Communications (specialization in Advertising), 2004

B.S. Peking University, Beijing, China, Psychology, 1996

Memberships

American Academy of Advertising

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

WORK EXPERIENCE:

Academic Experience

Assistant Professor, Department of Marketing and Decision Sciences, San Jose State University (2011 - Present).

Assistant Professor, Department of Communication Studies, California State University (2009 - 2011).

Assistant Professor, Department of Journalism and Mass Communication, University of Wisconsin-Milwaukee (2004 - 2009).

Instructor, Department of Advertising, University of Illinois at Urbana-Champaign (2002 - 2004).

Teaching Assistant, Department of Advertising, University of Illinois at Urbana-Champaign (1999 - 2002).

Non-Academic Experience

International

Strategic Planner, J. Walter Thompson Beijing, a 4A's Advertising Agency (October, 1997 - July, 1999).

Research Executive, J. Walter Thompson Beijing, a 4A's Advertising Agency (July, 1996 - October,

1997).

Marketing Development Trainee, Akzo Nobel Coatings Company (April, 1996 - July, 1996).

TEACHING:

Courses Taught

Courses from the Teaching Schedule: Business Research and Communications, Consumer Behavior, Marketing Research

Courses taught, but not in the Schedule:

Public Relations Planning and Management, Survey of Public Relations, Introduction to Scientific Methods in Communication Research, Survey Research Method in Communications Research, Senior Seminar on Advertising,, Persuasion and Consumer Response, Advertising,, Persuasion and Culture, Graduate Seminar on Advertising and Persuasion, Persuasion in Mass Communication, Research for Strategic Communications (Advertising & Public Relations), Persuasion and Consumer Response, Advertising and Marketing Research Methods, Advertising Management: Strategy and Tactics, (Graduate Course) Advertising as Communication, Strategic Media Planning, Marketing Research, Business Research and Communications

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

Zhang, J. & Mao, E. (2012). What's Around Me? Applying the Theory of Consumption Values to Understanding the Use of Location-Based Services (LBS) on Smart Phones. *International Journal of E-Business*.

Shavitt, S., Johnston, T., & Zhang, J. (2011). Horizontal and vertical cultural differences in the content of advertising appeals. *Journal of International Consumer Marketing*, 23 (3-4), 297-310.

Zhang, J. (2010). The persuasiveness of individualistic and collectivistic advertising appeals among Chinese X-Generation consumers. *Journal of Advertising*, 39 (3), 69-80.

Zhang, J., Yang, X., & Peracchio, L. (2010). Understanding the impact of self- concept on the stylistic properties of images. *Journal of Consumer Psychology*, 20 (4), 508-520.

Zhang, J., Nelson, M., & Mao, E. (2009). Beyond de Tocqueville: The roles of vertical and horizontal individualism and conservatism in the 2004 U.S. presidential election. *Journal of Consumer Psychology*, 19 (2), 197-214.

Zhang, J. (2009). The effect of advertising appeals in activating self-construals: A case of bicultural Chinese X-Generation consumers. *Journal of Advertising*, 38 (1), 63-81.

Zhang, J. & Mao, E. (2008). Understanding the acceptance of mobile SMS advertising among young Chinese consumers. *Psychology & Marketing*, 16 (4), 315-342.

Zhang, J., Shavitt, S., Torelli, C., & Lalwani, A. (2006). Reflections on the meaning and structure of the horizontal/vertical distinction. *Journal of Consumer Psychology*.

Zhang, J., Shavitt, S., Lalwani, A., & Torelli, C. (2006). The horizontal/vertical distinction in cross-cultural consumer research. *Journal of Consumer Psychology*.

Zhang, J. & Shavitt, S. (2003). Cultural values in advertisements to the Chinese X- Generation: Promoting modernity and individualism. *Journal of Advertising*, 32 (1), 23-33.

Refereed Proceedings

Full Paper

Zhang, J., Lalwani, A., Shavitt, S., & Johnson, T. (2004). What is the relation between culture and desirable responding? In B. E. Kahn and M. F. Luce (Eds.). *Advances in Consumer Research*, 31, 434.

Zhang, J. & Shavitt, S. (2003). Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics. In P. A. Keller and D. W. Rook (Eds.). *Advances in Consumer Research*, 30, 162.

Zhang, J., Shavitt, S., & Johnson, T. (2002). Horizontal and vertical orientations in cross-cultural consumer persuasion. In S. Bronicarczy and K. Nakamoto (Eds.). *Advances in Consumer Research*, 29, 47.

Non-Refereed Proceedings

Full Paper

Nelson, M. & Zhang, J. (2010). Not all individualists are alike! Horizontal & vertical individualism - Implications for consumer orientation and advertising response. *Society for Consumer Psychology*

2010 Winter Conference,.

Liang, X. & Zhang, J. (2009). The persuasion effects of watching a documentary film: Behind the Labels: Garment Workers on U.S. Saipan. Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication (AEJMC) 2009 Convention.

Yang, X., Zhang, J., & Peracchio, L. (2008). How activated ideal-self and ought-self impact the effect of stylistic properties on persuasion? Society for Consumer Psychology 2008 Winter Conference.

Zhang, J. (2008). Comparing the persuasiveness of individualistic and collectivistic advertising appeals between Chinese X-Generation and older consumers. American Academy of Advertising 50th Anniversary Conference.

Zhang, J., Yang, X., & Peracchio, L. (2008). The persuasiveness of stylistic properties: The moderating role of ideal-self vs. ought-self. Association for Consumer Research Conference.

Zhang, J. (2007). Understanding the contextual effects of advertising values in activating self-construals: Moderators and underlying processes. Proceedings of the Society for Consumer Psychology 2007 Winter Conference.

Mao, E. & Zhang, J. (2007). What drives the acceptance of SMS advertising in China? Eighth Annual Global Information Technology Management World Conference.

Jayaraman, K. & Zhang, J. (2007). Understanding the effectiveness of product placement: The roles of placement congruency and information processing. Association for Education in Journalism & Mass Communication 2007 Summer Convention.

Zhang, J. (2005). Whether and how can we study the effect of horizontal/vertical cultural distinction on consumer responses at the individual level (vs. at the national level)? Cross-Cultural Consumer Psychology Pre-Conference, Winter SCP.

Zhang, J. & Shavitt, S. (2005). When gender differences make a difference: The role of the masculinity-femininity cultural dimension. Proceedings of the Society for Consumer Psychology 2005 Winter Conference.

Book Chapters

Refereed

Zhang, J. & Mao, E. (2012). The effects of consumption values on the uses of location-based services on smartphones, Strategy, Adoption and Competitive Advantage of Mobile Services in the Global Economy.. IGI Global Publishing.

Zhang, J. & Shavitt, S. (2004). Advertising and culture. In C. Spielberger (Ed.), Encyclopedia of Applied Psychology (pp. 47-52). San Diego: Academic Press.

Presentation of Refereed Papers

National

Zhang, J. & Shavitt, S. (2003, November). Cultural values reflected in Chinese and U.S. advertisements: Examining the moderating role of media type and product characteristics. Presented at the National Communication Association Convention, International and Intercultural Communication Division T. Reaching Across Cultural Boundaries: Glocalization & Popular Culture, Miami Beach, Florida.

Presentation of Non-Refereed Papers

National

Zhang, J. & Mao, E. (2012, February). The Adoption of Location-Based Services (LBS) on Smart Mobile Phones: A Perspective from Theory of Consumption Values. the 19th Annual Conference of American Society of Business and Behavioral Sciences (ASBBS), Las Vegas, Nevada.

Zhang, J. (2010). Understanding the Impact of Self-concept on the Stylistic Properties of Images,' and 'Promotion. San Jose State University, Department of Marketing and Decision Sciences, San Jose, California.

Zhang, J. (2009). The Public Relations Plan. California State University, Sacramento, Department of Communication Studies, Sacramento, California.

Zhang, J. (2004). Cultural Values Reflected in Chinese Advertisements: Self-Construal and Persuasion Implications. Michigan State University, Department of Advertising, East Lansing, Michigan.

Zhang, J. (2003). Cultural Values Reflected in Chinese Advertisements: Self-Construal and Persuasion Implications,' and 'Integrated Marketing Communications: Understanding Consumer Insights. Wichita State University, Elliott School of Communication, St. Wichita, Kansas.

Zhang, J. (2003). Cultural Values Reflected in Chinese Advertisements: Self-Construal and Persuasion

Implications,' and 'Integrated Marketing Communications: Understanding Consumer Insights,.
University of Miami, School of Communication, Miami, Florida.

Zhang, J. (2003). Cultural Values Reflected in Chinese Advertisements: Self-Construal and Persuasion Implications. University of Wisconsin-Milwaukee, Department of Journalism and Mass Communication, Milwaukee, Wisconsin.

Zhang, J. (2003). Cultural Values Reflected in Chinese Advertisements: Self-Construal and Persuasion Implications. University of Wisconsin-Madison, School of Journalism and Mass Communication, Madison, Wisconsin.

SERVICE:

Service to the University

Department Assignments

Chair:

2009 – 2010: Departmental Assessment Committee

Member:

2012: COB Research & Development Committee

2010 – 2012: Departmental Undergraduate Curriculum Committee

2010 – 2011: Departmental Assessment Committee

2009 – 2010: Departmental Human Subject Committee

2008 – 2009: Departmental Undergraduate Study Committee,

2006 – 2008: Departmental Graduate Study Committee

2005 – 2006: Departmental Awards Committee

2005 – 2006: Departmental Ad-hoc Teaching Evaluation Committee

2004 – 2005: Departmental Assessment Committee

Other Institutional Service Activities:

2010 – 2011: Orientations for Freshmen and Transferred Students: Faculty Volunteer

2009 – 2010: Orientations for Freshmen and Transferred Students: Faculty Volunteer

College Assignments

Member:

2011 – 2012: Undergraduate Associate Dean Recruitment Committee

University Assignments

Other Institutional Service Activities:

2009 – 2010: University Spring 2010 Commencement: Faculty Representative

2009 – 2010: California State Employee Charitable Sacramento Campaign: Key worker

Service to the Profession

Advisor

2011: University of Wisconsin-Milwaukee, Milwaukee, Wisconsin. Xuan Liang (thesis chair; graduated in August 2009) Kavita Jayaraman (thesis chair; graduated in December 2007) Bingying Liu (reading member; graduated in December 2009) Marci Gehrke (reading member; graduated in December 2008) David Wise (reading member; graduated in August 2008) Paul Wangsvick (reading member; graduated in May 2007)

2011: California State University, Sacramento, California. Graduate Student Advising: Kimberly Keyes (committee member) Erica Taylor (committee member) Diego Ottaviano (committee member)

Board Member: PRJ Editorial Review Board

2011: Journal of International and Intercultural Communication.

Chair: Committee / Task Force

2006: Engendering Audiences Panel, Console-ing Passions International Conference, Milwaukee,

Wisconsin.

Reviewer - Article / Manuscript

2011: Asian Journal of Communication.
2011: Journal of International and Intercultural Communication.
2011: International Journal of Advertising.
2011: Advertising & Society Review.
2011: International Marketing Review.
2011: Journal of Business Research.
2011: Journal of Advertising.
2011: Journal of Consumer Psychology.

Reviewer: Conference Paper

2011: Society for Consumer Psychology.
2011: Association for Consumer Research.

Service to the Community

Member of a Committee

2010: UC Davis/Sacramento State Partnership Board

Other Community Service Activities

2010: student-run public relations campaign for BloodSource, Advisor
2009: student-run research project for United Performing Arts Fund, Advisor

Honors & Awards

Award

2011: RSCA (Research, Scholarship, and Creative Activity) Probationary Faculty Award San Jose State University.
2010: Teaching Institute Fund Center for Teaching and Learning, California State University, Sacramento.
2010: Faculty Development Fund UEI (The University Enterprises, Inc.).
2009: Best Paper Award, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication Convention.
2008: Conference Travel Grant, Department of Journalism and Mass Communication, University of Wisconsin-Milwaukee.
2007: Conference Travel Grant, Department of Journalism and Mass Communication, University of Wisconsin-Milwaukee.
2006: Research Fund College of Letters and Science, University of Wisconsin-Milwaukee.
2005: Global Studies Development Grant, Center for International Education, University of Wisconsin-Milwaukee.
2005: Conference Travel Grant, Department of Journalism and Mass Communication, University of Wisconsin-Milwaukee.
2005: Research Fund College of Letters and Science, University of Wisconsin-Milwaukee.
2003: Dissertation Travel Grant, Graduate College, University of Illinois.
2003: Conference Travel Grant, Institute of Communications Research, University of Illinois.
2002: Conference Travel Grant, Institute of Communications Research, University of Illinois.
2002: Winner, Association for Consumer Research/Sheth Foundation Dissertation Award.
2001: Conference Travel Grant, Institute of Communications Research, University of Illinois.

Honor

2009: Nominee for the 2008-09 UWM Distinguished Undergraduate Teaching Award, University of Wisconsin-Milwaukee.
2006: Honorable Mention, International Travel Photo Contest, Center for International Education, University of Wisconsin-Milwaukee.
2003: Member, Phi Kappa Phi Honor Society, University of Illinois.
1997: Young Tiger Certificate of Graduation, Asia Pacific Professional Development Program, J. Walter Thompson.

