**CURRICULUM VITAE**

**LU ZHANG**

***The School of Hospitality Business***

***Michigan State University***

***342 Eppley Center***

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**EDUCATION**

Ph.D. Doctor of Philosophy, School of Hospitality Management, The Pennsylvania State University (2009-2013).

* Research Areas: Marketing/Consumer Behavior and Information Technology
* Minor in Statistics (2009-2013).

MS Master of Science, School of Hospitality Management, The Pennsylvania State University (2007-2009).

* Research Areas: Marketing/Consumer Behavior and Operation Strategy/ Branding.

BA Bachelor of Arts, Hospitality and Tourism Management, Xiamen University (2003-2007).

* Minor in English (2005-2006).

**LANGUAGES**

* Chinese (fluent, native tongue)
* English (fluent)

**REFEREED PUBLICATIONS**

Kuo, P., Zhang, L., and Cranage, D. (2014) “What you get is not what you saw: Exploring the impacts of misleading hotel website photos,” *International Journal of Contemporary Hospitality Management* (forthcoming).

McGinley, S., Zhang, L., Hanks, L., and O'Neill J. (2014). "Reducing longitudinal attrition through Facebook." *Journal of Hospitality Marketing & Management*, (forthcoming).

Hanks, L., Zhang, L., and McGinley, S. (2014). "Unconditioned superstition and sports bar fans." *Journal of Hospitality Marketing & Management*, (forthcoming).

Zhang, L., Nyheim, P., and Mattila, A.S. (2014). “The effect of power and gender on technology acceptance,” *Journal of Hospitality and Tourism Technology*, (forthcoming).

Yang, W., Zhang, L., and Mattila, A.S. (2014). “Luxe for less: How do consumers react to luxury hotel price promotions? The moderating role of consumers' need for status,” *Cornell Hospitality Quarterly*, (forthcoming).

Zhang, L., Wu, L., and Mattila, A.S. (2014). “Online reviews: The role of information load and peripheral factors,” *Journal of Travel Research*, (forthcoming).

Zhang, L., and Mattila, A. (2014) “An examination of Corporate Social Responsibility and processing fluency in a service context,” *Journal of Services Marketing*, (forthcoming).

Zhang, L. (2014) “Online reviews: The impact of power and incidental similarity,” *Journal of Hospitality Marketing & Management*, (forthcoming).

Zhang, L., and Hanks, L. (2014) “Unearned preferential treatment: The moderating role of power,” *Cornell Hospitality Quarterly*, (forthcoming).

Zhang, L. (2014) “How effective are your CSR messages? The moderating role of processing fluency and construal level,” *International Journal of Hospitality Management*, 41, 56-62.

Van Hoof, B., Wu, L., and Zhang, L. (2014) “Hospitality graduate students program choice decisions: Implications for faculty and administrators,” *FIU Hospitality Review*, 31(3).

Van Hoof, B., Wu, L., Zhang, L. and Pederson, B. (2013) “Characteristics of US Graduate Hospitality Programs,” *FIU Hospitality Review*, 31(2).

McGinley, S., Zhang, L., Mattila, A., and O'Neil, J. (2013) “Attraction to hospitality companies: How processing fluency moderates value fit,” *Journal of Human Resources in Hospitality & Tourism,* 14(1), 25-44.

Mattila, A., Hanks, L. and Zhang, L. (2013) “Existential guilt and preferential treatment: The case of an airline upgrade,” *Journal of Travel Research*, 52, 591-599.

Jansen, B., Zhang, L. and Mattila, A. (2012)“Investigating Brand Knowledge of Web Search Engines: User Reactions to Search Engines Logos,” *Electronic Commerce Research, 12(4), 429-454.*

Zhang, L., Jansen, B.J. and Mattila, A. (2012) “A Branding Model for Web Search Engines,” *International Internet Marketing and Advertising*, 7(3), 195-216.

**REFEREED CONFERENCE PROCEEDINGS**

McGinley, S., Zhang, L., Hanks, L., and O’Neill, J. (2014) “Reducing attrition: Facebook as a new medium,” Proceedings of the 19th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 3-5.

Zhang, L., Nyheim, P., and Mattila, A. (2013) “The effect of power and gender on technology acceptance,” Proceedings of the 18th Annual Graduate Student Research Conference in Hospitality and Tourism, Seattle, Washington, January 3-5.

Lee, K., Zhang, L., Conklin, M., and Cranage, D. (2012) “Restaurant Digital Menus: The effects of categorization and flipping modality on customers’ perceptions,”Proceedings of the International Council on Hotel, Restaurant and Institutional Educator Convention, Providence, RI. August 1-4, 2012.

Zhang, L., Mattila, A., and Cranage, D. (2012) “The Effect of Interaction Strategies on Customer Perceived Benefits of Facebook*,*” Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7, 2012.

Zhang, L., Lee, K., Yang, W., Mattila, A., and Cranage, D. (2012) “The Interplay of Identity and Message Framing on Consumer Health Behavior,”Proceedings of the 17th Annual Graduate Student Research Conference in Hospitality and Tourism, Auburn, AL, January 5-7, 2012.

Zhang, L., Mattila, A., and Cranage, D. (2011) “Become a Fan: A Conceptual Model for Social Media Marketing,” Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L., Erickson, L.B., and Webb, H.C. (2011) *“*Effects of “emotional text” on online customer service chat,”Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L., Mattila, A., and Cranage, D. (2011). “Design of a restaurant kiosk interface,”Proceedings of the 16th Annual Graduate Student Research Conference in Hospitality and Tourism, Houston, Texas, January 6-8, 2011.

Zhang, L. and Mattila, A. (2009). “A Longitudinal Assessment of Consumer Satisfaction: The Effect on Repurchase Intention,” Proceedings of the 14th Annual Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, Nevada, January 4-6, 2009.

**PAPERS UNDER REVIEW**

*CSR messages: The joint effect of processing fluency and need for cognition*

▪**Coauthor:** Dr. Hanks, L.

▪**Journal:** *International Journal of Hospitality Management*

*Decipher the menu: The impact of language barrier on decision-making*

▪**Coauthor:** Dr. Mattila, A.

▪**Journal:** *International Journal of Contemporary Hospitality Management*

*Predictors of online restaurant advertising avoidance: The Millennia’s’ perspective*

▪**Coauthors:** Dr. Nyheim, P., Dr. Mattila, A. and Xu, S.

▪**Journal:** *Journal of Hospitality and Tourism Technology*

**TEACHING EXPERIENCE**

- Instructor of HB 337 (Hospitality Information System). 2014 - present

- Instructor of HB 489 (Hospitality Business Strategy). 2014 & 2015 Spring

- Instructor of HB 837 (Advanced Hospitality Information System). 2014 Fall

- Instructor of HRIM 271 (Introduction to Hospitality Technology). 2011 – 2013

- Guest lecturer in Intercultural Communication. 2012

- Teaching Assistantships:

HRIM 435, Hospitality Financial Accounting, 2009

HRIM 480, Advanced Hotel Management, 2010

HRIM 355, Legal Aspects of the Hospitality Industry, 2010

HRIM 201, Introduction to Management in the Hospitality Industry, 2011

HRIM 380, Hotel Management, 2011

HRIM 442, Hospitality Marketing, 2011

**AWARDS**

**▪** 3rd place in 2009 Graduate Exhibition (The Pennsylvania State University)

**SERVICE**

* Department Scholarship Committee – Michigan State University (2013 – present)
* Graduate Program Committee – Michigan State University (2014 – present)