**CURRICULUM VITAE**

**LU ZHANG**

***The School of Hospitality Business***

***Michigan State University***

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**EDUCATION**

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

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

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

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

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

* Minor in English (2005-2006).

**LANGUAGES**

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

**REFEREED PUBLICATIONS**

Wei, W., Zhang, L., Hua, N. (2019). Error management in service security breaches, Journal of Services Marketing, *(forthcoming).*

Zhang, L., Kuo, P., McCall, M. (2019). Microcelebrity: The impact of information source, hotel type, and misleading photos on consumers’ responses, *Cornel Hospitality Quarterly, (forthcoming)*.

Aksoy, L., Alkire, L., Choi, S., Kim, P., & Zhang, L. (2019). Social innovation in service: A conceptual framework and research agenda, *Journal of Service Management, (forthcoming)*.

Zhang, L., Wei, W., & Hua, N. (2018). Impact of data breach locality and error management on attitude and engagement, *International Journal of Hospitality Management*, (forthcoming).

Wei, W., Qi, R., & Zhang, L. (2018). Effects of virtual reality on theme park visitors’ experience and behaviors: A presence perspective, *Tourism Management*, (forthcoming).

Zhang, L., & Yang, W. (2018). Consumers’ responses to invitations to write online reviews: The impact of message framing, power, and need for status, *International Journal of Contemporary Hospitality Management*, (forthcoming).

Zhang, L., Hanks, L., & Line, N. (2018). The joint effect of power, relationship type, and CSR type on customers’ intent to donate, *Journal of Hospitality & Tourism Research*, (forthcoming).

Kim, M., Cichy, R., Zhang, L., & Yu, J. (2018). Antecedents of social capital and its impact on satisfaction and loyalty, *Journal of Hospitality Marketing & Management*, (forthcoming).

Zhang, L., & Hanks, L. (2018). Online reviews: The effect of cosmopolitanism, incidental similarity, and dispersion on consumer attitudes toward ethnic restaurants, *International Journal of Hospitality Management, 68,* pp. 1150-123.

Line, N., Hanks, L., & Zhang, L. (2018). Birds of a feather donate together: Understanding the relationship between the social servicescape and CSR participation, *International Journal of Hospitality Management*, 71, 102-110.

Thomas, C., Zhang, L., Cha, J., & Beck, J. (2018). The POS decision: Ray's place's dilemma, *Journal of Hospitality & Tourism Cases*, 7(2).

Zhang, L., Yang, W., & Zheng, X. (2018). Corporate Social Responsibility: The effect of need-for-status and fluency on consumers' attitudes, *International Journal of Contemporary Hospitality Management*, *30*(3), 1492-1507.

McGinley, S., Yang, W., & Zhang, L. (2018). Snob appeal? Impact of company status perceptions on employee recruitment, *Journal of Hospitality Marketing and Management*, *27*(1), 85-105.

Hanks, L., Zhang, L., & McGinley, S. (2017). The impact of temporal distance and need for status on employee evaluations of Corporate Social Responsibility campaigns, *International Journal of Hospitality & Tourism Administration* (forthcoming).

Zhang, L., & Hanks, L. (2017). Consumer skepticism towards CSR messages: The joint effects of processing fluency, individuals’ need for cognition and mood, *International Journal of Contemporary Hospitality Management*, *29*(8), 2070-2084.

Hanks, L., Zhang, L., Line, N., & McGinley, S. (2016). When less is more: Sustainability messaging, destination image, and processing fluency, *International Journal of Hospitality Management*, 58, 34-43.

Kim, M. R., Zhang, L., Yu, J.H., Koenigsfeld, J.P., &Cichy, R.F. (2016). Private club GMs’/COOs’ perceptions in adopting social media: Applying the technology acceptance model, *Journal of Tourism and Hospitality Management, 4(1), 37-48.*

Line, N., Hanks, L., & Zhang, L. (2016). Sustainability communication: The effect of message construals on consumers’ attitudes towards green restaurants, *International Journal of Hospitality Management*, 57, 143-151.

Wolf, A., & Zhang, L. (2016). The effect of customization and gender on customers’ attitude, *International Journal of Hospitality Management*, 56, 28-32.

Quigno, J., & Zhang, L. (2016). Casino customers' intention to join a loyalty rewards program: The effect of number of tiers and gender, *Cornell Hospitality Quarterly*, 57(2), 226-230.

Nyheim, P., Xu, S., Zhang, L., & Mattila, A.S. (2015). Predictors of avoidance towards personalization of restaurant smartphone advertising: A study from the Millennials' perspective, *Journal of Hospitality and Tourism Technology*, 6(2), 145-159.

Zhang, L., & Mattila, A. (2015). An examination of Corporate Social Responsibility and processing fluency in a service context, *Journal of Services Marketing*, 29(2), 103-111.

Zhang, L. (2015). Online reviews: The impact of power and incidental similarity, *Journal of Hospitality Marketing & Management*, 24(6), 633-651.

Kuo, P., Zhang, L., & Cranage, D. (2015). What you get is not what you saw: Exploring the impacts of misleading hotel website photos, *International Journal of Contemporary Hospitality Management*, 27(6), 1301-1319.

Yang, W., Zhang, L., & Mattila, A.S. (2015). Luxe for less: How do consumers react to luxury hotel price promotions? The moderating role of consumers' need for status, *Cornell Hospitality Quarterly*, 57(1), 82-92.

McGinley, S., Zhang, L., Hanks, L., & O'Neill J. (2014). Reducing longitudinal attrition through Facebook, *Journal of Hospitality Marketing & Management*, 24(8), 894-900.

Hanks, L., Zhang, L., & McGinley, S. (2014). Unconditioned superstition and sports bar fans, *Journal of Hospitality Marketing & Management*, 25(1), 113-131.

Zhang, L., Nyheim, P., & Mattila, A.S. (2014). The effect of power and gender on technology acceptance, *Journal of Hospitality and Tourism Technology*, 5(3), 299-314.

Zhang, L., Wu, L., & Mattila, A.S. (2014). Online reviews: The role of information load and peripheral factors, *Journal of Travel Research*, 55(3), 299-310.

Zhang, L., & Hanks, L. (2014). Unearned preferential treatment: The moderating role of power, *Cornell Hospitality Quarterly*, 56(3), 309-319.

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., & 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. & Pederson, B. (2013). Characteristics of US Graduate Hospitality Programs, *FIU Hospitality Review*, 31(2).

McGinley, S., Zhang, L., Mattila, A., & 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. & 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. & 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. & Mattila, A. (2012). A Branding Model for Web Search Engines, *International Internet Marketing and Advertising*, 7(3), 195-216.

**REFEREED CONFERENCE PROCEEDINGS**

Zheng, X., Gao, L., & Zhang, L. (2019). Consumer expectations for managers' responses to online reviews. Proceedings of the 24th Annual Graduate Student Research Conference in Hospitality & Tourism, Houston, TX, Jan 3-6.

Zhang, L., Wei, W., & Nan, H. (2018). Guilt by association: Impacts of data breach locality on the influence of error management on customer attitude and engagement behavior. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Palm Spring, California, July 25-27.

Qi, R., Wei, W., & Zhang, L. (2018). Experience and behaviors: An effect of virtual reality on theme park visitors' social presence approach. Proceedings of the 17th Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, Hawaii. May 16-18.

Cheng, Y., Zhang, L., & Wei, W. (2018). The effect of language type and managerial responses on consumers' attitudes toward hotels. Proceedings of the 17th Asia Pacific Forum for Graduate Student Research in Tourism, Honolulu, Hawaii. May 16-18.

Zhang, L., Hanks, L., & Line, N. (2017). The joint effect of power and relationship type on customers' donation intentions. Presented paper at Fall Research Invitational Conference, Boston University, Boston.

McGinley, S., Zhang, L., & Yang, W. (2016). Who's looking at me? A study on status as a tool for organizational recruitment. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Dallas, Texas. July 20-22.

Zhang, L., & Yang, W. (2015). CSR: The effect of NFS and fluency on consumers' attitude. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, Orlando, Florida. July 28-31.

Kim, M. R., Zhang, L., Yu, J. H., & Cichy, R. F. (2014). The roles of club's social media and events/activities in social capital and member loyalty in the private club industry. ICHRIE 2014 Conference, San Diego, California, July 30-August 1.

Zhang, L., & Mattila, A.S. (2014). Ethnic dining: The effect of language barrier, power, and choice. Proceedings of the International Council on Hotel Restaurant and Institutional Educator Convention, San Diego, California. July 30 - August 1.

McGinley, S., Zhang, L., Hanks, L., & 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., & 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., & 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., & 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., & 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., & 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., & 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., & 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. & 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**

Zhang, L., & Kuo, P. (in revision). Microcelebrity: The impact of information source, hotel type, and misleading photos on attitude and booking intentions. *International Journal of Hospitality Management*.

Zhang, L., Gao, L., & Zheng, X. (in revision). Let's talk about this in private: The effect of explanation type and hotel responses on customer's attitude. *Cornell Hospitality Quarterly*.

Wei, W., Zhang, L., & Hua, N. (in revision). Personalizing Data Breach Errors: The Role of Error Localities and Error Management in Influencing Consumer Attitudes and Behavior. *Journal of Services Marketing*.

Line, N., Hanks, L., & Zhang, L. (in review). Expanding the methodological approach to the social servicescape: Moving from measurement to manipulation. *Journal of Hospitality & Tourism Research*.

**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 - present

- 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

**SERVICE**

* Department Scholarship Committee – Michigan State University (2013 – present)
* Graduate Program Committee – Michigan State University (2014 – present)
* Undergraduate Admissions Committee – Michigan State University (2014 – 2017)
* International Committee – Michigan State University (2016 – present)
* Broad Integrative Fellow – Michigan State University (2015 – 2016)
* Global Hospitality Business Organization (Advisor) (2015 – present)