

**MIN ZHAO**  
(October 2019)

Associate Professor of Marketing  
Carroll School of Management  
Boston College

140 Commonwealth Ave.  
Chestnut Hill, MA 02467  
[zhaomk@bc.edu](mailto:zhaomk@bc.edu)

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**ACADEMIC APPOINTMENTS**

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

*Associate Professor of Marketing (with tenure), 2012 – 2016*  
*Research Fellow, Behavioural Economics in Action at Rotman (BEAR), 2015 – present*  
Rotman School of Management, University of Toronto

*Assistant Professor of Marketing, 2007 - 2012*  
Rotman School of Management, University of Toronto

**EDUCATION**

*PhD, Marketing, 2002 -2006*  
Kenan-Flagler Business School, University of North Carolina at Chapel Hill

*MA, Linguistics, 1996 -1999*  
Beijing Foreign Studies University, China

*BA, German Language and Literature, 1992 -1996*  
Beijing Foreign Studies University, China

**GRANTS**

- Partnership Grant (Co-applicant), *Social Sciences and Humanities Research Council of Canada (SSHRC)*, 2019 – 2024
- RADS Grant (Co-PI), *Research Across Departments and Schools*, Boston College, 2019-2020
- Insight Grant (PI), *Social Sciences and Humanities Research Council of Canada (SSHRC)*, 2013–2017
- RGC Grant (Co-PI), *Research Grant Council in Hong Kong*, 2011–2013
- Standard Research Grant (PI), *Social Sciences and Humanities Research Council of Canada (SSHRC)*, 2010–2013
- Connaught Start-up Grant, *University of Toronto*, 2007
- Scholarship, *University of North Carolina*, 2002–2006

## 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
- Top 50 Most Productive Authors in the Premier Marketing Journals, *American Marketing Association (AMA)*, 2013; 2014; 2015; 2016
- Marketing Science Institute (MSI) Young Scholar, 2013
- Excellence in Teaching Award, *Rotman School of Management*, 2009; 2010; 2011; 2012; 2013

## EDITORIAL REVIEW BOARD

- Journal of Consumer Research, 2014 –
- Behavioural Public Policy, 2016 –
- Journal of Business Research, 2017 –

## RESEARCH INTERESTS

- Judgment and decision, preference consistency over time, financial decision making
- Hedonic experiences and happiness
- Effect of visualization on new product preferences

## JOURNAL PUBLICATIONS

1. Salisbury, Linda and Min Zhao (2019), “Active Choice Format and Minimum Payment Warnings in Credit Card Repayment Decisions,” *forthcoming, Journal of Public Policy & Marketing*, equal authorship.
2. Zhao, Min (2018), “Choice Architecture in Consumer Financial Decisions,” *Review of Behavioral Economics*, Vol. 5 (No. 3-4), 417-437.
3. Reisch, Lucia and Min Zhao (2017), “Behavioural Economics, Consumer Behaviour, and Consumer Policy: State of the Art,” *Behavioural Public Policy*, 1 (2), 190-206.
4. Castelo, Noah, Elizabeth Hardy, Julian House, Nina Mazar, Claire Tsai and Min Zhao (2015), “Moving Citizens Online: Salience and Framing as Motivators for Behavioral Change,” *Journal of Behavioral Science and Policy*, 1 (2), 57-68.
5. Aggarwal, Pankaj and Min Zhao (2015) “Seeing the Big Picture: The Effect of Height on the Level of Construal,” *Journal of Marketing Research*, 52(1), 120-133, equal authorship.
6. Zhao, Min, Darren Dahl and Steve Hoeffler (2014), “Optimal Visualization Aids and Temporal Framing for New Products,” *Journal of Consumer Research*, 41(3), 1137-1151.

7. Lee, Kelly Kiyeon and Min Zhao (2014), "The Impact of Price on Preference Consistency over Time," *Journal of Consumer Research*, 41(1), 109-118.
8. Zhao, Min, Leonard Lee and Dilip Soman (2012), "Crossing the Virtual Boundary: The Effect of Task-Irrelevant Environmental Cues on Task Implementation," *Psychological Science*, 23(10), 1200-1207.
9. Zhao, Min, Steve Hoeffler and Darren Dahl (2012), "Imagination Difficulty and New Product Evaluation," *Journal of Product Innovation Management*, 29, 76-90.
10. Soman, Dilip and Min Zhao (2011), "The Fewer the Better: Number of Goals and Savings Behavior," *Journal of Marketing Research*, 48(6), 944–957, equal authorship.
11. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2011), "Mental Simulation and Product Evaluation: The Affective and Cognitive Dimensions of Process versus Outcome-Focused Thoughts," *Journal of Marketing Research*, 48(5), 827–839.
12. Zhao, Min and Jinhong Xie (2011), "Effects of Social and Temporal Distance on Consumers' Responses to Peer Recommendations," *Journal of Marketing Research*, 48(3), 486–496.
13. Zhao, Min and Claire I. Tsai (2011), "The Effects of Duration Knowledge on Forecasted vs. Actual Affective Experience," *Journal of Consumer Research*, 38(3), 525–534, equal authorship.
14. Tsai, Claire I. and Min Zhao (2011), "Predicting Consumption Time: The Role of Event Valence and Unpacking," *Journal of Consumer Research*, 38(3), 459–473.
15. Zhao, Min, Steve Hoeffler, and Darren Dahl (2009), "The Role of Imagination-Focused Visualization on New Product Evaluation," *Journal of Marketing Research*, 46(1), 46–55.
16. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2007), "Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts," *Journal of Marketing Research*, 44(3), 379-388.
17. Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao (2005), "When Categorization is Ambiguous: Factors that Facilitate the Use of a Multiple Category Inference Strategy," *Journal of Consumer Psychology*, 15(2), 127–140.

## **BOOK CHAPTERS AND REPORTS**

18. Kim, Joonkyung, Min Zhao and Dilip Soman (2014), "Social Marketing and Responsible Financial Management," in David W. Stewart (eds.), *Handbook of Persuasion and Social Marketing*, Praeger.

19. Ly, Kim, Nina Mažar, Min Zhao and Dilip Soman (2013), “A Practitioner’s Guide to Nudging,” *Research Report Series, Rotman School of Management Report*, University of Toronto.
20. Zhao, Min (2012), “Just Imagine: The Role of Visualization in New Product Evaluation,” in D. Soberman & D. Soman (eds.), *Flux: The Evolving Role of the Marketing Manager*, Toronto: University of Toronto Press.
21. Liu, Silu, Yue Zhuo, Dilip Soman and Min Zhao (2012), “The Consumer Implications of the Use of Electronic and Mobile Payment Systems,” *Behavioural Economics in Action at Rotman Report Series*, Toronto, ON: BEAR, University of Toronto.
22. Ratner, Rebecca, Min Zhao, and Jennifer Clarke (2010), “The Norm of Self-Interest: Implications for Charitable Giving,” in D. M. Oppenheimer & C.Y. Olivola (eds.), *The Science of Giving: Experimental Approaches to the Study of Charity*, NY: Taylor and Francis.

#### **PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS**

1. Kim, Eunice and Min Zhao (2019), “The Effect of Anticipating Regret and Satisfaction on Hedonic vs. Utilitarian Choice,” in R. Bagchi, L. Block & L. Lee (Eds), *Advances in Consumer Research*, Vol. 47.
2. Zhao, Min and Lan Xia (2019), “The Effect of Bundling on Imagery and Product Evaluation,” in K. Haws and B. McFerran (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, GA: Savannah, Vol. 30.
3. Salisbury, Linda C., Gergana Y. Nenkov and Min Zhao (2018), “When Implementation Intentions Backfire: Illusion of Goal Progress and Lower Debt Repayment,” in A. Gershoff, R. Kozinets and T. White (Eds), *Advances in Consumer Research*, Vol. 46.
4. Wan, Jing, Pankaj Aggarwal and Min Zhao, “To Trace is to Trust: Consumers’ Response to Product Traceability,” in A. Gershoff, R. Kozinets and T. White (Eds), *Advances in Consumer Research*, Vol. 46.
5. Zhao, Min and Lan Xia (2018), “Together or Separate? A Psychological Ownership Account of Bundling Effect,” in C. Lambertson and R. Hamilton (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, TX: Dallas Vol. 29.
6. Salisbury, Linda C., Gergana Y. Nenkov and Min Zhao (2018), “When Implementation Intentions Backfire: Illusion of Goal Progress and Lower Debt Repayment,” in C, Lambertson and R. Hamilton (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, TX: Dallas Vol. 29.

7. Lee, Kiyeon and Min Zhao (2018), "Giving In to Temptation When Thinking about Money: Money, Time, and Self-Control," in C. Lambertson and R. Hamilton (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, TX: Dallas Vol. 29.
8. Wan, Jing, Pankaj Aggarwal and Min Zhao (2017), "To Trace is to Trust: Consumers' Response to Product Traceability," in K. White and O. Amir (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, CA: San Francisco, Vol. 28.
9. Tsai, Claire I., Min Zhao and Nicole Robitaille (2016), "How 'Time until the End' Influences Actual versus Predicted Consumer Experiences: A Resource Allocation Account," in P. Moreau and S. Puntoni (Eds), *Advances in Consumer Research*, Vol. 44.
10. Lee, Kiyeon, Min Zhao and Ying Zhao (2015), "The Effect of Money on Consumption and Consumption Enjoyment," in K. Diehl and C. Yoon (Eds), *Advances in Consumer Research*, Vol. 43.
11. Tsai, Claire I. and Min Zhao (2015), "The Intensification Effect of Quantity Specificity on Consumption Experience over Time," in K. Diehl and C. Yoon (Eds), *Advances in Consumer Research*, Vol. 43.
12. Zhao, Min, Dilip Soman and Joonkyung Kim (2015), "The Effect of Visual Depiction of Goal Structure and Financial Decisions," in K. Diehl and C. Yoon (Eds), *Advances in Consumer Research*, Vol. 43.
13. Tsai, Claire I. and Min Zhao (2014), "Affective Experience over Time: The Role of Event Representation and Counting Direction," in J. Cotte and S. Wood (Eds), *Advances in Consumer Research*, Vol. 42.
14. Zhao, Min, Dilip Soman and Yang, Adelle (2012), "What'S Queuing Worth? Sunk Effort and the Value of a Queue Position," in Z. Gürhan-Canli, C. Otnes, and R. Zhu (Eds), *Advances in Consumer Research*, Vol. 40.
15. Pankaj Aggarwal and Min Zhao (2012), "Do Lilliputians See the Big Picture? The Relationship between Height and Level of Construal," in Z. Gürhan-Canli, C. Otnes, and R. Zhu (Eds), *Advances in Consumer Research*, Vol. 40.
16. Tsai, Claire I., Min Zhao and Dilip Soman (2012), "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" in Z. Gürhan-Canli, C. Otnes, and R. Zhu (Eds), *Advances in Consumer Research*, Vol. 40.
17. Soman, Dilip and Min Zhao (2011), "The Fewer the Better: Number of Goals and Savings Behavior," in R. Ahluwalia, T. L. Chartrand, and R. K. Ratner (Eds), *Advances in Consumer Research*, Vol. 39.
18. Zhao, Min and Claire I. Tsai (2011), "The Effects of Duration Knowledge on Forecasted vs. Actual Affective Experience," in D. W. Dahl, G. V. Johar, and S. M. J. van Osselaer (Eds),

*Advances in Consumer Research*, Vol. 38.

19. Zhao, Min, Leonard Lee and Dilip Soman (2011), "Crossing the Virtual Boundary: The Effect of Incidental Cues on Consumer Behaviour," in D. W. Dahl, G. V. Johar, and S. M. J. van Osselaer (Eds), *Advances in Consumer Research*, Vol. 38.
20. Lee, Kiyeon and Min Zhao (2011), "The Impact of Price on Preference Consistency over Time," in D. W. Dahl, G. V. Johar, and S. M. J. van Osselaer (Eds), *Advances in Consumer Research*, Vol. 38.
21. Tsai, Claire I., Min Zhao and Jing Wan (2010), "The Effect of Unpacking and Valence in Future Time Estimates," in M. Campbell, J. Inman and R. Rieters (Eds), *Advances in Consumer Research*, Vol. 37.
22. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2010), "Process versus Outcome- Focused Simulation and the Evaluation of new Products: The Temporal Effects on the Affective and Cognitive Dimensions," in M. Campbell, J. Inman and R. Rieters (Eds), *Advances in Consumer Research*, Vol. 37.
23. Zhao, Min, Darren Dahl and Steve Hoeffler (2010), "Matching Temporal Perspective and Visualization Aids to Enhance New Product Evaluation: The Role of Retrospective and Anticipatory Views," in M. Campbell, J. Inman and R. Rieters (Eds), *Advances in Consumer Research*, Vol. 37.
24. Tsai, Claire I. and Min Zhao (2010), " Unpacking and Valence in Future Time Estimates," in A. Duhachek and M. Meloy (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, FL: St. Petersburg, Vol. 21.
25. Zhao, Min and Claire I. Tsai (2010), "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting versus Actual Affective Experiences," in A. Duhachek and M. Meloy (Eds.), *Winter Conference Proceedings – Society for Consumer Psychology*, FL: St. Petersburg, Vol. 21.
26. Miller, Dale, Rebecca Ratner and Min Zhao (2009), "Showing Deference to Advocates Who Are Victims: How Can You Say "No"?" in A. L. McGill and S. Shavitt (Eds), *Advances in Consumer Research*, Vol. 36.
27. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2009), "Mental Simulation and the Evaluation of Really New Products: The Affective and Cognitive Dimensions of Process versus Outcome-Focused Thoughts," in A. L. McGill and S. Shavitt (Eds), *Advances in Consumer Research*, Vol. 36.
28. Zhao, Min, Steve Hoeffler, and Darren Dahl (2007), "Visualization and New Product Evaluation: The Role of Memory- and Imagination-Focused Visualization," in G. Fitzsimons and V. Morwitz (Eds), *Advances in Consumer Research*, Vol. 34.

29. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2005), "Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts," in 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 Ambiguous: Factors that Facilitate and Inhibit the Use of a Multiple (Versus Single) Category Inference Strategy," in B. Kahn and M. F. Luce (Eds), *Advances in Consumer Research*, Vol. 31.

## CONFERENCE PRESENTATIONS

1. Kim, Eunice and Min Zhao (2019), "The Effect of Anticipating Regret and Satisfaction on Hedonic vs. Utilitarian Choice," *Association for Consumer Research Conference*, Atlanta, October 2019.
2. Zhao, Min and Lan Xia, "The Effect of Bundling on Imagery and Product Evaluation," *Society for Consumer Psychology Conference*, Savannah, February 2019.
3. Salisbury, Linda C., Gergana Y. Nenkov and Min Zhao, "When Implementation Intentions Backfire: Illusion of Goal Progress and Lower Debt Repayment," *Association for Consumer Research Conference*, Dallas, October 2018.
4. Wan, Jing, Pankaj Aggarwal and Min Zhao, "To Trace is to Trust: Consumers' Response to Product Traceability," *Association for Consumer Research Conference*, Dallas, October 2018.
5. Zhao, Min and Lan Xia, "Together or Separate? A Psychological Ownership Account of Bundling Effect," *European Association for Consumer Research Conference*, Ghent, June 2018.
6. Salisbury, Linda and Min Zhao, "Active Choice Format and Minimum Payment Warnings in Credit Card Repayment Decisions," *AMA 2018 Marketing & Public Policy Conference*, Columbus, June 2018.
7. Wan, Jing, Pankaj Aggarwal and Min Zhao, "To Trace is to Trust: Consumers' Response to Product Traceability," *Brands and Brand Relationships Conference*, Boston, May 2018.
8. Zhao, Min and Lan Xia, "Together or Separate? A Psychological Ownership Account of Bundling Effect," *Pricing Research Camp*, Babson College, May 2018.
9. Salisbury, Linda C., Gergana Y. Nenkov and Min Zhao, "When Implementation Intentions Backfire: Illusion of Goal Progress and Lower Debt Repayment," *Society for Consumer Psychology Conference*, Dallas, February 2018.
10. Zhao, Min and Lan Xia, "Together or Separate? A Psychological Ownership Account of Bundling Effect," *Society for Consumer Psychology Conference*, Dallas, February 2018.

11. Lee, Kiyeon and Min Zhao, "Giving In to Temptation When Thinking about Money: Money, Time, and Self-Control," *Society for Consumer Psychology Conference*, Dallas, February 2018.
12. Wan, Jing, Pankaj Aggarwal and Min Zhao, "To Trace is to Trust: Consumers' Response to Product Traceability," *Society for Consumer Psychology Conference*, San Francisco, February 2017.
13. Zhao, Min, Dilip Soman and Joonkyung Kim, "Converging vs. Diverging: The Effect of Visual Depiction of Goal Structure and Financial Decisions," *Society for Judgment and Decision-Making Conference*, Boston, November 2016.
14. Tsai, Claire I., Min Zhao and Nicole Robitaille, "How 'Time until the End' Influences Actual versus Predicted Consumer Experiences: A Resource Allocation Account," *Association for Consumer Research Conference*, Berlin, October 2016.
15. Lee, Kiyeon, Min Zhao and Ying Zhao, "The Effect of Money on Consumption and Consumption Enjoyment," *Marketing Science Conference*, Shanghai, June 2016.
16. Zhao, Min, Dilip Soman and Joonkyung Kim, "Converging vs. Diverging: The Effect of Visual Depiction of Goal Structure and Financial Decisions," *Behavioral Decision Research in Management Conference*, Toronto, June 2016.
17. Tsai, Claire I. and Min Zhao, "Consumption Experience over Time: The Role of Event Framing and Counting Direction," *Behavioral Decision Research in Management Conference*, Toronto, June 2016.
18. Castelo, Noah, Elizabeth Hardy, Julian House, Nina Mazar, Claire Tsai and Min Zhao, "Moving Citizens Online: Salience and Framing as Motivators for Behavioral Change," *Behavioral Decision Research in Management Conference*, Toronto, June 2016.
19. Zhao, Min, Dilip Soman and Joonkyung Kim, "Converging vs. Diverging: The Effect of Visual Depiction of Goal Structure and Financial Decisions," *Boulder Summer Conference on Consumer Financial Decision Making*, Boulder, May 2016.
20. Tsai, Claire I. and Min Zhao, "The Intensification Effect of Quantity Specificity on Consumption Experience over Time," *Society for Judgment and Decision Making Conference*, Chicago, November 2015.
21. Lee, Kiyeon, Min Zhao and Ying Zhao, "The Effect of Money on Consumption and Consumption Enjoyment," *Association for Consumer Research Conference*, New Orleans, October 2015.
22. Zhao, Min, Dilip Soman and Joonkyung Kim, "Converging vs. Diverging: The Effect of Visual Depiction of Goal Structure and Financial Decisions," *Association for Consumer*



*Research Conference, New Orleans, October 2015.*

23. Tsai, Claire I. and Min Zhao, "The Intensification Effect of Quantity Specificity on Consumption Experience over Time," *Association for Consumer Research Conference, New Orleans, October 2015.*
24. Tsai, Claire I. and Min Zhao, "Affective Experience over Time: The Effects of Segregation Frame vs. Integration Frame," *International Society for Consumer Psychology Conference, Vienna, June 2015.*
25. Tsai, Claire I. and Min Zhao, "Affective Experience over Time: The Role of Segregation Frame vs. Integration Frame," *Society for Judgment and Decision Making conference, November 2014.*
26. Tsai, Claire I. and Min Zhao, "Affective Experience over Time: The Role of Event Representation and Counting Direction," *Association for Consumer Research Conference, Baltimore, October 2014.*
27. Zhao, Min and Pankaj Aggarwal, "Seeing the Big Picture: The Effect of Height and on Financial Decisions," *AMA 2014 Marketing & Public Policy Conference, Boston, June 2014.*
28. Yang, Adelle, Min Zhao and Dilip Soman, "Cost Diluting: A New Look at the Effect of Waiting on Consumers' Choices," *Association for Consumer Research Conference, Vancouver, October 2012.*
29. Aggarwal, Pankaj and Min Zhao, "Do Lilliputians See the Big Picture? The Relationship between Height and Level of Construal," *Association for Consumer Research Conference, Vancouver, October 2012.*
30. Tsai, Claire I., Min Zhao and Dilip Soman, "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" *Association for Consumer Research Conference, Vancouver, October 2012.*
31. Zhao, Min and Dilip Soman, "What's Queuing Worth?: Sunk Effort and the Value of a Queue Position," *International Society for Consumer Psychology Conference, Florence, June 2012.*
32. Tsai, Claire I., Min Zhao and Dilip Soman, "Strangers in the Shadows: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" *Customer Insights Conference, Yale University, May 2012.*
33. Lee, Kiyeon and Min Zhao, "The Impact of Price on Preference Consistency over Time," *Society for Consumer Psychology Conference, Las Vegas, February 2012.*
34. Soman, Dilip and Min Zhao, "The Fewer the Better: Number of Goals and Savings Behavior," *Association for Consumer Research Conference, St. Louis, October 2011.*

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," *Association for Consumer Research Conference*, Jacksonville, October 2010.
38. Zhao, Min, Leonard Lee and Dilip Soman, "Crossing the Virtual Boundary: The Effect of Incidental Cues on Consumer Behaviour," *Association for Consumer Research Conference*, Jacksonville, October 2010.
39. Lee, Kiyeon and Min Zhao, "The Impact of Price on Preference Consistency over Time," *Association for Consumer Research Conference*, Jacksonville, October 2010.
40. Zhao, Min, Darren Dahl and Steve Hoeffler, "Matching Temporal Perspective and Visualization Aids to Enhance New Product Evaluation: The Role of Retrospective and Anticipatory Views," *Marketing Science Conference*, Cologne, June, 2010.
41. Zhao, Min and Claire Claire I., "On the Psychology of Hedonic Adaptation -- The Effect of Duration Knowledge on Forecasted vs. Actual Affective Experience Claire unpacking paper," *Behavioral Decision Research in Management Conference*, Pittsburgh, June 2010.
42. Zhao, Min, Darren Dahl and Steve Hoeffler, "Matching Temporal Perspective and Visualization Aids to Enhance New Product Evaluation: The Role of Retrospective and Anticipatory Views," *Society for Consumer Psychology Conference*, St. Pete Beach, February 2010.
43. Zhao, Min and Claire Claire I., "On the Psychology of Hedonic Adaptation -- The Effect of Duration Knowledge on Forecasted vs. Actual Affective Experience" *Society for Consumer Psychology Conference*, St. Pete Beach, February 2010.
44. Tsai, Claire I. and Min Zhao, "The Effect of Unpacking and Valence in Future Time Estimates," *Society for Consumer Psychology Conference*, St. Pete Beach, February 2010.
45. Zhao, Min, Steve Hoeffler, and Gal Zauberger, "Process versus Outcome-Focused Simulation and the Evaluation of New Products: The Temporal Effects on the Affective and Cognitive Dimensions," *Association for Consumer Research Conference*, Pittsburgh, October 2009.
46. Zhao, Min, Darren Dahl and Steve Hoeffler, "Matching Temporal Perspective and Visualization Aids to Enhance New Product Evaluation: The Role of Retrospective and

Anticipatory Views,” *Association for Consumer Research Conference*, Pittsburgh, October 2009.

47. Tsai, Claire I., Min Zhao and Jing Wan, “The Effect of Unpacking and Valence in Future Time Estimates,” *Association for Consumer Research Conference*, Pittsburgh, October 2009.
48. Zhao, Min and Claire I. Tsai, “On the Psychology of Hedonic Adaptation -- The Effect of Duration Knowledge on Forecasted vs. Actual Affective Experience,” *Judgment and Decision-making Conference*, Boston, January 2009.
49. Miller, Dale, Rebecca Ratner and Min Zhao, “Showing Deference to Advocates Who Are Victims: How Can You Say “No”?” *Association for Consumer Research Conference*, San Francisco, October 2008.
50. Zhao, Min, Steve Hoeffler, and Gal Zauberaman, “Mental Simulation and the Evaluation of Really New Products: The Affective and Cognitive Dimensions of Process versus Outcome-Focused Thoughts,” *Association for Consumer Research Conference*, San Francisco, October 2008.
51. Zhao, Min and Jinhong Xie, “Effects of Social and Temporal Distance on Consumers’ Responses to Peer Recommendations,” *Marketing Science Conference*, Vancouver, June, 2008.
52. Zhao, Min, Steve Hoeffler, and Gal Zauberaman, “Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts,” *BBCRST Conference at SUNY*, Buffalo, April 2008.
53. Zhao, Min, Steve Hoeffler, and Darren Dahl, “Visualization and New Product Evaluation: The Role of Memory- and Imagination-Focused Visualization,” *Association for Consumer Research Conference*, Orlando, September 2006.
54. Zhao, Min, Steve Hoeffler, and Gal Zauberaman, “Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thoughts,” *Association for Consumer Research Conference*, Portland, October 2004.
55. Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao “When Categorization is Ambiguous: Factors that Facilitate and Inhibit the Use of a Multiple (versus Single) Category Inference Strategy,” *Association for Consumer Research Conference*, Toronto, Canada, October 2003.

## **INVITED TALKS**

- Xiamen University (2019)
- University of South Carolina (2019)
- Frankfurt School of Finance and Management (2018)

- 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*)

- “The Consumer Implications of the Use of E- and Mobile Payment Systems”, 2012
- “The Use of Social Media in the Hospitality Industry”, 2012

#### PhD Students Dissertation Committees (*University of Toronto*)

- Dissertation co-chair (Joonkyung Kim 2018)

- Dissertation committee member (Kiyoon Lee 2012)
- Exam committee member (Maggie Liu 2010; Jaewoo Joo 2011)

## SERVICE

### Service to Profession

- ACR (Association of Consumer Research) Early Career Award Selection Committee, 2020
- Track-chair on Nudge and Behavioral Economics, China Marketing International Conference, Guangzhou, 2019
- Program Committee of SCP (Society for Consumer Psychology) Conference, 2012, 2014, 2015, 2017, 2018, 2020
- Associate Editor, Society for Consumer Psychology Conference, Savannah, 2019
- Co-chair of BDRM (Behavioral Decision Research in Management) Conference, 2016
- Faculty Fellow, ACR (Association of Consumer Research) Conference Doctoral Consortium, 2014; 2015, 2016
- Program Committee of ACR (Association of Consumer Research) Conference, 2015; 2016, 2017
- Program Committee of Asian-Pacific ACR (Association of Consumer Research) Conference, 2015
- Competitive Paper Review Board, ACR (Association of Consumer Research) Conference, 2009 - present
- Committee for the C.W. Park Young Contributor Award, Journal of Consumer Psychology, 2014
- Co-chair of SOBDR (Southern Ontario Behavioural Decision Research) Conference, 2011
- Ad Hoc Reviewer for: *Journal of Marketing Research; Journal of Consumer Psychology; Journal of Business Research, Journal of Retailing, Journal of Experimental Psychology: General; Journal of Economic Psychology; Journal of Product Innovation Management; Marketing Letters; Journal of Association of Consumer Research, Canadian Journal of Administrative Science; Social Sciences and Humanities Research Council of Canada; Research Grant Council in Hong Kong, Israel Science Foundation.*

### Service to University

#### *Boston College*

- Aquino Scholarship Committee, Boston College, 2019 -
- 4<sup>th</sup> Year Review Committee (Chair), Department of Marketing, 2019
- Recruiting Committee, Department of Marketing, 2017/18, 2019/20 (chair)
- Open House Coordinator, Department of Marketing, 2017 -
- Fourth Year Review Committee, Department of Marketing, 2017/18

### ***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
- Recruiting Committee, Marketing Department, Rotman School of Management, University of Toronto 2010/2011
- Judge for the General Mills Case Competition of the Rotman Marketing Association, Rotman School of Management, University of Toronto, 2010, 2011
- Organizer of the Rotman Marketing–P&G Workshop, Rotman School of Management, University of Toronto, 2009

### **SELECTED MEDIA COVERAGE:**

*[The Wall Street Journal](#), [Time](#), [Financial Times](#), [MSNBC](#), [Wall Street Journal SmartMoney](#), [MoneyVille](#), [USNews](#), [ScienceDaily](#), [EurekAlert!](#), [PhysOrg.com](#), [the Globe and Mail](#), [ScienceDaily](#), [EurekAlert!](#), [PhysOrg.com](#), [The Times of India](#), [National Affairs](#), [TopNews.in](#), [Exchange](#), [ScienceDaily](#), [EurekAlert!](#), [Human Capital Institute](#), [MedicineWorld.org](#), [PhysOrg.com](#), and others.*