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教授简介

朱睿教授现为长江商学院市场营销学教授、社会创新与品牌研究中心主任、EMBA项目学术主任。加入长江商学院之前，曾任加拿大英属哥伦比亚大学尚德商学院 (Sauder School of Business, University of British Columbia)市场营销系副教授、系主任，及加拿大国家研究教授 (Canada Research Chair in Consumer Behavior)。2003 年于美国明尼苏达大学获得商业管理博士并辅修心理学专业。

朱睿教授对行为科学，营销策略，社会创新等领域有很深的造诣。朱睿教授于 2015 年获得长江商学院研究成果奖，于 2010 年获得尚德商学院研究成果奖。她是美国营销科学学会 Sheth 基金会 2002 年度博士联合会会员，并获得美国营销科学学会 2007 年度青年学者奖 (MSI 2009 Young Scholar)。朱睿教授的研究成果被发表在世界顶尖级学术期刊上，其中包括，科学(Science)、消费者研究杂志 (Journal of Consumer Research)、市场研究杂志 (Journal of Marketing Research)和消费者

心理杂志(Journal of Consumer Psychology)。她现在担任市场研究杂志 (Journal of Marketing Research)和市场杂志 (Journal of Marketing) 的副主编，以及消费者研究杂志 (Journal of Consumer Research)和消费者心理杂志(Journal of Consumer Psychology) 的编委会成员。朱睿教授的学术成果曾被多家权威媒体报道，其中包括纽约时报、华尔街日报、金融时报等。

朱睿教授有丰富的教学与咨询经验。她主要讲授 EMBA、DBA，以及企业培训课程，包括“从行为科学视角探讨影响力”和“商业公益化与公益商业化”。

主要研究领域

消费者信息处理与心理学、物理环境的设计与结构效果、公益创新。

学术成就

- AMA Sheth Foundation Doctoral Consortium, consortium faculty, Leeds, UK, 2018
- Named as Global Council Member for the World Economic Forum 2014-2016; 2016-2018
- CKGSB Research Excellence Award, 2015,
- Sauder Research Excellence Award, 2010, University of British Columbia
- Canada Research Chair in Consumer Behavior, 2009
- Marketing Science Institute's 2007 Young Scholar
- Society for Consumer Psychology (SCP) Sheth Dissertation Competition Runner-up, 2002.
- Carlson School of Management Dissertation Award, University of Minnesota, 2002-2003.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2002.
- Robert Lieberman Memorial Award for Teaching Excellence, Carlson School of Management, University of Minnesota, 2001.

主要学术成果

REFEREED JOURNAL PUBLICATIONS

Wang, Chen, Ravi Mehta, Rui (Juliet) Zhu, and Jennifer Argo (2019), "Dim or Bright? The Impact of Ambient Illuminance on Consumer Response to Innovative Solutions," forthcoming, *Journal of the Association for Consumer Research*, volume 4, number 3. Published online May 13, 2019.

Su, Lei, Yuwei Jiang, and Rui (Juliet) Zhu, "The Shape of Money: The Impact of Financial Resources on Product Shape Preference," forthcoming, *Journal of the Association for Consumer Research*, special issue on Transformative Consumer Aesthetics.

Tong, Luqiong, Rui (Juliet) Zhu, Yuhuang Zheng, and Ping Zhao (2018) "Warmer or Cooler, The Influence of Ambient Temperature on Complex Choices," forthcoming, *Marketing Letters*.

Rui (Juliet) Zhu and Ravi Mehta (2018), "Sensory Experiences and Consumer Creativity," *Journal of Association for Consumer Research*, 2, 472-84

Chae, Boyoun (Grace), Darren Dahl, and Rui (Juliet) Zhu (2017), "'Our' Brand's Failure Leads to 'Their' Product Derogation," *Journal of Consumer Psychology*, 27, 466-472

Mehta, Ravi, Darren Dahl, and Rui (Juliet) Zhu (2017), "Social-Recognition versus Financial Incentives? Exploring the Effects of Creativity-Contingent External Rewards on Creative Performance," *Journal of Marketing Research* (44), 536-553.

Wang Chen, Rui (Juliet) Zhu, Todd Handy (2015) "Experiencing Haptic Roughness Enhances Empathy," forthcoming at *Journal of Consumer Psychology*, 26 (3), 350-362.

Mehta, Ravi, Rui (Juliet) Zhu, and Joan Meyers-Levy (2014), "When Does a Higher Construal Level Increase or Decrease Indulgence? Resolving the Myopia versus Hyperopia Puzzle?" *Journal of Consumer Research*, 41(2):475-488.

Chae, Boyoun (Grace) and Rui (Juliet) Zhu (2014), "Environmental Disorder Leads to Self-Regulatory Failure," *Journal of Consumer Research*, 40(6):1203-1218

Zhu, Rui (Juliet), and Jennifer Argo (2013), "Exploring the Impact of Various Shaped Seating Arrangements on Persuasion," *Journal of Consumer Research*, 40(2):336 - 349

Chae, Boyoun (Grace), Xiuping Li, and Rui (Juliet) Zhu (2013), "Judging Product Effectiveness from Perceived Spatial Proximity," *Journal of Consumer Research*, 40(2):317-335

Mehta, Ravi, Rui (Juliet) Zhu, Amar Cheema (2012), "Is Noise Always Bad? Exploring the Effects of

Ambient Noise on Creative Cognition," *Journal of Consumer Research*, (December)

Zhu, Rui (Juliet), Utpal Dholakia, Xinlei (Jack) Chen, and René Algesheimer (2012) "Does Online Community Participation Foster Risky Financial Behavior?" *Journal of Marketing Research*, 49 (June)

Wang, Jing, Rui (Juliet) Zhu, Baba Shiv (2012), "The Lonely Consumer: Loner or Conformer?" forthcoming, *Journal of Consumer Research*, 38 (April), 1116-1128.

Meyers-Levy, Joan, and Rui (Juliet) Zhu (2010), "Gender Differences in the Meanings Consumers Infer from Music and Other Aesthetic Stimuli," *Journal of Consumer Psychology*, 20, 495-507.

Meyers-Levy, Joan, Rui (Juliet) Zhu, and Jiang Lan (2010), "Context Effects from Bodily Sensations: Examining Bodily Sensations Induced by Flooring and the Moderating Role of Product Viewing Distance," *Journal of Consumer Research*, 37 (June).

Mehta, Ravi and Rui (Juliet) Zhu (2009), "Blue or Red? Exploring the Effect of Color on Cognitive Task Performances," *Science*, Published Online February 5, 2009, In print, 28 February, Vol. 323, no. 5918, pp. 1226-1229.

Levav, Jonathan and Rui (Juliet) Zhu (2009), "Seeking Freedom through Variety," *Journal of Consumer Research*, 36 (December), 600-610.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2009), "The Influence of Self-View on Context Effects: How Display Fixtures Can Affect Product Evaluations," *Journal of Marketing Research*, 46 (February), 37-45.

Zhu, Rui (Juliet), Xinlei (Jack) Chen, and Srabana Dasgupta (2008), "Trade-in or not? Exploring the effect of trade-in value on consumers' willingness to pay for the new product," *Journal of Marketing Research*, XLV (April), 159-170.

Argo, Jennifer, Rui (Juliet) Zhu, and Darren Dahl (2008), "Fact or Fiction: An Investigation of Empathy Differences in Response to Emotional Melodramatic Entertainment," *Journal of Consumer Research*, 34 (February), 614-623.

Kirmani, Amna and Rui (Juliet) Zhu (2007), "Vigilant Against Manipulation: The Effect of Regulatory Focus on the Use of Persuasion Knowledge," *Journal of Marketing Research*, XLIV (November), 688-701.

Meyers-Levy, Joan and Rui (Juliet) Zhu (2007), "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing People Use," *Journal of Consumer Research*, 34 (August), 174-186.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2007), "Exploring the Cognitive Mechanism that Underlies Regulatory Focus Effects," *Journal of Consumer Research*, 34 (June), 89-96.

Zhu, Rui (Juliet) and Joan Meyers-Levy (2005), "Distinguishing Between the Meanings of Music: When Background Music Affects Product Perceptions," *Journal of Marketing Research*, 43 (August), 333-345.

Monga, Ashwani and Rui (Juliet) Zhu (2005), "Buyers versus Sellers: How They Differ in Their Responses to Framed Outcomes," *Journal of Consumer Psychology*, 15 (Fall), 325-333.