

**Publications by Current Faculty  
of the Department of Management and Marketing, University of  
Dayton**

**Books, Chapters and Refereed Journal Articles,  
Organized by Author**

(July 2018 - July 2022)

DeGhetto, Kaitlyn

*Refereed Journal Articles*

- DeGhetto, K., Holmes, R. M., Lamont, B. T., Lucianetti, L., & Kasapoğlu, M. (in press). New ventures going global: Cognition and context. *Journal of Small Business Management*.
- DeGhetto, K. (2020). COVID-19 and international diversification: A new paradigm for multinationals. *AIB Insights*, 20(3): 1-5.
- DeGhetto, K., Lamont, B. T., & Holmes, R. M. (2020). Safety risk and international investment decisions. *Journal of World Business*. 55(6): 101129.
- Zorn, M. L., DeGhetto, K., Ketchen, D. J., & Combs, J. G. (2020). The impact of hiring directors' choice-supportive bias and escalation of commitment on CEO compensation and dismissal following poor performance: A multi-method study. *Strategic Management Journal*, 41(2): 308-339.
- Wang, G., DeGhetto, K., Ellen, B. P. III, & Lamont, B. T. (2019). Board antecedents of CEO duality and the moderating role of country-level managerial discretion: A meta-analytic investigation. *Journal of Management Studies*, 56(1): 172-202.
- Ellis, K. M., Lamont, B. T., Holmes, R. M., Ro, S., Faifman, L., DeGhetto, K., & Parola, H. (2018). Institutional determinants of ownership positions of foreign acquirers in Africa. *Global Strategy Journal*, 8(2): 242-274.

DeGhetto, K., Sutton, T., & Zorn, M. L. (2018). Institutional drivers of born-public ventures. *Journal of Entrepreneurship and Public Policy*, 7(1): 14-33.

**Dugan, Riley**

*Refereed Journal Articles*

Rouziou, M., Dugan, R., Rouzies, D. Iacobucci, D. (2018) Brand Assets and Pay Fairness as Two Routes to Enhancing Social Capital in Sales Organizations. *Journal of Personal Selling and Sales Management*.

Allen, C., Dugan, R. Popa, E., Tarasi, C. (2017). Helping Students Find their Sweet Spot: A Teaching Approach Using the Sales Process to Find Jobs that Fit. *Marketing Education Review*, 27(3), 187-201.

Blander, W., Dugan, R. Jones, E. (2017). Time, Change, and Longitudinally Emergent Conditions: Understanding and Applying Longitudinal Growth Modeling in Sales Research. *Journal of Personal Selling and Sales Management*, 37(2), 153-159.

Clarkson, J., Smith, E., Tormala, Z., Dugan, R. (2017). Group Identification as a Means of Attitude Restoration. *Journal of Experimental Social Psychology*, 68(1), 139-145.

Dinsmore, J., Swani, K., Dugan, R. (2017). To 'Free' or Not to 'Free': Trait Predictors of Mobile App Purchasing Behaviors. *Psychology and Marketing*, 34(2).

**Hanek, Kathrin**

*Book Chapters*

Hanek, K. (2017). Biculturals, Monoculturals, and Adult Third Culture Kids: Individual Differences in Identities and Outcomes. In McNulty, Y., Selmer, J. (Eds.), *Research Handbook of Expatriates*. Cheltenham, UK: Edward Elgar.

*Refereed Journal Articles*

Huff, S. T., Hanek, K. J., Lee, F., & Brannen, M. Y. (2021). Cultural adaptation

and societal context: The role of historical heterogeneity in cultural adaptation of newcomers. *International Journal of Intercultural Relations*, 85, 141-155.

Cheng, C.-Y., **Hanek, K. J.**, Odom, A. C., & Lee, F. (2021). Divided loyalties: Identity integration and cultural cues predict ingroup favoritism among biculturals. *International Journal of Intercultural Relations*, 80, 321-335.

Bendell, B. L., Sullivan, D. M., & **Hanek, K. J.** (2020). Gender, technology and decision-making: Insights from an experimental conjoint analysis. *International Journal of Entrepreneurial Behavior and Research*, 26(4), 647-670.

Cox, K. S., **Hanek, K. J.**, & Cassario, A. L. (2019). Redemption in a single low point story longitudinally predicts well-being: The incremental validity of life story elements. *Journal of Personality*, 87(5), 1009-1024.

Hanek, K., Garcia, S. M., Tor, A. (2017). Gender and Competitive Preferences: The Role of Competition Size. *Journal of Applied Psychology*, 101(8), 1122-1133.

## **Hirunyawipada, Tanawat**

### *Refereed Journal Articles*

Hirunyawipada, Tanawat and Yue Pan (2020), "When Will Going Green Enhance Firm Performance?," *Journal of Marketing Theory and Practice*, 28 (3), 226-241.

Hirunyawipada, T. & Xiong, G. (2018). Corporate Environmental Commitment and Financial Performance: Moderating Effects of Marketing & Operations Capabilities," *Journal of Business Research*, 86 (May), 22-31.

Durmusoglu, S. S., Hirunyawipada, T., McNally, R. C. (2017). New Product Development Process Implementation in a Business-to-Business Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market. *Journal of Business-to-Business Marketing*, 14(1), 35-56.

Paswan, A. K., Hirunyawipada, T., Iyer, P. (2017). Opportunism, Governance Structure and Rational Norms: An Interactive Perspective. *Journal of Business Research*, 77, 131-139.

Janney, Jay J.

*Refereed Journal Articles*

Janney, J. Business Angels or the Spawn of Satan—Teaching Investor/Founder Financing Conflicts. *To appear in Experiential Entrepreneurship Exercises Journal.*

Janney, J., Gove, S. Do Executive Departures Signal the End of a Scandal, Create or Reduce Uncertainty? An Examination of Market Reaction in Stock Option Backdating Scandal Events. *To appear in Business and Society/Sage.*

Janney, J. J., Gove, S. (2018). Firm Linkages to Scandals via Directors and Professional Service Firms: Insights from the Backdating Scandal. *Journal of Business Ethics, Springer, 140(1), 65-79.*

Janney, J. (2007). Whose Domain is it Anyway? The Intersection of Accounting, Economics, Finance, and Management Decision. *Management Decision, 55(3), 466-473.*

Joo, Harry

*Refereed Journal Articles*

Joo, H., Aguinis, H., Lee, J., Kremer, H., & Villamor, I. (2021). HRM's financial value from acquiring more star performers. *International Journal of Human Resource Management*, <https://www.tandfonline.com/doi/full/10.1080/09585192.2021.1948890>

Aguinis, H., Gomez-Mejia, L. R., Martin, G. P., Joo, H. (2018). CEO Pay is indeed decoupled from CEO performance: Charting a path for the future. *Management Research: Journal of the Iberoamerican Academy of Management, 16, 117-136.*

Aguinis, H., Ji, Y. H., & Joo, H. 2018. Gender productivity gap among star performers in STEM and other scientific fields. *Journal of Applied Psychology, 103: 1283-1306*

Aguinis, H., Martin, G., Gomez-Mejia, L., O'Boyle, E., Joo, H. (2018). The two sides of the CEO Pay injustice: A power law conceptualization of CEO Over and Underpayment. *Management Research: Journal of the Iberoamerican Academy of Management, 16, 3 - 30.*

Joo, H., Aguinis, H., Bradley, K. J. (2017). Not all nonnormal distributions are created equal: Improved theoretical and measurement precision. *Journal of Applied Psychology*, 102(7), 1022-1053.

**Kalra, Ashish**

***Refereed Journal Articles***

Itani, O., Kalra, A., & Riley, J. (2022). Complementary effects of CRM and social media on customer co-creation and sales performance in B2B firms: The role of salesperson self-determination needs”, *Information and Management* (Forthcoming).

Kalra, A., Dugan, R., and Agnihotri, R. (2021). A little competition goes a long way: Substitutive effects of emotional intelligence and workplace competition on salesperson creative selling. *Marketing Letters*, 1-15.

Itani, O., Kalra, A., Chaker, N & Singh, R. (2021). Because you are a part of me: Assessing the effects of salesperson social media use on job outcomes and the moderating roles of moral identity and gender. *Industrial Marketing Management*, 98, 283-298.

Agnihotri, R., Kalra, A., Hoazhe, C., & Daugherty, P. (2021). Utilizing Social media in a supply chain B2B setting: A knowledge perspective”, *Journal of Business Logistics*, 1-20.

Kalra, A., Agnihotri, R., & Briggs, E. (2021). The role of frontline employees' competitive intelligence and intra-organizational social capital in driving customer outcomes. *Journal of Service Research*, 24(2), 269-283.

Kalra, A., Singh, R., Agnihotri, R., Puri, S. & Kumar, N. (2020). Assessing the drivers and outcomes of behavioral self-leadership. *European Journal of Marketing*, 55 (4), 1227-1257.

Kalra, A., Agnihotri, R., Talwar, S., Rostami, A., & Dwivedi, P.K. (2020). Effect of Internal Competitive Work Environment on Working Smart and Emotional Exhaustion: The Moderating Role of Time Management. *Journal of Business and Industrial Marketing*, 32 (2), 269-280.

Itani, O., El Haddad, S., & Kalra, A. (2020). Exploring the Role of Extrovert-Introvert Customers' Personality Prototype as a Driver of Customer

Engagement: Does Relationship Duration Matter? Journal of Retailing and Consumer Services, 53, 101980.

Briggs, E., Kalra, A., & Agnihotri, R. (2018). Contrasting effects of salespeople's emotions appraisal ability in a sales-oriented environment. *Journal of Business and Industrial Marketing*, 33(1), 84-94.

**Kiewitz, Christian**

### *Book Chapters*

Restubog, S. L. D., Kiazad, K., Kiewitz, C. (2017). Psychological Contracts. In Wright, J. D., et. al. (Eds.) *The International Encyclopedia of Social and Behavioral Sciences* (2nd ed.). Oxford, UK: Elsevier.

### **Refereed Journal Articles**

Liborius, P., & Kiewitz, C. (2022). When Leader Humility meets Follower Competitiveness: Relationships with Follower Affective Trust, Intended and Voluntary Turnover. *Journal of Vocational Behavior*, 103719.

Hochwarter, W., Jordan, S., Kiewitz, C., Liborius, P., Lampaki, A., Franczak, J., Deng, Y., Babalola, M. T., & Khan, A. K. (2022). Losing compassion for patients? The implications of COVID-19 on compassion fatigue and event-related post-traumatic stress disorder in nurses. *Journal of Managerial Psychology*, 37(3), 206-223.

Ellen, III, B. P., Maher, L. P., Hochwarter, W. A., Ferris, G. R., & Kiewitz, C. (2021). Perceptions of organizational politics: A restricted nonlinearity perspective of its effects on job satisfaction and performance. Advance online publication. *Applied Psychology: An International Review*.

Palmer, J. C., Hochwarter, W. A., Ma, S., Ferris, G. R., & Kiewitz, C. (2020). Self-regulation failure as a moderator of the POPS-work outcomes relationships. *Career Development International*, 25(7) 731-745.

Ellen, III, B. P., Kiewitz, C., Garcia, P. R. J. M., Hochwarter, W. A. (2017). Dealing with the Full-of-Self-Boss: Interactive Effects of Supervisor Narcissism and Subordinate Resource Management Ability on Work Outcomes. *Journal of Business Ethics*, 1-18.

Lee, Na Young

### Refereed Journal Articles

- Hepworth, A., Lee, N. Y., & Zablah, A. R. (2021), "Feeling anxious: The dark side of checkout charity solicitations," *Journal of Business Research*, 136, (Nov), 330-342.
- Lee, N. Y., Dugan, R., Rouziou, M., & Anwar, A. (2020), "Give me one but not the other": the substitution effects of supervisor's organizational status and salesperson internal networking on performance growth trajectories," *Journal of Personal Selling & Sales Management*, 41(1), 28-38.
- Lee, N. Y., Noble, S. M., & Zabla, A. R. (2020), "So Distant, Yet Useful: The Impact of Distal Stories on Customers' Service Expectations," *Journal of Business Research*, 113 (May), 230-242.
- Lee, N. Y., Noble, S. M., & Biswas, D. (2018), "Hey Big Spender!: The Golden (Color) Atmospheric Effect on Tipping Behavior," *Journal of the Academy of Marketing Science*, 46 (2), 317-337.
- Stevens, J. L., Esmark, C. L., Noble, S. M., & Lee, N. Y. (2017), "Co-producing with Consumers: How Varying Levels of Control and Co-Production Impact Affect," *Marketing Letters*, 28 (2), 171-187\*.

Marshall, David R.

### *Book Chapters*

- Sherlock, C., Marshall, D. A Literature Review of Family Firm Boards: An Input-Mediator-Output Perspective. (2018). To appear in Memili, E., Dibrell, C. (Eds.), *The Palgrave Handbook of Heterogeneity among Family Firms*. London, UK: Palgrave/Macmillan Publishing.
- Novicevic, M. M., Owen, J., Palar, J., Popoola, T. and **Marshall, D.** (2015). "Management and Organizational History: Extending the State-of-the-Art to Historicist Interpretivism" In *Management History: It's Global Past and Present*, edited by B. Bowden and D. Lamond, 157-172. Charlotte, NC: Information Age Publishing.

## *Refereed Journal Articles*

- White, J. V., Markin, E., Marshall, D. R., & Gupta, V. Exploring the Boundaries of Business Model Innovation and Firm Performance: A Meta-Analysis. *Long Range Planning* Forthcoming.
- Carr, J., Marshall, D. R., Michaelis, T., Pollack, J., & Sheats, L. Work-venture role conflict within the hybrid entrepreneurship process. *Journal of Small Business Management* Forthcoming.
- Swab, R., Pret, T., Cogan, A., & Marshall, D. R. New Venture Teams' Creative Self-Efficacy and Team Satisfaction: The Mediating Role of Goal Structures. *Entrepreneurship Research Journal* Forthcoming.
- Cox, K., Lortie, J., Marshall, D. R., & Kidwell, R. (2022). Beyond the balance sheet: The effects of family influence on social performance. *Journal of Business Research*, 143, 318-330.
- Williamson, M., Marshall, D. R., Novicevic, M., Mills, A., & Lugar, C. (2021). Performing intersectional identity work over time: Historic case of Viola Turner. *Journal of Management History*, 28, 303-320.
- Kim, J., Dibrell, C., Kraft, E., & Marshall, D. R. (2021). Data analytics and Performance: The moderating role of intuition-based HR management in Major League Baseball. *Journal of Business Research*, 122, 204-216.
- Marshall, D. R., Meek, W., Swab, G., & Markin, E. (2020). Access to resources and entrepreneurial well-being: A self-efficacy approach. *Journal of Business Research*, 120, 203-212.
- Marshall, D. R. & Gigliotti, R. (2020). Bound for entrepreneurship? A career theoretical perspective on entrepreneurial intentions. *International Entrepreneurship and Management Journal*, 16, 287-303.
- Pollack, J., Carr, J. C., Michaelis, T. & Marshall, D. R. (2019). Hybrid entrepreneurs' self-efficacy and persistence change: A longitudinal exploration. *Journal of Business Venturing Insights*, 12, e00143.
- Dibrell, C., Marshall, D. R., Palar, J, & Gentry, R. (2019). New director selection during growth in family influenced and lone-founder firms: An identity fit perspective. *Journal of Business Research*, 101, 1-11.



- Marshall, D. R., Davis, W.D., Dibrell, C & Ammeter, T. (2019). Learning off the job: Examining part-time entrepreneurs as innovative employees. *Journal of Management*, 45(8), 3091-3113.
- Marshall, D. R., Dibrell, C., & Eddleston, K. (2019). What keeps them going? Socio-cognitive entrepreneurial career continuance. *Small Business Economics*, 53(1), 227-242.
- Gigliotti, R., Vardaman, J., Marshall, D. R., & Gonzalez, K. (2019). The role of perceived organizational support in individual change readiness. *Journal of Change Management*, 19(2), 86-100.
- Novicevic, M. Marshall, D. R., Humphreys, J., & Seifried, C. (2019). Both loved and despised: Uncovering a process of collective contestation in leadership identification. *Organization*, 26(2), 236-254.

## **Pan, Yue**

### ***Refereed Journal Articles***

- Pan, Yue (forthcoming). "Retail Crowding and Its Impact on Shoppers' Patronage Behavior." Accepted. EBSCO's inaugural edition of *Pathways to Research in Business and Economics*.
- Hirunyawipada, Tom, and Yue Pan (2020), "When Will Going Green Enhance Firm Performance?" *Journal of Marketing Theory and Practice*, 28(3), 226-241.
- Su, L., Pan, Y., Chen, X. (2017). Corporate Social Responsibility: Findings from the Chinese Hospitality Industry. *Journal of Retailing and Consumer Services*, 34, 240-247.

## **Sparks, John R**

### ***Book Chapters***

- Sparks, J. R. (2018). Ethical Judgments are Different: An Information Processing Perspective on the Unique Nature of Ethical Judgments and Ethical

Judgment Processes. In Nil, A. (Ed.), *Handbook on Ethics and Marketing*. Northampton, MA: Edward Elgar Publishing.

### ***Refereed Journal Articles***

Kenworthy, T., Sparks, J. R. (2018). A Scientific Realism Perspective on Scientific Progress in Marketing: An Analysis of Theory Testing in Marketing's Major Journals. *European Management Journal*, 34(5), 466-474.

Sparks, J. R. (2017). A Social Cognitive Explanation of Situational and Individual Effects on Moral Sensitivity. *Journal of Applied Social Psychology*, 45(1), 45-54.

**Su, Emma**

### ***Book Chapters***

**Su, E.**, Holt, D., & Pollack, J. (2019). The distribution of family firm performance heterogeneity: Understanding power law distributions. In Memili, E., & Dibrell, C. *Palgrave Handbook of Heterogeneity among Family Firms*.

### ***Refereed Journal Articles***

**Su, E.**, & Daspit, J. J. (2021). Knowledge management in family firms: A systematic review, integrated insights, and future research opportunities. *Journal of Knowledge Management*, 26(2), 291-325.

You, X., Jia, S., Dou, J., & **Su, E.** (2020). Is organizational slack honey or poison? Experimental research based on external investors' perception. *Emerging Markets Review*, 44, 100698.

Dou, J., **Su, E.**, Li, S., & Holt, D. (2021). Transgenerational entrepreneurship in entrepreneurial families: What is explicitly learned and what is successfully transferred? *Entrepreneurship & Regional Development*, 33(5-6), 427-441.

Dou, J., Wang, N., **Su, E.**, Fang, H., & Memili, E. (2020). Goal complexity in family firm diversification: Evidence from China. *Journal of Family Business Strategy*, 11(1), 100310.

Dou, J., Jacoby, G., Li, J., **Su, E.**, & Wu, Z. (2019). Family involvement and

family firm internationalization: The moderating effects of board experience and geographical distance. *Journal of International Financial Markets, Institutions and Money*, 59, 250–261.

Dou, J., Su, E., & Wang, S. (2019). When does family ownership promote proactive environmental strategy? The role of the firm's long-term orientation. *Journal of Business Ethics*, 158(1), 81–95.

**Sullivan, Diane M.**

### *Book Chapters*

Sullivan, D.M. & Bendell, B. (2020). Exploring the Gendered Nature of Digital Social Networks. In Brännback, M., Carsrud, A. & Schjoedt, L. (Eds.) *Understanding Social Media and Entrepreneurship*. (pp. 69-91). EDEN series, Springer.

### *Refereed Journal Articles*

Sullivan, D.M. & Marvel, M., Wolfe, M. (2021). With a Little Help from My Friends How Learning Activities and Network Ties Impact Performance for High Tech Startups in Incubators. *Technovation*, 101(2), 1-15.

Bendell, B., Sullivan, D.M. & Ornstein, S. (2020). How Fear of “Looming Megacatastrophes” Alters Entrepreneurial Activity Rates Through Psychological Distance. *Academy of Management Perspectives*, 34(4), 585-602.

Bendell, B., Sullivan, D.M. & Hanek, K. (2020). Gender, Technology and Decision-Making: Insights from an Experimental Conjoint Analysis. *International Journal of Entrepreneurial Behavior & Research*, 26(4), 647-670.

Sullivan, D.M. & Bendell, B. (2020). Exploring the Gendered Nature of Digital Social Networks. In Brännback, M., Carsrud, A. & Schjoedt, L. (Eds.) *Understanding Social Media and Entrepreneurship*. (pp. 69-91). EDEN series, Springer.

Marvel, M. Sullivan, D.M. & Wolfe, M. (2019). Accelerating sales in startups: A domain planning, network reliance, and resource complementary perspective. *Journal of Small Business Management*, 57(3), 1086-1101.

Bendell, B., Sullivan, D.M. & Marvel, M. (2019). A gender-aware study of self-leadership strategies among high-growth entrepreneurs *Journal of Small Business Management*, 57(1), 110-130.

Meek, W.R. & Sullivan, D.M. (2018). The influence of gender, self-identity and organizational tenure on environmental sustainability orientation. *Journal of Developmental Entrepreneurship*, 23(3), 1-14.

## Sweeney, Paul D.

### *Books*

Sweeney, P. D., & McFarlin, D. B. (in press, 2023). *International Organizational Behavior: Transcending Borders and Cultures*. New York: Routledge Press (3<sup>rd</sup> Ed.).

McFarlin, D. & Sweeney, P.D. (2019). *International Management: Strategic Opportunities and Cultural Challenges* (5th ed.). London/New York, New York: Routledge Publishers.

Sweeney, P. D. & McFarlin, D. B. (2018). *International Organizational Behavior: Transcending Borders and Cultures* (2nd ed.). London/New York, New York: Routledge Publishers

### *Refereed Journal Articles*

Sweeney, P. D. (2020). Emerging Markets Go Organic: Does Organizational Culture Impact Market Responsiveness and Firm Performance? *Academy of Management Perspectives*, 28(2).

## Yoon, Sangsuk

### *Refereed Journal Articles*

Bago, B., Kovacs, M., Protzko, J., ..., **Yoon, S.**, ..., Aczel, B. (2022). Situational factors shape moral judgments in the trolley dilemma in Eastern, Southern and Western countries in a culturally diverse sample. *Nature Human Behavior*, 6, 880-895.

Choi, M., & **Yoon, S.** (2021) Asymmetric underlying mechanisms of relation-

based and property-based noun-noun conceptual combinations. *Frontiers in Psychology*, 12:567971.

Venkatraman, V., & Yoon, S. (2020) Adaptivity in decision-making strategies across age: Process insights and implications. *Journal of Marketing Behavior*, 4(2-4), 103-132.

Botvinik-Nezer, R., Holzmeister, F., Camerer, C. F., ..., Yoon, S., ..., & Schonberg, T. (2020) Variability in the analysis of a single neuroimaging dataset by many teams. *Nature*, 582, 84-88.

Yoon, S., Fong, N., & Dimoka, A. (2019) The robustness of anchoring effects on preferential judgments. *Judgment and Decision Making* 14(4), 470-487.

Yoon, S., & Fong, N. (2019) Uninformative anchors have persistent effects on valuation judgments. *Journal of Consumer Psychology*, 29(3), 391-410.

Silberzahn, R., Uhlmann, E. L., Martin, D. P., Yoon, S., & Nosek, B. A. (2018). Many analysts, one dataset: Making transparent how variations in analytical choices affect results. *Advances in Methods and Practices in Psychological Science*, 1(3), 337-356.

**Zhang, Chun**

### *Refereed Journal Articles*

Abbasi, A. Z., Muhammad Shahzeb Fayyaz, Ding Hooi Ting, Munir, M., Bashir, S., & Zhang, C. (2022). The moderating role of complaint handling on brand hate in the cancel culture. *Asia-Pacific Journal of Business Administration*.

Fang, S., Zhang, C., & Li, Yaoqi (2022). Can beauty save service failures? The role of recovery employees' physical attractiveness in the tourism industry, *Journal of Business Research*. 141(March), 100-110.

Li, Yaoqi, Zhang, C., Shelby, S., & Tzung-Cheng Huan (2021). Customers' self-image congruity and brand preference: the moderated mediation model of self-brand connection and self-motivation. *Journal of Product & Brand Management*

Zhang, C. & Laroche, M. (2020). Brand Hate: A Multidimensional Construct. *Journal of Product & Brand Management*, 30(3), 392-414.

- Fang, S., **Zhang, C.**, & Li, Y. (2020). Physical Attractiveness of Service Employees and Customer Engagement in Tourism Industry. *Annals of Tourism Research*. 80, 102756.
- Dugan, Riley, **Zhang, Chun**, Kellaris, J., & Sweeney, R. (2019), Taming the Elephant in the (Class) Room: Exploring Root Causes of Student Boredom. *Marketing Education Review*. 29(4), 220-35.
- Li, Yaoqi, **Zhang, Chun &** Laroche, M. (2019). Is Beauty a Premium? A Study of the Physical Attractiveness Effect in Service Encounters, *Journal of Retailing and Consumer Services*, 50, 215-25
- Laroche, M., **Zhang, C. &** Sambath, A. (2018). Understanding Cosmopolitanism and Brand Origin Recognition Accuracy: The Moderating Effect of Need for Cognition. *Journal of Promotion Management*, 24(4), 441-58.
- Zhang, C.**, Laroche, M., & Richard, M. (2017). The Differential Roles of Verbs, Nouns, and Adjectives in English and Chinese Messages Among Bilingual Consumers. *Journal of Business Research*, 72(March), 127-35.