

ZE WANG

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EDUCATION

Ph.D. in Marketing, School of Business, University of Kansas, 2010

B.B.A. with Honors, School of Business, Renmin University of China, Beijing, 2004

ACADEMIC POSITION

Assistant Professor, Department of Marketing, University of Central Florida, 2010 – present

RESEARCH

A. Publications in Refereed Journals

1. Singh, Surendra, Steve Hillmer, and **Ze Wang** (2011), "Efficient Methods for Sampling Responses from Large-Scale Qualitative Data," *Marketing Science*, 30(3), 532-549.
2. **Wang, Ze**, Aaron Arndt, Surendra Singh, Monica Biernat, and Fan Liu (2013), "'You Lost me at Hello': How and When Accent-Based Biases Are Expressed and Suppressed," *International Journal of Research in Marketing*, 30(2), 185-196.
3. Arndt, Aaron and **Ze Wang** (2014), "How Instructor Enthusiasm Influences the Effectiveness of Asynchronous Internet-Based Sales Training," *Journal for Advancement of Marketing Education*, 22(2), 26-36.
4. **Wang, Ze**, Xin He, and Fan Liu (2015), "Examining the Effect of Smile Intensity on Age Perceptions," *Psychological Reports*, 117 (1), 188-205.
5. **Wang, Ze**, Surendra Singh, Jessica Li, Sanjay Mishra, Maureen Ambrose, and Monica Biernat, (forthcoming) "Effects of Employees' Positive Affective Displays on Customer Loyalty Intentions: An Emotions-as-Social-Information Perspective," *Academy of Management Journal*.
6. **Wang, Ze**, Xin He, and Fan Liu (forthcoming), "From Similitude to Success: The Effects of Facial Resemblance on Perceptions of Team Effectiveness," *Journal of Experimental Psychology: Applied*.

B. Papers Under Review

1. **Wang, Ze**, Huifang Mao, Jessica Li, and Fan Liu, “Effects of Smile Intensity on Social Perceptions” revising for 3rd round of review at *Journal of Consumer Research*.
2. Zhang, Zelin, Weishi Lim, and **Ze Wang**, “The Use of Refunds and Spot Price Pre-Commitment in Advance Selling,” revising for 2nd round of review at *Journal of Marketing Research*.

C. Select Working Papers and Research in Progress

3. “Effects of Employees’ Emotional Labor on Customer Satisfaction and Loyalty: The Moderating Roles of Perceived Power, Affective Content, and Cultural group Membership,” three studies completed, manuscript in preparation.
4. “Ethnic Group Cultural Differences in Customer Reactions to Frontline Affective Experience: Anglo-American versus Hispanic Americans,” two studies completed.
5. “The Effect of Facial Resemblance on Product Purchase: The Moderating Role of Mental Construal,” three studies completed, manuscript in preparation.
6. “Time versus Money: The Impact of Affective Displays on Donation,” two studies completed, manuscript in preparation.
7. “Customers’ Time Orientation and Affective Content in Online Customer Reviews,” one field study completed, two experiments in progress.
8. “Examining the Interplay of Smile Intensity, Power, and Persuasion Knowledge,” three studies completed, manuscript in preparation.

D. Publications in Refereed Conference Proceedings

1. Wang, Ze, Xin He, and Fan Liu (2014), “A Three-Year Effect: Impact of Smile Strength on Perceived Age,” in *AMA Winter Marketing Educators’ Conference Proceeding*, eds. Gary Hunter and Tom Steenburgh, Vol. 25.
2. Sarah Lefebvre and Ze Wang (2014), “Effects of Guilt and Sadness on Carbohydrate Consumption,” in *AMA Winter Marketing Educators’ Conference Proceeding*, eds. Gary Hunter and Tom Steenburgh, Vol. 25.
3. Wang, Ze and Aaron Arndt (2013), “How High-Intensity Teaching Enhances Learning Outcomes in Online Marketing Education,” in *AMA Summer Marketing Educators’ Conference Proceedings*, eds. Rebecca Slotegraaf and David Griffith, Vol. 24, 262-263
4. Liu, Fan, Xin He, and Wang Ze (2013), “Time versus Money: The Impact of Affective Displays on Donation,” in *Advances in Consumer Psychology*, eds. Tom Meyvis and Raj Raghunathan, 153.
5. Wang, Ze, Fan Liu, and Huifang Mao (2012), “Reading Smiles to Read Minds: Impact of Positive Facial Affective Displays on Perceptions”, in *Advances in Consumer Research*, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Vol. 40, 1081-1082.

6. Wang, Ze, Aaron Arndt, Surendra Singh, Monica Biernat, and Fan Liu (2012), "The Expression and Suppression of Accent-Based Biases in Services," in *AMA Winter Marketing Educators' Conference Proceeding*, eds. Sundar Bharadwaj and John Hulland, Vol. 23, 374-375.
7. Wang, Ze, Surendra Singh, Monica Biernat, and Sanjay Mishra (2012), "The Role of Employees' Affective Displays in Customer-Service Provider Interactions," in *AMA Winter Marketing Educators' Conference Proceeding*, eds. Sundar Bharadwaj and John Hulland, Vol. 23, 289-290.
8. Wang, Ze, and Fan Liu (2011), "Influence of Facial Affective Display on Social Judgments", in *Advances in Consumer Research*, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Vol. 39, 871-872.
9. Banerjee, Pronobesh, Ze Wang, Sanjay Mishra, and Surendra N. Singh (2010), "Prototype or Exemplar: Effect of Self Construal on Brand Extension Evaluation in a Multi-Product Brand Context," in *Advances in Consumer Research*, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Vol. 37, 755-757.
10. Wang, Ze, Aaron Arndt, Surendra Singh, and Monica Biernat (2009), "The Impact of Accent Stereotypes On Service Outcomes And Its Boundary Conditions," in *Advances in Consumer Research*, eds. Ann L. McGill, and Sharon Shavitt, Vol. 36, 940-941.

E. Conference Presentations

1. "To Smile or Not to Smile: Impact of Employees' Emotional Labor Display on Customer Reactions in Service Encounters," the 23rd annual Frontiers in Service Conference, Miami, FL, June 2014.
2. "A Three-Year Effect: Impact of Smile Strength on Perceived Age," AMA Winter Marketing Educator's Conference, Orlando, FL, February 2014.
3. "Effects of Guilt and Sadness on Carbohydrate Consumption," AMA Winter Marketing Educator's Conference, Orlando, FL, February 2014.
4. "How High-Intensity Teaching Enhances Learning Outcomes in Online Marketing Education," AMA Summer Marketing Educators' Conference, Boston, August 2013.
5. "Time versus Money: The Impact of Affective Displays on Donation," Society for Consumer Psychology Winter Conference, San Antonio, TX, February 2013.
6. "Reading Smiles to Read Minds: Impact of Positive Facial Affective Displays on Perceptions," Association for Consumer Research Conference, Vancouver, October 2012.
7. "The Expression and Suppression of Accent-Based Biases in Services," AMA Winter Educators' Conference, St. Petersburg, February 2012.
8. "The Role of Employees' Affective Displays in Customer-Service Provider Interactions," AMA Winter Marketing Educators' Conference, St. Petersburg, February 2012.

9. "Influence of Facial Affective Display on Social Judgments," Association for Consumer Research Conference, St Louis, October 2011.
10. "Prototype or Exemplar: Effect of Self Construal on Brand Extension Evaluation in a Multi-Product Brand Context," Association for Consumer Research Conference, Pittsburgh, October 2009.
11. "The Impact of Accent Stereotypes on Service Outcomes and Its Boundary Conditions," Association for Consumer Research Conference, San Francisco, October 2008.
12. "Linguistic Stereotyping in Call Centers," Academy of Marketing Science Annual Conference, Vancouver, Canada, May 2008.
13. "Customers Responses to Employees' Affective Display in Different Service Encounters," 17th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, April 2008.
14. "The Unintended (Un)Desired Effects of Unredeemed Coupons," 16th Annual Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, April 2007.

AWARDS

UCF College of Business Administration Summer Grant (\$16000), 2015
 Dean's Recognition for Excellence in Faculty-Student Engagement, UCF, 2015
 UCF College of Business Administration Summer Grant (\$12000), 2013, 2014
 John O. Tollefson Doctoral Student Teaching Award, University of Kansas, 2009
 Holmes Teaching Excellence Fellowship, University of Kansas, 2009
 Constance B. Ducey Doctoral Student Teaching Award, University of Kansas, 2008
 Fellow, AMA Sheth Foundation Doctoral Consortium, Georgia State University, 2009
 Research Funding, School of Business Research Grant, University of Kansas, 2008-2009
 Fellow, Association for Consumer Research Doctoral Consortium, San Francisco, 2008
 Fellow, AMA Services Marketing Consortium, University of Maryland, 2008
 Fellow, AMA Sheth Foundation Doctoral Consortium, Arizona State University, 2007
 Dean's List, School of Business, University of Kansas, 2004-2006
 Wu Yuzhang Award for academic excellence, Renmin University of China, 2004

TEACHING

A. Teaching Interests

Consumer Behavior, Services Marketing, Integrated Marketing Communications, Digital Marketing, Global Marketing

B. Teaching Experience

University of Central Florida

- MAR 3503: Consumer Behavior
- MAR 4841: Services Marketing
- MAR 4912: Directed Independent Research
- MAR 7575: Doctoral Seminar on Customer Behavior

University of Kansas

- Consumer Behavior, instructor
- Services Marketing, instructor
- Global Marketing, teaching assistant

C. Dissertation and Thesis Committee

- Co-chair of Doctoral Student Dissertation Committee (Fan Liu)
Initial placement: Adelphi University (2015)
- Member of Honors-in-the-Major Student Thesis Committee (William Crockett)

SERVICE

A. Service to Field

Guest Reviewer for *International Journal of Hospitality Management*, 2012

Ad hoc Reviewer for *Journal of Services Marketing*, 2011-Present

Ad hoc Reviewer for *Journal of Marketing Education*, 2013

Reviewer for *Association for Consumer Research Conference* (2011, 2012, 2013)

Reviewer for *AMA Summer Marketing Educators' Conference* (2013)

Reviewer for *AMA Winter Marketing Educators' Conference* (2012, 2014)

Reviewer for *Society for Consumer Psychology Annual Conference* (2014)

Invited Panelist for *2014 Marketing Management Association Fall Educators' Conference*

Session Chair for *2013 American Marketing Association Summer Marketing Educators' Conference*

Session Chair for *2012 American Marketing Association Winter Marketing Educators' Conference*

B. Service to School

Faculty Search Committee Member, Department of Marketing, UCF, 2015

OUR Research Grant Review Committee Member, University of Central Florida, 2015

Department Graduate and Research Committee Member, University of Central Florida, 2010-present

University Undergraduate Research Council Member, University of Central Florida, 2010-present

Doctoral Student Examination Committee Member, 2011, 2013, 2015

Showcase of Undergraduate Research Excellence, Judge, University of Central Florida, 2011

KU Business School Representative, the PhD Project Annual Conference, 2007

Elected president for Association of Business Doctoral Students, University of Kansas, 2006