

## **ZE WANG**

### Office Address:

BAll-308T, Department of Marketing  
College of Business Administration,  
University of Central Florida  
Orlando, FL, 32816

Office: (407) 823-6623  
Fax: (407) 823-3891  
Cell: (407) 683-6635  
Email: ze.wang@ucf.edu

---

### CURRENT STATUS

Associate Professor (Tenured), Department of Marketing, University of Central Florida, 2017 – present

Assistant Professor, Department of Marketing, University of Central Florida, 2010 – 2017

### 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

### PUBLICATIONS IN REFEREED JOURNALS

1. **Wang, Ze**, Huifang Mao, Jessica Li, and Fan Liu (2017) “Smile Big or Not? Effects of Smile Intensity on Perceptions of Warmth and Competence,” *Journal of Consumer Research*, 43 (5): 787-805
2. **Wang, Ze**, Surendra Singh, Jessica Li, Sanjay Mishra, Maureen Ambrose, and Monica Biernat, (2017) “Effects of Employees’ Positive Affective Displays on Customer Loyalty Intentions: An Emotions-as-Social-Information Perspective,” *Academy of Management Journal*, 60(1), 109-129.
3. Kim, Dongwook, Sanjay Mishra, **Ze Wang**, Surendra Singh (2016) “Insidious Effects of Syntactic Complexity: Are Ads Targeting Older Adults Too Complex to Remember?” *Journal of Advertising*, 45 (4), 509-518
4. **Wang, Ze**, Xin He, and Fan Liu (2016), “From Similitude to Success: The Effects of Facial Resemblance on Perceptions of Team Effectiveness,” *Journal of Experimental Psychology: Applied*, 22 (1), 48-58.
5. **Wang, Ze**, Xin He, and Fan Liu (2015), “Examining the Effect of Smile Intensity on Age Perceptions,” *Psychological Reports*, 117 (1), 188-205.
6. 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. (equal contribution)
7. **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.
8. Singh, Surendra, Steve Hillmer, and **Ze Wang** (2011), “Efficient Methods for Sampling Responses from Large-Scale Qualitative Data,” *Marketing Science*, 30(3), 532-549.

## **MANUSCRIPTS UNDER REVIEW AND RESEARCH IN PROGRESS**

1. Fan Liu\*, Xin He, and Ze Wang, “The Effect of Facial Resemblance on Product Purchase: The Moderating Role of Mental Construal”
2. Hewage, Ganga\*, Ze Wang, Huifang Mao, and Yue Liu\*, “Effects of Facial Asymmetry on Emoticon Evaluation and Product Preference”
3. Cao, Fei, Xia Wang, and Ze Wang, “How Awe Enhances Consumers’ Preferences for Healthy Versus Unhealthy products”
4. Wang, Ze, Lam An\*, Xia Wang, and Jonathan Hasford, “The Insidious Effects of Facial Prominence in Marketing Communications”
5. Lefebvre, Sarah\*, Jonathan Hasford, and Ze Wang, “The Effects of Guilt and Sadness on Carbohydrate Consumption”
6. Wang, Ze, You Ya\*, Amit Joshi, Michael Brady, and Huifang Mao, “Customers’ Time Orientation and Affective Content in Online Customer Reviews”

\* indicates doctoral students who have graduated from or currently enrolled in the UCF program.

## **PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS**

1. Liu Fan, Xin He, and Fan Liu (2017), “The Effect of Facial Resemblance on Product Purchase: The Moderating Role of Mental Construal,” in *NA - Advances in Consumer Research*, eds. Ayelet Gneezy, Vlad Griskevicius, Patti Williams, Vol. 45.
2. Cao, Fei, Xia Wang, and Ze Wang (2017), “Healthy or Happy? How Awe Enhances Consumers’ Preferences for Healthy Products” in *NA - Advances in Consumer Research*, eds. Ayelet Gneezy, Vlad Griskevicius, Patti Williams, Vol. 45.
3. Wang, Ze, Huifang Mao, Jessica Li, and Fan Liu (2016), “The Insidious Effects of Smiles on Social Judgments,” in *NA - Advances in Consumer Research*, eds. Page Moreau and Stefano Vol. 44, 665-669.
4. 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.
5. 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.
6. 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
7. Liu, Fan, Xin He, and Wang Ze (2013), “Time versus Money: The Impact of Affective Displays on Donation,” in *Advances in Consumer Psychology*, eds. T. Meyvis and R. Raghunathan, 153.

8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. 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.

#### **CONFERENCE PRESENTATIONS** ]

1. "The Insidious Effect of Nonverbal Power Display in Crisis Management," Society for Marketing Advances (SMA) Annual Conference, West Palm Beach, Florida, Nov. 2018
2. "Better for You or Worse for Me: The Use of Refunds as a Strategic Spot Price Commitment Device in Advance Selling," Sixth China Marketing International Conference (CMIC), Shanghai, China, July 2018
3. "Effects of Facial Asymmetry on Emoji Evaluation and Product Preference," European Association for Consumer Research (EACR) conference, Ghent, Belgium, June 2018.
4. "Effects of Awe on Consumer Healthy Food Choices," European Association for Consumer Research (EACR) conference, Ghent, Belgium, June 2018.
5. "Facial Cues in Anthropomorphizing Products," Society for Personality and Social Psychology (SPSP), Atlanta, GA, March 2018.
6. "Facial Cues in Anthropomorphizing Products." Society for Consumer Psychology (SCP), Dallas, TX, February 2018
7. "Use of Asymmetric Facial Features to Engage Consumers," Society of Judgment and Decision Making conference, Vancouver, November 2017.
8. "The Effect of Facial Resemblance on Product Purchase: The Moderating Role of Mental Construal" Association for Consumer Research Conference, San Diego, CA, October 2017.
9. "Healthy or Happy? How Awe Enhances Consumers' Preferences for Healthy Products" Association for Consumer Research Conference, San Diego, CA, October 2017.
10. "Strategies and Practices for Designing and Delivering Effective Marketing Classes,"

- CMAU Annual Conference and Doctoral Consortium, Hangzhou, China, July 2017.
11. "Exploring Interdisciplinary Research: Benefits and Challenges" Jingyuan Research Workshop, Chongqing Jiaotong University, Chongqing, China. June 2017.
  12. "Facial Cues in Anthropomorphizing Products," Society of Personality and Social Psychology Conference, Atlanta, March 2017
  13. "The Effects of Group Entitativity on Donation of Time and Money," AMA Winter Educators' Conference, Orlando, FL. February 2017
  14. "Sensory Compensation for Visual and Taste Sensations," AMA Winter Educators' Conference, Orlando, FL. February 2017
  15. "The Insidious Effects of Smiles on Social Judgments," Association for Consumer Research Conference, Berlin, October 2016
  16. "Bringing Customers to the Rose-Tinted Future? Effects of Customers' Temporal Orientation and Experience Valence on the Emotionality of Online Reviews," INFORMS International Conference, Shanghai, China, June 2016.
  17. "To Smile or Not to Smile: Impact of Employees' Emotional Labor Display on Customer Reactions in Service Encounters," the 23<sup>rd</sup> annual Frontiers in Service Conference, Miami, FL, June 2014.
  18. "A Three-Year Effect: Impact of Smile Strength on Perceived Age," AMA Winter Marketing Educator's Conference, Orlando, FL, February 2014.
  19. "Effects of Guilt and Sadness on Carbohydrate Consumption," AMA Winter Marketing Educator's Conference, Orlando, FL, February 2014.
  20. "How High-Intensity Teaching Enhances Learning Outcomes in Online Marketing Education," AMA Summer Marketing Educators' Conference, Boston, August 2013.
  21. "Time versus Money: The Impact of Affective Displays on Donation," Society for Consumer Psychology Winter Conference, San Antonio, TX, February 2013.
  22. "Reading Smiles to Read Minds: Impact of Positive Facial Affective Displays on Perceptions," Association for Consumer Research Conference, Vancouver, October 2012.
  23. "The Expression and Suppression of Accent-Based Biases in Services," AMA Winter Educators' Conference, St. Petersburg, February 2012.
  24. "The Role of Employees' Affective Displays in Customer-Service Provider Interactions," AMA Winter Marketing Educators' Conference, St. Petersburg, February 2012.
  25. "Influence of Facial Affective Display on Social Judgments," Association for Consumer Research Conference, St Louis, October 2011.
  26. "Prototype or Exemplar: Effect of Self Construal on Brand Extension Evaluation in a Multi- Product Brand Context," Association for Consumer Research Conference, Pittsburgh, 2009.
  27. "The Impact of Accent Stereotypes on Service Outcomes and Its Boundary Conditions," Association for Consumer Research Conference, San Francisco, October 2008.
  28. "Linguistic Stereotyping in Call Centers," Academy of Marketing Science Annual Conference, Vancouver, Canada, May 2008.

29. "Customers Responses to Employees' Affective Display in Different Service Encounters,"  
17<sup>th</sup> Robert Mittelstaedt Doctoral Symposium, University of Nebraska-Lincoln, April 2008.

## **AWARDS AND HONORS**

### **A. Research and Academic Awards**

Best Paper Award, Sixth China Marketing International Conference (CMIC), 2018  
University of Central Florida's Research Incentive Award (**RIA**) Award, 2017-2018  
Research Productivity Award, CBA, Univ. of Central Florida (\$7,500), 2017  
Excellence in Research Award, College of Business Administration, Univ. of Central Florida, 2016  
UCF College of Business Administration Summer Grant (\$16000), 2015  
UCF College of Business Administration Summer Grant (\$12000), 2011, 2012, 2013, 2014  
Research Funding, School of Business Research Grant, University of Kansas, 2008-2009  
Dean's List, School of Business, University of Kansas, 2004-2006  
Wu Yuzhang Award for academic excellence, Renmin University of China, 2004

### **B. Teaching Awards**

University of Central Florida's Teaching Incentive Program (**TIP**) Award, 2017-2018  
Dean's Recognition for Excellence in Faculty-Student Engagement, Univ. of Central Florida,  
2015 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

### **C. Fellowships**

Fellow, AMA Sheth Foundation Doctoral Consortium, Georgia State University, 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

## **TEACHING**

### **A. Teaching Interests**

Consumer Behavior, Marketing Strategy, Services Marketing, Integrated Marketing  
Communications, Global Marketing, Strategic Marketing Management, Marketing Analytics

### **B. Teaching Experience**

#### **University of Central Florida**

- MAR 3503: Consumer Behavior
- MAR 4804: Marketing Strategy
- MAR 4841: Services Marketing
- MAR 4912: Directed Independent Research
- MAR 6816: Strategic Marketing Management
- MAR 7575: Doctoral Seminar on Customer Behavior

## **University of Kansas**

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

### **C. Mentoring**

- Co-chair of Fan Liu's doctoral dissertation committee  
Initial placement: Adelphi University (2015)
- Member of PhD Candidate Ganga Hewage's dissertation committee
- Mentor for doctoral students' first-year and second-year projects:  
Lam An, Sarah Lefebvre, Yue Liu
- Member of Honors-in-the-Major student thesis committee:  
William Crockett
- Mentor of undergraduate researchers:  
Ashley Baldwin, 2013; Alex Latorre, 2014; Dylan Henry, Ronald Alfaro, 2015 Kayla Orr,  
Davina Dhani, Christina Steimel, Christy Puller, Danielle Burnham 2016, Kelly Capen,  
Brandon Brown, Samantha Brooks, 2017.

## **SERVICE**

### **A. Service to Field**

Ad hoc Reviewer for:

*International Journal of Hospitality Management; Journal of Business Research; Journal of Services Marketing; Journal of Marketing Education; Journal of Experimental Psychology: Applied; Association for Consumer Research Conference, 2011, 2012, 2013, 2015, 2016, 2018; Society for Consumer Psychology Annual Conference, 2014, 2015; AMA Summer Marketing Educators' Conference, 2013, 2017, 2018; AMA Winter Marketing Educators' Conference, 2012, 2014, 2015*

Invited Panelist for:

- *EXCHANGE Event, Global Business Week, University of Central Florida, 2016*
- *Marketing Management Association Fall Educators' Conference, 2014*

Session Chair for:

- *China Marketing International Conference: Marketing Strategy in the Sharing Economy, 2017*
- *American Marketing Association Summer Marketing Educators' Conference, 2013*
- *American Marketing Association Winter Marketing Educators' Conference, 2012*

### **B. Service to School**

Keynote Speaker at Dean's Speaker Series, Citrus Club Orlando, Oct. 2017

Faculty Search Committee Member, Department of Marketing, UCF, 2015, 2016, 2017, 2018

Faculty Advisor for Society for Marketing Professional Services UCF Chapter, 2016 - 2018

Member of University Undergraduate Research Council, 2010 - present

Member of Department Graduate and Research Committee, 2010 - present

Member of Department Assessment Committee, 2016

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