

**MIN ZHAO**  
(October 2019)

Associate Professor of Marketing  
Carroll School of Management  
Boston College

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**ACADEMIC APPOINTMENTS**

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

*Associate*

## **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

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7. Lee, Kiyeon and Min Zhao (2018) Giving In to Temptation When Thinking about Money: Money, Time, and Self- in C. Lambertson and R. Hamilton (Eds.), *Winter Conference Proceedings –Society for Consumer Psychology*, TX: Dallas Vol. 29.

8.



29. Zhao, Min, Steve Hoeffler, and Gal Zauberan (2005), Mental Simulation and Preference Consistency over Time: The Role of Process- versus Outcome-Focused Thought. 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. *Journal of Consumer Research*, 31(4), 403-415.





*Research Conference, New Orleans, October 2015.*

23. Tsai, Claire I. and Min Zhao, The Intensification Effect of Quantity Specificity on

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, *Assoc*

Anticipation View Association for Consumer Research Conference, Pittsburgh, October 2009.

47. Tsai, Clara L., Min and Jing Wan, The Effect of Unpacking and Valence in Future Time Estimation Association for Consumer Research Conference, Pittsburgh, October 2009.

Zhao, Min and Clara L. Tsai -- The Effect of Judgment and Decision-Making Association for Consumer Research Conference, Boston, January 2009.

Miller, David, Clara L. Tsai, and Min Zhao, Showing Deference to Advocates Who Are Saying No? Association for Consumer Research Conference, San Francisco, October 2009.

Miller, David, Clara L. Tsai, and Gal Zauberan, Mental Simulation and the Evaluation of The Affective and Cognitive Dimensions of Process versus Outcome-Association for Consumer Research Conference, San Francisco, October 2009.

Xie, Ming Effects of Social and Temporal Distance on Consumer Recommendations Marketing Science, 2009.

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**

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

x Recruiting Committee, Marketing Department, Rotman School of Management, University of Toronto 2010/2011

x Judge for the General Mills Case Competition of the Rotman Marketing Association, Rotman School of Management, University of Toronto, 2010, 2011

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