
Liang Zhao, Ph.D.
Associate Professor
Marketing
College of Business
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Academic Background

Ph.D. University of Arizona, --N/A--.
M.A. University of New Hampshire, --N/A--.
M.B.A. Malardalen University, --N/A--.
B.A. Xi'an Jiaotong University, --N/A--.
B.S. Xi'an Jiaotong University, --N/A--.

Professional Memberships

American Marketing Association, 2012-Present

Work Experience

Work Experience

Associate Professor, St. Ambrose University (2019 - Present), Davenport, Iowa. Marketing Department
Assistant Professor, St. Ambrose University (2013 - 2019), Davenport, Iowa. Marketing Department

Teaching

Courses Taught

Courses from the Teaching Schedule: CONSUMER BEHAVIOR, INTERNATIONAL MARKETING, MARKETING MANAGEMENT, MARKETING RESEARCH, MARKETING RESEARCH, PRINCIPLES OF MARKETING, TOPICS IN MARKETING

Courses taught, but not in the Schedule:
DIGITAL MARKETING, MARKETING DATA ANALYTICS, BUSINESS ACROSS CULTURES.

Teaching Activities

Summer Course Instruction

2020 - INTL372. 15 students. (Summer)

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	2			2
Publications in Refereed Conference Proceedings	3			3
Presentations of Refereed Papers	7			7

Refereed Articles

Basic or Discovery Scholarship

Zhao, L., Chen, Y., Liu, Y., & Ghosh, M. (2019). How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market. *Journal of Marketing Research*, 56 (6), 995-1011.

Zhao, L., & Rouwenhorst, R. (in press, 2017). Zipped Commercials, Zapped Memory? Not Necessarily. *Business and Management Research*, 6 (3).

Refereed Proceedings

Basic or Discovery Scholarship

Zhao, L. (in press, 2018). Strategic Firm Behavior in New Product Preannouncement. *China Marketing International Conference*.

Zhao, L. (in press, 2014). Strategic Firm Behavior in New Product Preannouncement. *AMA Summer Marketing Educators Conference*.

Zhao, L. (2013). How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market. *AMA Winter Marketing Educators' Conference*.

Presentations of Refereed Papers

International

Zhao, L. (2020). *Facilitating Cross-Cultural Learning and Overcoming Psychological Barriers in Collaborative Online Learning*. Brazilian Association for International Education, Belo Horizonte, Brazil.

Zhao, L., Chen, Y., & Liu, Y. (2018). *Strategic Firm Behavior in New Product Preannouncement*. China Marketing International Conference, Shanghai, China.

Zhao, L., Chen, Y., Liu, Y., & Ghosh, M. (2018). *How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market*. International Management Week, London, Canada.

Zhao, L. (2014). *Strategic Firm Behavior in New Product Preannouncement*. AMA Summer Marketing Educators Conference, San Francisco, California.

Zhao, L. (2013). *How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market*. AMA Winter Marketing Educators' Conference, Las Vegas, Nevada.

Zhao, L. (2012). *Strategic Firm Behavior in New Product Preannouncement*. INFORMS Marketing Science Conference, Boston, Massachusetts.

National

Zhao, L. (2012). *How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market*. University of Houston Doctoral Symposium, Houston, Texas.

Presentations of Non-Refereed Papers

State

Zhao, L. (2009). *Impact of Social Interactions on Online Consumer Opinion Formation*. University of Arizona, Tucson, Arizona.

Zhao, L. (2009). *Impact of Social Interactions on Online Consumer Opinion Formation*. University of Arizona, Tucson, Arizona.

Unknown

Zhao, L. (2012). *How does Media Coverage of Climate Change Affect Consumer Adoption of Sustainable Products? Evidence from the U.S. Hybrid Vehicle Market*. University of Houston Doctoral Symposium, Houston, Texas.

Service

Service to the Institution

College Assignments

Member:

2019-2020 – 2020-2021: Operations Roots Group
2017: MBA Director Search Committee
2014: International Committee
2014-2015: Faculty Search Committee

University Assignments

Committee Member:

2019-2020: Classroom Technology Committee
2018-2019: Faculty Search Committee
2018-2019: Space Planning Advisory Committee
2017-2018: Dean Search Committee

Faculty Advisor:

2019: SAU Marketing Club
2017-2018: SAU Marketing Club

Member:

2019-2020: Faculty Development
2015: University Life
2014: HLC Subcommittee

Other Institutional Service Activities:

2018-2019: Faculty and Staff Recognition Reception

Writing Student Recommendations:

2016-2017: Undergraduate Students

Service to the Profession

Reviewer - Article / Manuscript

2018 – 2020: Management Research Review (International).
2018: Decision Science (International).
2015: Management Research Review (International).

Other Professional Service Activities

2014 – 2015: Excellence in College Teaching Certificate Program (Local). Attendee - Quad Cities Professional Development Network

Reviewer: Conference Paper

2016 – 2020: AMA Winter Marketing Educators Conference (International).
2014 – 2020: AMA Summer Marketing Educators Conference (International).
2014 – 2016: AMA Winter Marketing Educators Conference (International).
2013 – 2014: AMA Winter Marketing Educators' Conference (National).
2011: ACR Asia-Pacific Conference (International).

Service to the Community

Member of a Committee

2017: Dress for Success Marketing Committee

Speech / Presentation at a Community Meeting

2018: International Management Week

Professional Development

Professional Seminars / Workshops

2020: Virtual Meeting Training.

2020: Small Business Leaders & Entrepreneurs Lunch & Learn.

2020: Quad Cities Young Professionals Lunch & Learn.

2018: Data Science: Computation and Visualization Workshop.

2014: Structural Equation Modeling Boot Camp.

2014: Excellence in College Teaching Certificate Program.

Honors/Awards

Award

2013: Highly Commended Award Winner, 2012 Emerald/EFMD Outstanding Doctoral Research Award, Emerald Group Publishing.

Honor

2006: Outstanding Graduate Honor, Outstanding Thesis for Undergraduate, Xi'an Jiaotong University.

Scholarship

2011 – 2013: Graduate Fellowship, University of Arizona.

2012: ISMS Doctoral Consortium Fellow, Boston University.

2012: Fellow (Presenter), 30th Annual University of Houston Doctoral Symposium, University of Houston.

2011: Dean's Dissertation Research Fellowship, University of Arizona.

2008 – 2010: Graduate Fellowship, University of Arizona.

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