

Xiajing Zhu

Pronounced as *Sha-jing*

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ACADEMIC POSITION

University of Oregon

Assistant Professor, Marketing

Eugene, OR

2025 - Present

EDUCATION

University of California Irvine

Ph.D., Marketing

Irvine, CA

2025

Jiangnan University

M.S., Management Science

B.S., Management

Jiangsu, China

2018

2015

RESEARCH

Journal Articles (* corresponding author)

Zhu, Xiajing* & Pechmann, Connie, (2025), "Political Polarization Triggers Conservatives' Misinformation Spread to Attain Ingroup Dominance," *Journal of Marketing*, 89(1), 39-55.

- [Altmetric Score = 421](#), mentioned by 46 news outlets, top 5% of all research scored by Altmetric, High Attention Score compared to outputs of the same age (99th percentile).

Foti, Lianne, **Zhu, Xiajing**, Yuan, Yige, & Teng, Lefa*, (2020), "Broadcasting and Narrowcasting: The Impact of Affective and Cognitive Message Framing on Message Persuasiveness," *International Journal of Advertising*, 39(8), 1183-120.

Zhu, Xiajing, Teng, Teng*, Foti, Lianne, & Yuan, Yige, (2019), "Using Self-Congruence Theory to Explain the Interaction Effects of Brand Type and Celebrity Type on Consumer Attitude Formation," *Journal of Business Research*, 103, 301-309.

Dou, Xinhua, **Zhu, Xiajing***, Zhang, Jason Q., & Wang, Jie, (2019), "Outcomes of Entrepreneurship Education in China: A Customer Experience Management Perspective," *Journal of Business Research*, 103, 338-347.

Research Grants

Co-applicant, "Advancing an Innovative Framework of Branding Strategy in the Context of Transformation and Internationalization," *the Key Project of the National Natural Science Foundation of China*, \$342,800, 2019 – 2024.

Applicant, “The Effects of Celebrity-Brand Congruence on Consumer Attitude: A Social Identity Perspective,” *the Postgraduate Research and Practice Innovation Program of Jiangsu Province*, \$1,000, 2017 – 2018.

Collaborator, “Tapping into the Chinese Appetite: Driving sales for Ontario food products in China,” *OMAFRA Research Grant of Canada*, \$152,225, 2016 – 2019.

Selected Manuscripts in Progress

Wang, Xinran, **Zhu, Xiajing*** & Pechmann, Connie, Paid Fact-Checking Policy and Its Impact on Fact-Checkers. Revise and resubmit at the *Journal of Public Policy & Marketing*.

Zhu, Xiajing & Pechmann, Connie, Political Ideology, Local Party Dominance, and Political Donations. Manuscript in preparation for submission to *Nature Human Behaviour*.

CONFERENCE PRESENTATIONS

Wang, Xinran & **Zhu, Xiajing**, (2026), “Paying for the Truth: The Paradox of Paid Fact-Checking for Creators and Readers on Social Media”, Society for Consumer Psychology (SCP) 2026 Conference, San Diego, U.S.

Zhu, Xiajing & Pechmann, Connie, (2025), “Group size matters: Liberals donate more in large groups, conservatives in small groups,” *Association for Consumer Research (ACR) 2025 Conference*, DC, U.S.

Zhu, Xiajing, Lin, Jinan & Pechmann, Connie, (2025), “When AI Refuses to Talk Politics: How Conservatives and Liberals React to AI Political Content Avoidance,” *ACR 2025*, DC, U.S.

Zhu, Xiajing & Pechmann, Connie, (2024), “Blue Money, Red Money: The Impact of Political Ideology, Power Status, and Polarization on Political Donations,” *ACR 2024*, Paris, France.

Zhu, Xiajing, Wang, Xinran, & Teng, Lefa, (2023), “Does Good or Bad Fake News Matter? The Impact of Brand Misinformation Valence and Correction Source on Consumer Behavior,” *ACR 2023*, Seattle, U.S.

Zhu, Xiajing & Pechmann, Connie, (2022), “Motivated Fake News: Understanding How Ideology and Competitive Context Influence Misinformative Posts on Social Media,” *ACR 2022*, Denver, U.S.

Zhu, Xiajing & Pechmann, Connie, (2021), “Party Competition: When Democrats and Republicans Are Motivated to Post Misinformation on Social Media?,” *ACR 2021*, Virtual, U.S.

Zhu, Xiajing, Zhou, Qin, Wang, Fan, & Zhang, Hui, (2018), “For or with: The Impact of Message Framing on Consumer Attitudes Towards the Brand,” *The 2018 International Advertising and Branding Conference*, Wuxi, China.

Teng, Lefa, **Zhu, Xiajing**, Wang, Jie, & Wang, Fan, (2017), “Examining the Importance of Country-of-Origin Effects on Luxury Versus Non-Luxury Goods and Brand Names,” *The 12th Royal Bank International Marketing Conference*, Montreal, Canada.

Dou, Xinhua. & **Zhu, Xiajing**, (2016), “The Role of Different Sources on the Innovative Entrepreneurial Development,” *The 11th Royal Bank International Marketing Conference*, Wuxi, China.

Laroche, Michel, Teng, Lefa, Richard, Marie-Odile, Liu, Lu, & **Zhu, Xiajing**, (2015), “Chinese Consumer Perception of Celebrity Endorsers: A Social Identity Perspective,” *The 10th Royal Bank International Marketing Conference*, Montreal, Canada.

SELECTED HONORS AND AWARDS

- Association for Consumer Research Best Competitive Paper Award – Politics & Governance, 2025
- UC Irvine Graduate Scholar Success Fund Fellowship, 2025
- UC Irvine Graduate Division Completion Fellowship (2 quarters, \$19,000), 2024
- AMS Doctoral Consortium Fellow, Coral Gables, 2024
- AMA-Sheth Foundation Doctoral Consortium Fellow, Norway, 2023
- UC Irvine Ray Watson Fellowship, 2023
- UC Irvine Outstanding DECADE Student Representative Award, 2022
- Marketing and Public Policy Travel Scholarship, 2022
- UC Irvine Management Fellowship, 2021
- Outstanding Master's Thesis in Jiangsu Province (State-level), 2019
- Outstanding Master's Thesis in Jiangnan University, 2019

PROFESSIONAL SERVICES

- Journal of Marketing Research, ad hoc reviewer
- Journal of Consumer Research, trainee reviewer
- Association for Consumer Research (ACR) & Society for Consumer Psychology (SCP) Conferences, ad hoc Reviewer
- UCI Merage Marketing Student Seminars, co-chair, 2022-2025
- UCI Business PhD Students Weekly Writing Group, founder & host, 2021-2023
- UCI Diverse Educational Community and Doctoral Experience (DECADE), student representative, 2021-2023
- Jiangnan University Marketing Seminar, coordinator, 2016 – 2017
- Jiangnan University Honor School, student counselor, 2014 – 2016

TEACHING

Marketing Analytics (MKTG 415/515), University of Oregon, 2026 – current