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CHARLES ZHANG

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EDUCATION

Ph.D., Marketing University of Michigan, Ann Arbor
Dissertation: *The Granularity Effects: Numerical Judgments from a Social Perspective* (Advisor: Prof. Norbert Schwarz)

M.Sc., Statistics University College, London

B.S., Statistics Fudan University

ACADEMIC POSITION

2014 - Assistant Professor of Marketing
 University of California, Riverside

2013 - 14 Visiting Assistant Professor of Marketing
 Boston College

RESEARCH INTERESTS

Judgment and decision making; Pragmatics; Inference; Numerical cognition

PUBLICATIONS

Lin, Ying, Y. Charles Zhang, and Daphna Oyserman, "Seeing Meaning Even When None Exists: Collectivism Increases Belief in Empty Claims," forthcoming, *Journal of Personality and Social Psychology*

Zhang, Y. Charles (2021), "Communication-based Attribute Inference," *Journal of Consumer Psychology*, 31(2), 342-9.

Zhang, Y. Charles and Norbert Schwarz (2020), "Truth from familiar turns of phrase: Word and number collocations in the corpus of language influence acceptance of novel claims," *Journal of Experimental Social Psychology*, 90.

Batra, Rajeev, Y. Charles Zhang, Nilüfer Z. Aydinoglu and Fred M. Feinberg (2017), "Positioning Multi-Country Brands: The Impact of Variation in Cultural Values and Competitive Set", *Journal*

of Marketing Research, 54(6), 914-31.

Huang, Yunhui and Y. Charles Zhang (2016), "The Out of Stock (OOS) Effect on Choice Shares of Available Options", *Journal of Retailing*, 92, 13-24. (Equal authorship).

Zhang, Y. Charles and Norbert Schwarz (2013), "The Power of Precise Numbers: A Conversational Logic Analysis", *Journal of Experimental Social Psychology*, 49, 5, 944-6.

Zhang, Y. Charles and Norbert Schwarz (2012), "How and Why One Year Differs from 365 Days: A Conversational Logic Analysis of Inferences from the Granularity of Quantitative Expressions", *Journal of Consumer Research*, 39, 2, 248-59.

WORKING PAPERS

Zhang, Y. Charles and Yunhui Huang, "Experts can Make More Biased Judgments than Novices: The Case of the Left-digit Effect," reject and resubmit, *Organizational Behavior and Human Decision Processes*

Zhang, Y. Charles and Norbert Schwarz, "The Pursuit of Pragmatic Truth," under review

SELECTED CONFERENCE PRESENTATIONS

Lin, Ying, Y. Charles Zhang, and Daphna Oyserman, "Seeing Meaning Even When None Exists: Collectivism Increases Belief in Empty Claims," Paper to be presented at The Association for Consumer Research Annual Conference, Seattle, WA, 2021

Zhang, Y. Charles and Norbert Schwarz, "People Pursue Pragmatic Truth and the Cost of Literal Truth," Paper presented at The Society for Personality and Social Psychology Annual Convention, 2021

Zhang, Y. Charles and Norbert Schwarz, "The Pursuit of Pragmatic Truth at the Cost of Literal Truth", Paper presented at The Association for Consumer Research Annual Conference, Paris, France, 2020.

Zhang, Y. Charles, "Quantity Modifier Modifies Quality," Paper presented at The Association for Consumer Research Annual Conference, Atlanta, GA, 2019.

Schwarz, Norbert., Y. Charles Zhang, and Lynn Zhang. Beauty and Truth from Familiar Turns of Phrase: Collocation Patterns and Processing Fluency. Social Cognition Meeting 2019, Social Cognition Center Cologne, Cologne, Germany

Lin, Ying, Y. Charles Zhang, and Daphna Oyserman, "Does Culture Motivate Bullshit Acceptance? Collectivism and Shared Reality," Data-blitz presented at the Shared Reality pre-conference at the Society for Personality and Social Psychology Annual Convention, Portland, OR, 2019

Zhang, Y. Charles, "Quantitative Qualifier (also) Qualifies Quality," Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Vancouver, Canada, 2017

Zhang, Y. Charles and Yunhui Huang, "As Many As 9, but As Few As 11: On a Hypothesis Testing Process of Evaluating Inevaluable Quantities", Paper presented at The Association for Consumer

Research Annual Conference, Berlin, Germany, 2016.

Yunhui Huang and Y. Charles Zhang, "Inference Uncertainty: How and Why Other's Expertise and Goals Influence Consumer Choice in the Case of Product Stock-out", Paper presented at The Association for Consumer Research Annual North American Conference, Baltimore, MD, 2014.

Zhang, Y. Charles, Rajesh Bhargave, Abhijit Guha, and Amitav Chakravarti, "(Over-)Optimism in Two-stage Choice", Paper presented at The Association for Consumer Research Annual North American Conference, Chicago, IL, 2013. **Session co-chair** (with Gülden Ülkümen), The Uncertain Consumer.

Zhang, Y. Charles and Norbert Schwarz, "Past to the Left, Future to the Right: How does Thinking about Time Affect Choice", Paper presented at Annual Conference of the Society for Judgment and Decision Making, Seattle, WA, 2011

Zhang, Y. Charles and Norbert Schwarz, "Past to the Left, Future to the Right: How does Thinking about Time Affect Choice", Paper presented at The Association for Consumer Research Annual North American Conference, St. Louis, MO, 2011. **Session co-chair** (with Aparna Labroo), Of Time, Temperature, Taste, and Touch: Integrating Perspectives on Grounded Cognition.

Zhang, Y. Charles and Norbert Schwarz, "Motivated biases in the perception of temporal distance generalize across unrelated events", Paper presented at Annual Conference of the Society for Judgment and Decision Making, St. Louis, MO, 2010

Zhang, Y. Charles, "Ease of Evaluation as a Cue of Attribute Weighting", Paper presented at Society for Consumer Psychology Conference, St. Petersburg, FL, 2010

Zhang, Y. Charles and Norbert Schwarz, "When a choice is too easy: Meta-cognitive experiences of ease can increase choice deferral", Paper presented at Annual Conference of the Society for Judgment and Decision Making, Boston, MA, 2009

TEACHING EXPERIENCE

Marketing Research (MBA, undergraduate); *Marketing Management* (undergraduate)

SERVICE

Founder and Faculty Coordinator, UCR School of Business subject pool; Member, UC Riverside General Education Review Committee; Member, UC Riverside Academic Integrity Committee

Ad hoc reviewer: *Journal of Consumer Research*, *Psychological Science*, *Journal of Experimental Psychology: General*, *Organizational Behavior and Human Decision Processes*, *Journal of the Association for Consumer Research*, *Journal of Retailing*, *Marketing Letters*, *Behavioral Science and Policy*, *International Journal of Emerging Markets*, *Annual Conference of the Society for Judgment and Decision Making*