

Y. Charles Zhang

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EDUCATION

Ph.D., Marketing	University of Michigan, Ann Arbor Dissertation: <i>The Granularity Effects: Numerical Judgments from a Social Perspective</i> (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 and inference; Numerical cognition

PUBLICATIONS

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, listed in alphabetical order

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.

- * Winner, Best Paper Award, 42th Annual Haring Symposium, Bloomington, IN, 2012
- * Reprinted in *JCR Research Curations, Autumn 2012*
- * Selected Media Coverage: *The Wall Street Journal*; *AAAS Science Radio News* (Short interview)

WORKING PAPERS

- Zhang, Y. Charles, "Quantity Modifier Informs Evaluation: A Case of the Logic of Conversation.," under 2nd round review, *Journal of Consumer Research*
- Zhang, Y. Charles and Norbert Schwarz, "Feeling crowded: Temporary space limitations affect perceptions of the spaciousness of unrelated objects," under review
- Zhang, Y. Charles and Yunhui Huang, "As Many As 9, but As Few As 11: On a Hypothesis Testing Process of Evaluating Inevaluable Quantities," invited resubmit, *Journal of Consumer Research*
- Zhang, Y. Charles and Yunhui Huang, "Experts can Make More biased judgments and novices: The case of the left-digit effect," invited resubmit, *Organizational Behavior and Human Decision Processes*

SELECTED CONFERENCE PRESENTATIONS

- 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 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

Ad hoc reviewer: *Journal of Consumer Research* x8, *Psychological Science* x2, *Journal of Retailing*, *Marketing Letters*, *Organizational Behavior and Human Decision Processes*, *Journal of the Association for Consumer Research*, *Annual Conference of the Society for Judgment and Decision Making*