ZICHUAN MO

National School of Development   Phone: (86)15201149466
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Haidian District, Beijing, China 100871

EDUCATION

Ph.D., Marketing   2014 – 2020 (Expected)
National School of Development, Peking University, Beijing, China
Advisor: Jingjing Ma

Visiting Ph.D. Student   Sep. 2017 – Sep. 2018
Booth School of Business, The University of Chicago, Chicago, USA
Advisor: Christopher K. Hsee

B.A., Human Resource Management   2010 – 2014
School of Labor and Human Resources, Renmin University of China, Beijing, China

RESEARCH INTERESTS

Consumption Experience, Compensatory Consumption, Luxury Branding

WORKING PAPER AND UNDER REVIEW (see appendix for abstracts)

Ma, Jingjing, David Gal, and Zichuan Mo*, "Increasing PSA Effectiveness: Two Solutions from Negative PSAs to Message Acceptance", under 2_{nd}-round review at *Journal of Business Research*.

Mo, Zichuan, Jingjing Ma*, and Ryan Hamilton, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption", under review at *Journal of Marketing Research*.

Ma, Jingjing , Zichuan Mo*, "The Double-Edged Effect of the Maximizing Mindset on Variety Seeking Behaviors", preparing for submission at *Journal of Consumer Research*.

Mo, Zichuan, Yuanjie Zhao, and Jingjing Ma*, "When Lifestyle Advertising Hurts Luxury Brands", preparing for submission at *Journal of Advertising*.

PUBLICATIONS

Ma, Jingjing, Zichuan Mo*, and Xiaowei Shi, "The Impact of Negative Social Inference on Consumer Purchasing Behavior (in Chinese)," accepted by *Nankai Business Review*.

Mo, Zichuan, and Jingjing Ma (2017), "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases", *Advances in Consumer Research*, vol. 45, 1075.

Guan, Yanjun, Peng Jiang, Zhen Wang, Zichuan Mo, and Fei Zhu (2017), "Self-Referent and Other-Referent Career Successes, Career Satisfaction, and Turnover Intention Among Chinese Employees: The Role of Achievement Motivation," *Journal of Career Development*, 44(5), 1-15.

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Mo, Zichuan, and Siqi Yang (2015), "Alibaba: Contingency Logic in Its Transition Strategies (in Chinese)," *Peking University Business Review, 7,* 56-65.

Li, Yuhui, Yanjun Guan, Fuxi Wang, Xiang Zhou, Kun Guo, Peng Jiang, Zichuan Mo, Yumeng Li, and Zheng Fang (2015), "Big-Five Personality and BIS/BAS Traits as Predictors of Career Exploration: The Mediation Role of Career Adaptability," *Journal of Vocational Behavior*, *89*(August), 39-45.

SELECTED WORK IN PROGRESS

"How Anthropomorphism of Artificial Intelligence Products Influences Consumer Experience" with Jingjing Ma. Finished a secondary data analysis (**using machine learning techniques such as NLP**).

"Differential Evaluation Modes for Anthropomorphized and Non-Anthropomorphized AI Products" with Chris Hsee. Finished 2 studies.

"How Mere Reaction Increases Product Choices" with Chris Hsee. Finished 1 study.

CONFERENCE PRESENTATIONS

Mo, Zichuan, Jingjing Ma, and Ryan Hamilton, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption", presented at *Doctoral Consortium of the International Forum of Marketing Science and Applications, Guangzhou, China,* June 2019.

Ma, Jingjing, David Gal, and Zichuan Mo, "Increasing PSA Effectiveness: Two Solutions from Negative PSAs to Message Acceptance", presented at the *La Londe Conference, La Londe, France,* June 2019. **Invited for submission at *Journal of Business Research*.**

Mo, Zichuan, Jingjing Ma, and Ryan Hamilton, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases", presented at *Society for Consumer Psychology, Dallas, America,* Feb. 2018.

Mo, Zichuan, and Jingjing Ma, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases", Data Blitz presentation at *Association for Consumer Research, San Diego, America,* Oct. 2017.

Mo, Zichuan, and Jingjing Ma, "Why Are Luxury Ads So Abstract?", presented at *Society for Consumer Psychology, San Francisco, America*, Feb. 2017.

Mo, Zichuan, and Jingjing Ma, "Why Are Luxury Ads So Abstract?", the *Annual Conference of JMS China Marketing Science & Doctoral Consortium, Beijing, China*, Oct. 2016.

NATIONAL FOUNDATION PROGRAM

National Natural Science Foundation Program, "Consumer Online Shopping Behavior and Eye Tracking" (71672001), 2017.01 - 2020.12, Member.

SELECTED AWARDS AND HONORS

Second Prize for the Marketing Huaxia Young Scholar Award, International Forum of Marketing
Science and Applications, Guangzhou, China 2019
Academic Research Award, Peking University, China 2015
Hong Cai Scholarship, Peking University, China 2015
Innovation the Future Entrepreneurship Competition top 10, Peking University, China 2015
Special Academic Scholarship, Peking University, China 2014
Innovation Cup Academic Contest Second Price, Renmin University of China 2013
Academic Publication Scholarship, Renmin University of China 2013
Second-class Scholarship, School of Labor and Human Resources, RUC, China 2011, 2012
Merit Student, Renmin University of China 2011
Social Work and Voluntary First-Class Scholarship, Renmin University of China 2011

TEACHING EXPERIENCE

Teaching Assistant for a DPS (Doctor of Professional Studies in Business) course -- Marketing
Research at National School of Development, Peking University (**lectured for 3 hours in Chinese**)
2019
Teaching Assistant for International E/MBA courses at Peking University, including Marketing
Research (MBA, **lectured for 3 hours in English**), Consumer Behavior (MBA), Marketing in
China (MBA), Marketing Management (MBA, EMBA) 2016-2019

Teaching Assistant for undergraduate courses at Peking University, including Strategic
Management, Urban Economics 2015, 2016

Guest Lecturer for a Part-Time Doctor course -- Research Method in Management at the School of
Labor and Human Resources, Renmin University of China (**lectured for 3 hours in Chinese**) 2014

INDUSTRY EXPERIENCE

Business Analyst (Intern), Le Holdings, Beijing, China 2015
Virtual reality (VR) industry research, competitive analysis, consumer preference investigation.

Market Researcher (Intern), Colliers International, Beijing, China 2014
Real estate market research, data collection, industry analysis, and industry research reports.

Research Member (Part-time), Shell, Beijing, China 2013
Studied the antecedents of the global leadership skills of Chinese employees in Shell, China. The
methodologies used were both quantitative and qualitative, including desk research, interviews, and
surveys.

PROFESSIONAL SERVICE

Trainee Reviewer (Mentor: Professor Chris Hsee), Journal of Consumer Research 2018-present
Conference Reviewer, Associate of Consumer Research Conference 2018-present
Conference Reviewer, Society for Consumer Psychology Conference 2017-present

REFERENCES

Jingjing Ma **Li Zhang**

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Peking University
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APPENDIX (Research Abstract)

Ma, Jingjing, David Gal, and Zichuan Mo*, "Increasing PSA Effectiveness: Two Solutions from Negative PSAs to Message Acceptance", under 2nd-round review at *Journal of Business Research*.

To encourage people to behave in a more socially responsible way, many public service announcements (PSAs) tend to dramatically illustrate the dire consequences of viewers' current misbehaviors. Yet, through a field study, we show that such negative PSAs (which present the negative consequences of misbehaviors) can lead to defensive reactions and less acceptance compared to positive PSAs (which present the positive consequences of recommended behaviors). However, these negative or even threatening messages are sometimes necessary for PSAs to fully convey their information. How can the acceptance of negative PSAs be increased? Based on past research, we test two possible solutions: (1) mood elevation, and (2) self-affirmation. Two studies show that both solutions can be effective in increasing the acceptance of negative PSAs. Additionally, self-affirmation can increase message acceptance without reducing identity threat. Practical implications for PSA practitioners and theoretical contributions to the self-affirmation, mood elevation, and persuasion literature are discussed.

Mo, Zichuan, Jingjing Ma*, and Ryan Hamilton, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption", under review at *Journal of Marketing Research*.

Compensatory consumption behaviors occur when a threat to the self-concept is followed by the choice of goods and experiences intended to bolster the self against the threat. While the shift in preferences is well-documented, how satisfied consumers are with that compensatory option after that choice remains an open question. This research documents a backfire effect of compensatory consumption: A threat to the self-concept that increases consumers' preferences for a compensatory option at the choice stage can decrease their subsequent satisfaction with that option at the consumption stage. Rumination on the threat at the consumption stage is identified as the underlying mechanism for this backfire effect, such that compensatory consumption increases the likelihood of consumers' continued thinking about the very self-threat that drove the compensatory choice. Consistent with this rumination account, this research documents two moderators for this backfire effect related to the likelihood of the compensatory option inducing negative rumination. Specifically, within-domain compensation is more likely to backfire relative to cross-domain compensation; also, the backfire effect is more likely to occur for experiential consumption than for material consumption.

Ma, Jingjing , Zichuan Mo*, "The Double-Edged Effect of the Maximizing Mindset on Variety Seeking Behaviors", preparing for submission at *Journal of Consumer Research*.

When consumers are making choices among a diverse portfolio of options for future consumption, they tend to choose too many varieties that are inconsistent with their preferences at the time of consumption, which mitigates the enjoyment they could derive from consuming the chosen products. Through 3 lab experiemnts and 2 field experiments, this research shows that activating a maximizing mindset can reduce this variety seeking tendency, but only for familiar products. For unfamiliar products, on the contrary, the maximizing mindset will further increase the variety seeking tendency, which is associated with lower satisfaction after consumption.

Mo, Zichuan, Yuanjie Zhao, and Jingjing Ma*, "When Lifestyle Advertising Hurts Luxury Brands", preparing for submission at *Journal of Advertising*.

Luxury brands generally prefer lifestyle advertising to functional advertising. In their advertisements, the abstract or intangible elements such as lifestyle, or identity are commonly seen while the concrete or tangible elements such as functionality and quality are less common. Is that because lifestyle advertisements are more effective in inducing luxury purchases than functional advertisements? In this research, we show that lifestyle advertising can hurt luxury brands at the point of purchase. Specifically, we find that lifestyle advertisements can lead to a lower purchase likelihood for luxury products at the point of purchase. This effect occurs because consumers' pragmatic self (vs. idealistic self) is more likely to be activated at the point of purchase, and this activated pragmatic self is more likely to be influenced by functional advertisements (vs. lifestyle advertisements). The current research contributes to literature on luxury branding, lifestyle and functional branding, and pragmatic versus idealistic self- concept. In addition, this research offers practical implications to luxury brand managers in terms of advertising strategy.