

# WENTING ZHONG

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## EDUCATION

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Bentley University	2021- Expected 2026
Ph.D. in Business (Marketing)	

Drexel University, LeBow College of Business	2017-2019
Master of Science in Marketing	

Southwest University of Political Science & Law	2013-2017
Bachelor of Economics, International Economics and Trade	

## RESEARCH INTERESTS

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Behavioral Pricing, Consumer Behavior in the context of Artificial Intelligence (AI), Socioeconomic Status (SES), Social Media, Influencer Marketing

## PUBLICATIONS

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**Zhong, W.**, Gao, F., & Xia, L. (2025). The Impact of Consumer Socioeconomic Status on Their Preferences for Human Versus Robot Service Agents in Luxury Shopping Contexts. *Journal of Consumer Behaviour*, 24(1), 156-177.

Xia, L., **Zhong, W.**, & Wang, F. (2023). To Dress up or Not: Political Identity and Dog Owners' Purchase of Dog Apparels. *Psychology & Marketing*, (40)10, 2118-2131.

## HONORS AND AWARDS

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Stanley C. Hollander Best Retailing Paper Award, Academy of Marketing Science	2024
Bentley PhD Fellowship	2021-present

## PAPERS UNDER REVIEW

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**Wenting Zhong** and Lan Xia. "The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners."

- Status: Under second-round revision at the *Journal of Retailing*
- Stanley C. Hollander Best Retailing Paper Award, Academy of Marketing Science 2024

Fei Gao, Lan Xia, and **Wenting Zhong**. “Stereotypes in AI-Generated Content: Impact on Content Choice.”

- Status: Under second-round review at *Journal of Experimental Psychology: Applied* (minor revision)

Hongjun Ye, Tianwen Du, **Wenting Zhong**, Zhiya Zuo, and Lan Xia. “What Makes Virtual Influencers Engaging?”

- Status: Under review at *European Journal of Marketing*

## RESEARCH IN PROGRESS

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**Wenting Zhong** and Lan Xia, “Immediate Cost vs. Long-Term Saving: How Socioeconomic Status (SES) Shapes Consumer Purchasing Decisions in Quantity Promotions,” Data collection in progress

**Wenting Zhong** and Lan Xia, “Hope Gives Me Wings: How Consumers’ Socioeconomic Status (SES) Influences Their Willingness to Adopt Self-Improvement Products,” Data collection in progress

## DISSERTATION

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Title: “Understanding Consumer Decision-Making Processes: New Insights into Price Promotions, Socioeconomic Status, and Self-improvement”, *Proposal defended May 2025*

Committee Members: Dr. Lan Xia (Chair), Dr. Fei Gao, Dr. Nada Nasr, and Dr. Anne Roggeveen

- Essay 1 – The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners (Job Market Paper)
- Essay 2 – Immediate Cost vs. Long-Term Saving: How Socioeconomic Status (SES) Shapes Consumer Purchasing Decisions in Quantity Promotions
- Essay 3 – “Hope Gives Me Wings”: How Consumers’ Socioeconomic Status (SES) Influences Their Willingness to Adopt Self-Improvement Products

## CONFERENCE PRESENTATIONS

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Wenting Zhong and Lan Xia. “Hope Gives Me Wings: How Consumers’ Socioeconomic Status Influences Their Willingness to Adopt Self-Improvement Products,” at the *Annual Conference of the Association for Consumer Research*. Washington, D.C., 2025

Wenting Zhong\* and Lan Xia, “The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners,” presented at the *Academy of Marketing Science annual conference*, Miami, FL, 2024

Wenting Zhong\* and Lan Xia, “Immediate Costs vs. Long-Term Saving: How Socioeconomic Status Shapes Consumer Purchasing Decisions in Quantity Promotions,” presented at the *Boston Area Marketing Scholars (BAMS) conference*, Boston, MA, 2024

Wenting Zhong\* and Lan Xia, “The Thrill of the Deal: How Stacking Discounts Makes Customers Feel Like Winners,” presented at the *Society for Consumer Psychology (SCP) Annual Conference*, Nashville, TN, 2024

Wenting Zhong\*, Fei Gao and Lan Xia. “Robots won’t judge me: The impact of socioeconomic status on customer preference of AI service agents” Presented at the *American Marketing Association (AMA) winter*, Nashville, TN, 2023

Lan Xia, Wenting Zhong, Joyce (Feng) Wang. “To Dress up or Not: Political Identities and Pet Owners’ Purchase of Dog Apparels”. at *Annual Conference of the Association for Consumer Research*. Denver, CO, 2022 (poster)

Hongjun Ye, Wenting Zhong, Tianwen Du, Lan Xia. “What Makes Virtual Influencer Engaging?”. at *Annual Conference of the Association for Consumer Research*. Denver, CO, 2022 (poster)

Lan Xia, Wenting Zhong\* and Joyce (Feng) Wang. “To Dress up or Not: Political Identities and Pet Owners’ Purchase of Dog Apparels”. at *Decision Science Institute Annual Conference*, online, 2021

Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, Wenting Zhong and Rajneesh Suri, “Alexa or Alex? The Gender of Artificial Intelligence Matters as Much as the Look”. at *Annual Conference of the Association for Consumer Research*. Atlanta, GA, 2019 (poster)

Hongjun Ye, Siddharth Bhatt, Wenting Zhong and Rajneesh Suri, “The Drink Might Not Give You Wings, but its Ad Might: Neuroimaging Evidence Examining Advertising Effects on Consumer Cognition”. at *Annual Conference of the Association for Consumer Research*. Atlanta, GA, 2019 (poster)

\* Denotes presenter

## TEACHING INTERESTS

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Consumer Behavior, Marketing Research, Marketing Analytics, Digital Marketing Analytics, AI & Marketing

## TEACHING EXPERIENCE

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**Adjunct Lecturer, Bentley University**

2023-Present

- Consumer Behavior MK321 Fall 2024 (Evaluation: 5.7/6)
- Marketing Research MK322 Spring 2024 (Evaluation: 5.6/6)
- Marketing Research MK322 Fall 2023 (Evaluation: 5.0/6)

### **Shadowed Classes & Teaching Assistant, Bentley University**

- Digital Marketing Analytics, Fall 2025 (scheduled)
- Innovative Marketing Analytics with AI, Fall 2025 (scheduled)
- Consumer Behavior, Spring 2024
- Marketing Analytics: Customer Data Analysis and Relationship Marketing, Fall 2023
- Marketing Research, Spring 2023
- Marketing Research, Fall 2022

### **RESEARCH GRANTS**

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Research Grant \$1,000, Bentley University Ph.D. program	2025
Research Grant \$800, Bentley University Ph.D. program	2024
Research Grant \$1,200, Bentley University Ph.D. program	2023
Research Grant \$1,000, Bentley University Ph.D. program	2023
Research Grant \$1,000, Bentley University Ph.D. program	2022

### **SERVICE**

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Ph.D. Student Representative from Business Ph.D., Bentley University	2022
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### **Conference Reviewer**

- Reviewer for the 2025 AMS Annual Conference
- Reviewer for the 2024 AMS Annual Conference
- Reviewer for the 2023 AMA Winter Academic Conference

### **WORK EXPERIENCE**

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<b>Researcher</b> IPSOS Beijing, China	2020-2021
<b>Research Assistant</b> Business Solution Institute Drexel University, Philadelphia	2018-2019

### **ACADEMIC REFERENCES**

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<b>Lan Xia</b> Professor of Marketing Department Chair Bentley University	Morison 216, 175 Forest St. Waltham, MA 02452 (781) 891-2468 <a href="mailto:lxia@bentley.edu">lxia@bentley.edu</a>
<b>Fei Gao</b> Assistant Professor of Marketing Bentley University	Morison 254, 175 Forest St. Waltham, MA 02452 (781) 891-7128 <a href="mailto:fgao@bentley.edu">fgao@bentley.edu</a>

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