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## Chinese Name

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## Qualifications

PhD, The University of Hong Kong  
1 Sept 2018 → 28 Feb 2023  
Award Date: 28 Feb 2023

## Employment

**Assistant Professor**  
Department of Management, Marketing and Information Systems  
Hong Kong Baptist University  
1 Apr 2023 → present

## Research outputs

### Visual Influences on Quantity Perception on Online Grocery Retailing

Zheng, W., Jia, H. & Wan, E. W., 9 Jul 2024.  
Research output: [Contribution to conference](#) › [Conference paper](#) › [peer-review](#)

### Visual Influences on Quantity Perception in Online Grocery Retailing

Zheng, W., Jia, H. & Wan, E. W., 2 Jul 2024.  
Research output: [Contribution to conference](#) › [Conference paper](#) › [peer-review](#)

### Visual Influences on Quantity Perception on Online Grocery Retailing

Zheng, W., Jia, M. H. & Wan, E. W., 27 Jun 2024.  
Research output: [Contribution to conference](#) › [Conference paper](#) › [peer-review](#)

### Visual Influences on Quantity Perception on Online Grocery Retailing

Zheng, W., Jia, H. & Wan, E. W., 10 May 2024.  
Research output: [Contribution to conference](#) › [Conference paper](#) › [peer-review](#)

### Stars versus Bars: How the Aesthetics of Product Ratings “Shape” Product Preference

Jia, H., Wan, E. W. & Zheng, W., Jun 2023, In: *Journal of Consumer Research*. 50, 1, p. 142–166 25 p.  
Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

### The importance of being earnest: Mandatory vs. voluntary disclosure of incentives for online product reviews

Cui, G., Chung, Y., Peng, L. & Zheng, W., Mar 2022, In: *Journal of Business Research*. 141, p. 633–645 13 p.  
Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

### The Effect of Slow Motion Video on Consumer Inference

Yin, Y., Jia, J. S. & Zheng, W., Oct 2021, In: *Journal of Marketing Research*. 58, 5, p. 1007–1024 18 p.  
Research output: [Contribution to journal](#) › [Journal article](#) › [peer-review](#)

**The Faces of Success: Beauty and Ugliness Premiums in E-Commerce Platforms**

Peng, L., Cui, G., Chung, Y. & Zheng, W., Jul 2020, In: *Journal of Marketing*. 84, 4, p. 67-85 19 p.

Research output: Contribution to journal › Journal article › peer-review