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Employment

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1 Sept 2015 → present

Research outputs

The moderating role of face and attribution on service recovery quality, postrecovery satisfaction and repurchase intention: a study of collectivist consumers in service recovery

Lee, J. L. M., Siu, N. Y. M., Zhang, T. J. & Wong, S. M. H., 13 Sept 2024, (E-pub ahead of print) In: *Journal of Asia Business Studies*. p. 1-19 19 p.

Encouraging Visitor Engagement with Artifacts by Post-visit Engagement or Pre-visit Engagement Activities? An Exploratory Study of the Role of Need for Closure

Zhang, T. J., Siu, N. Y. M. & Ho, C. K. Y., 3 Jul 2024.

The Effectiveness of Virtual Influencers on Customer Engagement on Social Media: A Conceptual Model

Chan, K. L. Y. & Zhang, T. J., 2 Jul 2024.

The Relationship between Attributes of Online Influencers and Customer Purchase Intention

Chan, K. L. Y. & Zhang, T. J., 2 Jul 2024.

The Role of Ambivalent Identification on Service Recovery: A Study of the Hotel Industry

Lee, J. L. M., Siu, N. Y. M., Zhang, T. J. & Tsui, S. W-L., 19 Jun 2024, (E-pub ahead of print) In: *Cornell Hospitality Quarterly*.

Enhancing subsidiary innovation capability through customer involvement in new product development: A contingent knowledge source perspective

Zhang, T. J., Wang, D. T., Tse, C. H. & Tse, S. Y., 5 Jan 2024, In: *Journal of Product Innovation Management*. 41, 1, p. 86-111 26 p.

The bright and dark sides of online customer engagement on brand love

Siu, N. Y. M., Zhang, T. J. & Yeung, R. S-P., 27 Nov 2023, In: *Journal of Consumer Marketing*. 40, 7, p. 957-970 14 p.

A Study of Philanthropic CSR and Brand Love (Extended Abstract)

Kwan, H. Y., Zhang, J. & Siu, N. Y. M., Jun 2023, *8th World Business Ethics Forum Proceedings*. World Business Ethics Forum, 1 p. P022

Reference effects and customer engagement in a museum visit

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Social Impact: Review and Measurement of Such Development

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A Study of the Sequence Effect of Engagement in Museum Visits

Siu, N. Y. M., Ho, C. K. Y., Zhang, J., Kwan, H. Y. & Yeung, R. S. P., May 2021.

The effect of distributors' relationship exploration on relationship quality under market uncertainty

Zhang, T. J., Tse, S. Y., Wang, D. T. & Gu, F. F., Feb 2021, In: Industrial Marketing Management. 93, p. 344-355 12 p.

Social Impact: Review and Measurement of Such Development

Fock, H., Chan, W. K., Cheng, S. Y. Y., Zhang, J., Kan, C., Kee, C. H. & Choi, S. L., Dec 2020.

Face, fate and brand equity: service recovery justice and satisfaction

Lee, J. L. M., Siu, N. Y. M. & Zhang, J., 13 Oct 2020, In: Journal of Consumer Marketing. 37, 7, p. 843-854 12 p.

Does Brand Equity Always Work? A Study of the Moderating Effect of Justice Perceptions and Consumer Attribution Towards Chinese Consumers

Lee, J. L. M., Siu, N. Y. M. & Zhang, J., 1 Jan 2020, In: Journal of International Consumer Marketing. 32, 1, p. 69-81 13 p.

Leadership, innovation capabilities, and SMEs' innovation performance

Chung, S. K. W., Zhang, T. J. & Wu, W. P., 2 Dec 2019, *ANZMAC 2019: Winds of Change, Conference Proceedings*. Richard, J. E. & Kadirov, D. (eds.). Victoria University of Wellington, p. 1246-1249 4 p. (ANZMAC Conference Proceedings).

The effects of distributor relationship commitment and relationship exploration on opportunism: The moderating roles of exchange uncertainties and network factors

Tse, S. Y., Wang, D. T. & Zhang, T. J., Nov 2019, In: Industrial Marketing Management. 83, p. 301-313 13 p.

Leveraging channel management capability for knowledge transfer in international joint ventures in an emerging market: A moderated mediation model

ZHANG, J., WU, W. P. & Chen, R., Nov 2018, In: Industrial Marketing Management. 75, p. 173-183 11 p.

Leveraging Customer Participation for Product Innovation in MNE Subsidiaries (Extended Abstract)

Zhang, J., Wang, D. T. & Tse, S. Y., Aug 2018, *Proceedings of 2018 AMA Summer Academic Conference: Big Ideas and New Methods in Marketing*. Gal, D., Hewett, K. & Jayachandran, S. (eds.). Boston, MA: American Marketing Association, p. IN9 1 p. (Proceedings of AMA Summer Academic Conference; vol. 29)(AMA Educators Proceedings; vol. 29).

The Mediating Role of Postrecovery Satisfaction in the Relationship between Justice Perceptions and Customer Attitudes

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Managing Distributor Interchannel and Intrachannel Behavior (Abstract)

Tse, S. Y., Wang, D. T. & Zhang, J., Dec 2017, *Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017. Marketing for Impact - Proceedings*. Robinson, L., Brennan, L. & Reid, M. (eds.). Melbourne, Australia: Australian and New Zealand Marketing Academy, p. 635 1 p. (Australian and New Zealand Marketing Academy Conference Proceedings).

The Insurance Value of Corporate Social Responsibility in the Context of Co-Creation Service Failure

Kwan, H. Y., Siu, N. Y. M. & Zhang, T. J., 8 Jun 2017.

Enhancing Positive Disconfirmation and Personal Identity Through Customer Engagement in Cultural Consumption

Siu, N. Y.-M., Kwan, H.-Y., Wong, H. & Zhang, T. J.-F., 29 Apr 2017, *Marketing at the Confluence between Entertainment and Analytics: Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress*. Rossi, P. (ed.). 1st ed. Cham: Springer, p. 525-536 12 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing

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Must Service Recovery Justice Lead to Customer Satisfaction? The Moderating Effects of Cultural Variables

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Leveraging internal resources and external business networks for new product success: A dynamic capabilities perspective
ZHANG, J. & WU, W. P., 1 Feb 2017, In: *Industrial Marketing Management*. 61, p. 170-181 12 p.

Arts Consumption, Customer Satisfaction and Personal Well-Being: A Study of Performing Arts in Hong Kong

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Service recovery and identification: The role of corporate social responsibility and service co-creation

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The insurance value of corporate social responsibility in the context of service failure and co-created

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Effect of corporate social responsibility, customer attribution and prior expectation on post-recovery satisfaction

Siu, N. Y. M., Zhang, T. J. F. & Kwan, H. Y., 1 Oct 2014, In: *International Journal of Hospitality Management*. 43, p. 87-97 11 p.

The mediating role of needs satisfaction on cultural consumption: Implications from arts performance

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Learning via absorptive capacity in international joint ventures: Processes, performance impact and the role of entry strategies

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Leveraging firm knowledge base and external network for product innovation: A case of high-tech firms in China

Zhang, J. & Wu, W. P., Sept 2013.

New service bonds and customer value in customer relationship management: The case of museum visitors

SIU, N. Y. M., ZHANG, J., Dong, P. & KWAN, H. Y., Jun 2013, In: *Tourism Management*. 36, p. 293-303 11 p.

The Roles of Justice and Customer Satisfaction in Customer Retention: A Lesson from Service Recovery

SIU, N. Y. M., ZHANG, J. & Yau, C. Y. J., Jun 2013, In: *Journal of Business Ethics*. 114, 4, p. 675-686 12 p.

Cultural consumption and consumer well-being: Implications from the self-determination theory

SIU, N. Y. M., ZHANG, J., HO, C. K. Y. & KWAN, H. Y., 2013, *Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013*. IEEE Computer Society, p. 1-4 4 p. 6599353. (Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013).

Investigating customer loyalty in service failure-recovery encounter: The moderating role of customer coproduction

KWAN, H. Y., SIU, N. Y. M. & ZHANG, J., 2013, *Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013*. IEEE Computer Society, p. 21-24 4 p. 6599356. (Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013).

The impact of corporate social responsibility on customer identification and satisfaction: The role of personal value
Kwan, H. Y., Siu, Y. M. N. & Zhang, J., Jul 2012, *Marketing: catching the technology wave : Academy of Marketing Conference 2-5 July 2012*. p. 1-13 13 p.

The impact of new relationship tactics and customer value on commitment
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Social capital and knowledge transfer in transitional economy IJVs: Moderating effects of procedural justice, transformative capability and learning orientation
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Materialism and conspicuous consumption in China: A cross-cultural examination
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The roles of justice and customer satisfaction in customer retention: A lesson from service recovery
Siu, Y. M. N., Zhang, J. & Yau, C-Y. J., Oct 2010.

Electronic service quality and routes to site commitment: The case of an online film ticketing service
SIU, N. Y. M., ZHANG, J. & Lam, Y. Y., Jul 2010, In: *Journal of International Consumer Marketing*. 22, 3, p. 293-307 15 p.

Employee Orientation and Performance: An Exploration of the Mediating Role of Customer Orientation
Zhang, J., 2010, In: *Journal of Business Ethics*. 91, SUPPL. 1, p. 111-121 11 p.

What contributes to the enhanced use of customer, competition and technology knowledge for product innovation performance?. A survey of multinational industrial companies' subsidiaries operating in China
Zhang, J., Hoenig, S., Di Benedetto, A., Lancioni, R. A. & Phatak, A., Feb 2009, In: *Industrial Marketing Management*. 38, 2, p. 207-218 12 p.

Product development strategy, product innovation performance, and the mediating role of knowledge utilization: Evidence from subsidiaries in China
Zhang, J., Di Benedetto, C. A. & Hoenig, S., 2009, In: *Journal of International Marketing*. 17, 2, p. 42-58 17 p.

Prizes

Outstanding Paper Award

KWAN, Ho Yan (Recipient), SIU, Noel Y M (Recipient) & ZHANG, Junfeng (Recipient), 2015

Grants

Projects

Firm Social Capital and Technological Capital: Complement or Substitute for Innovation Performance?

ZHANG, J.

1/01/12 → 30/06/14