

Zhu Hong

Current Affiliation

Associate Professor, Dept. of Hospitality Management, School of Tourism Management, Sun Yat-Sen University

Education Qualifications

- 2011.4-2014.9 PhD in Management, Hong Kong Baptist University
2007.9-2009.7 Master in Business Management, Renmin University of China
2002.9-2006.7 Bachelor in Business Administration, Renmin University of China

Work Experience

- 2009.7 – 2011.3 Department of HRM, Headquarters of ZTE Corporation

Teaching Interests

Club Management, Leadership Skills, Strategic Management, Human Resource Management, Organizational Behavior

Research Interests

Leadership, Dark Side of Organizational Behaviors, Human Resource Management in the hospitality context

Selected Research Grant

- (1) National Natural Science Fund: 《Consequences and influencing mechanisms of customer incivility in Chinese service industry》, Grant No.: 71702198.
- (2) Guangdong Natural Science Fund: 《Impact of workplace ostracism on employees' proactive customer service performance》, Grant No.: 18823951.
- (3) Fundamental funds for central universities: 《Abusive supervision and service employees' performance: a resource conservation perspective》, Grant No.: 1609018.

Selected Journal Publications

- (1) **Zhu, H.**, Lyu Y., Deng, X., Ye, Y. (2017). Workplace Ostracism and Employees' Proactive Customer Service Performance: A Conservation of Resources Perspective. *International Journal of Hospitality Management*, 64:62-72.
- (2) Lyu, Y. & **Zhu, H***. The Predictive Effects of Workplace Ostracism on Employee Attitudes: A Job Embeddedness Perspective. (2017). *Journal of Business Ethics*, 1-13. DOI: <https://doi.org/10.1007/s10551-017-3741-x>.
- (3) Lyu, Y., **Zhu, H***, Zhong, H. J., & Hu, L. (2016). Abusive supervision and customer-oriented organizational citizenship behavior: The roles of hostile attribution bias and work engagement. *International Journal of Hospitality Management*, 53, 69-80.
- (4) **Zhu, H.**, Yang, X., Zhang, H., & Li, J. (2013). Multimarket competition and organizational innovation. *Journal of Academy of Business and Economics*, 13(4),

83-96.

- (5) Liu, Z., Li, J., **Zhu, H.***, Cai, Z., & Wang, L. (2014). Chinese firms' sustainable development: The role of future orientation, environmental commitment and employee training. *Asia Pacific Journal of Management*, 31(1):195-213.
- (6) Zeng, F., Li, J., **Zhu, H.**, Cai, Z., Li, P. (2013). How international firms conduct societal marketing in emerging markets. *Management International Review*, 53(6): 841-868.
- (7) Tang, G., Cai, Z., Liu, Z., **Zhu, H.**, Yang, X., & Li, J. (2015). The Importance of Ethical Leadership in Employees' Value Congruence and Turnover. *Cornell Hospitality Quarterly*, 56(4), 397-410.
- (8) Li, J., Tan, Y., **Zhu, H.**, Cai, Z., & Lo, S. (2014). Environmental Protection of Panda Habitat in the Wolong Nature Reserve: A Chinese Perspective. *Environmental Ethics*, 36(2), 187-202.
- (9) Li, J., Tang, Y., Cai, Z., **Zhu, H.**, Wang, X. (2013). Regional differences in a national culture and their effects on leadership effectiveness: A tale of two neighboring Chinese cities. *Journal of World Business*, 48(1),13-19.
- (10) Li, J., Huang, J., Liu, Z., **Zhu, H.**, & Cai, Z. (2012). The effects of employee training on the relationship between environmental attitude and firms' performance in sustainable development. *International Journal of Human Resource Management*, 23(14), 2995-3008.
- (11) Li, J., Chu, R., Wang, X., Zhu, H., Tang, G., & Chen, Y. (2012). Symbiotic ownership, cultural alignment, and firm performance: A test among international strategic alliances. *International Business Review*, 21(6), 987-997.

Selected Conference Paper

- (1) **Zhu, H.**, & Wu, L. (2013). Linking Empowering Leadership with Proactive Behavior. Paper presented at the *Academy of Management Annual Conference*.
- (2) **Zhu, H.**, & Wu, L. (2012). Transformational leadership, future orientation and employee proactive behavior: The mediating role of role breadth self-efficacy. *International Journal of Psychology*, 47, 629-629. (SSCI, impact factor 0.632).
- (3) Wu, L., Tang, G., **Zhu, H.** (2012). Workplace ostracism and problem drinking: The roles of depression and need for affiliation. *International Journal of Psychology*, 47, 547-548. (SSCI, impact factor 0.632).
- (4) **Zhu, H.**, & Li, J. (2012). Transformational leadership, future orientation and employee proactive behavior: The mediating role of role breadth self-efficacy. Paper presented at the *Academy of Management Annual Conference*.
- (5) Song, M., **Zhu, H.**, Lin, S. (2012). Corporate social responsibility and firm performance: What Have We Know in General and in Asia? Paper presented at the *Asia Academy of Management Conference*.