

Resume of Lei Zhang

Basic Information



School :	School of Economics and Management
Gender:	Female
Date of Birth:	198908
Title:	Lecturer
Education:	Ph.D of Management
Tutor:	Master degree
Email:	51321087@qq.com
Interest of research:	Strategic Management, Marketing Management, Consumer Behavior

Enrollment information

1. Admission Disciplines: Business Administration
2. Research Direction: Strategic Management, Marketing Management, Consumer Behavior
3. Enrollment Year: 2023-2024

Representative Projects

1. Presided over the major philosophical and social science research project of Hubei Provincial Department of Education, "Study on the influence of intelligent recommendation system on college students' health goal management" (Project number: 22Q058), in progress.

Representative Articles

2. Xu L, Zhang L.2018. Impact of customer active socialization on customer compliance and satisfaction with medical service outcomes [J]. Journal of Management, 15 (3): 427-433
3. Xu L, Zhang L, Cui N, Yang Xuaxao.2019. A study on the impact of customers' active socialization on their willingness to engage in continuous tasks [J]. Journal of Management, 16 (6): 867-874
4. Xu, L., Zhang, L., Cui, N., Yang, Z. 2020. How and when AR technology affects product attitude [J]. Asia Pacific Journal of Marketing and Logistics, 32 (6): 1226-1441.
5. Xu, L., Cui, N., Qualls, W., Zhang, L. 2017. How socialization tactics affect supplier-buyer co-development performance of exploratory and exploitative projects: The mediating effects of cooperation and collaboration [J]. Journal of Business Research, 78: 242-251.