

LUKE (LEI) ZHU

Organization Studies Area
Schulich School of Business

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ACADEMIC EXPERIENCE

2019/07-present

Associate Professor of Organization Studies, Schulich School of Business, York University

2019/04-2019/06

Associate Professor of Business Administration, Asper School of Business, University of Manitoba

2014/07-2019/03

Assistant Professor of Business Administration, Asper School of Business, University of Manitoba

2009/09-2014/06

Research Assistant, Teaching Assistant, Instructor, Sauder School of Business, University of British Columbia

2006/07-2009/08

Research Assistant, Teaching Assistant, Rotman School of Management, University of Toronto

EDUCATION

2009/09-2014/06

Ph.D. in Business Administration, Sauder School of Business, University of British Columbia

2005/09-2008/06

Bachelor of Commerce (with High Distinction), Rotman School of Management, University of Toronto

PUBLICATIONS (* Indicates a graduate, undergraduate, or postdoctoral student collaborator I worked with as a faculty member)

Peer-Reviewed Journal Articles & Book Chapters by Themes

Morality and Justice

1. **Zhu, L.**, Restubog, S.L.D., Leavitt, K., Zhou, L., & Wang, M. (2020). Lead the horse to water, but don't make him drink: The effects of moral identity symbolization on coworker behavior depend on perceptions of proselytization. *Organizational Behavior and Human Decision Processes*, 156, 53-68. <https://doi.org/10.1016/j.obhdp.2019.11.004>
2. Booth, J., Park, T.Y., **Zhu, L.**, Alexandra, B., & Emery, C. (2017). Prosocial Response to Client-Instigated Victimization: The Roles of Forgiveness and

Workgroup Conflict. *Journal of Applied Psychology*, 103(5), 513–536.
<https://doi.org/10.1037/apl0000286>

3. Leavitt, K., **Zhu, L.**, & Aquino, K. (2016). Good without knowing it: Subtle contextual cues can activate moral identity and reshape moral intuition. *Journal of Business Ethics*, 137, 785-800. <https://doi.org/10.1007/s10551-015-2746-6>
The first two authors contributed equally to this work.
4. Frimer, J. A., Aquino, K., Gebauer, J. E., **Zhu, L.** & Oakes, H. (2015). A decline in prosocial language helps explain public disapproval of the U.S. Congress. *PNAS: Proceedings of the National Academy of Sciences of the United States of America*, 112, 6591-6594.
<https://doi.org/10.1073/pnas.1500355112>
5. Uhlmann, E.L. & **Zhu, L.** (2014). Acts, persons, and intuitions: Person-centered cues and gut reactions to harmless transgressions. *Social Psychological and Personality Science*, 5, 279-285. <https://doi.org/10.1177/1948550613497238>
Both authors contributed equally to this work.
6. Uhlmann, E.L.*, **Zhu, L.***, & Tannenbaum, D. (2013). When it takes a bad person to do the right thing. *Cognition*, 126, 326-334.
<https://doi.org/10.1016/j.cognition.2012.10.005>
The first two authors contributed equally to this work.
7. Uhlmann, E.L., **Zhu, L.**, Pizarro, D.A., & Bloom, P. (2012). Blood is thicker: Moral spillover effects based on kinship. *Cognition*, 124, 239-243.
<https://doi.org/10.1016/j.cognition.2012.04.010>
8. **Zhu, L.**, Martens, J. P., & Aquino, K., (2012). Third party responses to justice failure: An identity-based meaning maintenance model. *Organizational Psychology Review*, 2, 129-151. <https://doi.org/10.1177/2041386611434655>

Diversity

9. *Reynolds, T., **Zhu, L.**, Aquino, K., & *Strejcek, B. (in press). Dual pathways to bias: Evaluators' ideology and resentment independently predict racial discrimination in hiring contexts. *Journal of Applied Psychology*. <https://doi.org/10.1037/apl0000804>
10. *Reynolds, T., *Howard, C., Sjøstad, H., **Zhu, L.**, Okimoto, T.G., Baumeister, R.F., Aquino, K., & Kim, J. (in press). Man up and take it: Gender bias in moral typecasting. *Organizational Behavior and Human Decision Processes*.
<https://doi.org/10.1016/j.obhdp.2020.05.002>
11. **Zhu, L.**, Aquino, K., & Vadera, A.K. (2016). What makes professor appear credible: The effect of demographic characteristics and ideological beliefs. *Journal of Applied Psychology*, 101(6), 862–880. <https://doi.org/10.1037/apl0000095>
12. **Zhu, L.**, V.L. Brescoll, & Newman, G., & Uhlmann, E.L. (2015). Macho Nachos: The implicit effects of gendered food packaging on preferences for healthy and unhealthy foods. *Social Psychology*, 46, 182-196. <https://doi.org/10.1027/1864->

[9335/a000226](#)

13. Uhlmann, E.L., **Zhu, L.**, & Diermeier, D (2014). When actions speak volumes: The role of inferences about moral character in outrage over racial bigotry. *European Journal of Social Psychology*, 44, 23-29. <https://doi.org/10.1002/ejsp.1987>

Others

14. Uhlmann, E.L., **Zhu, L.**, V.L. Brescoll, & Newman, G. (2014). System justifying motives can lead to both the acceptance and rejection of the innate explanations for group differences. *Behavioral and Brain Sciences*, 37, 503-504. <https://doi-org.ezproxy.library.yorku.ca/10.1017/S0140525X13003890>
15. Schweinsberg, M., Madan, N., Vianello, M., Sommer, S. A., Jordan, J., Tierney, W., Awtrey, E., **Zhu, L.**, ... & Uhlmann, E.L. (2016). The pipeline project: Pre-publication independent replications of a single laboratory's research pipeline. *Journal of Experimental Social Psychology*, 66, 55-67. <https://doi.org/10.1016/j.jesp.2015.10.001>
16. Uhlmann, E.L., Heaphy, E., Ashford, S.J., **Zhu, L.**, & Sanchez-Burks, J. (2013). How culturally bounded norms regarding non-work role referencing shape perceived professionalism and hiring evaluations. *Journal of Organizational Behavior*, 34, 866-886. <https://doi.org/10.1002/job.1874>
17. **Zhu, L.**, Kay, A. C., & Eibach, R. (2013). A test of the flexible ideology hypothesis: System justification motives interact with ideological cueing to predict political judgments. *Journal of Experimental Social Psychology*, 49, 755-758. <https://doi.org/10.1016/j.jesp.2013.03.007>
18. Uhlmann, E.L., & **Zhu, L.** (2013). Money is essential: Ownership intuitions are linked to physical currency. *Cognition*, 127, 220-229. <https://doi.org/10.1016/j.cognition.2013.01.001>

CONFERENCE PRESENTATIONS

1. Man Up and Take It: Gender Bias in Moral Typecasting (2019). *Academy of Management*, Boston, MA, August.
2. The consequences of consequentialism for leaders (2017). *Academy of Management*, Atlanta, GA, August.
3. Person-centered morality (2016). *Academy of Management*, Anaheim, CA, August.
4. Predicting prosocial behaviors from moral identity symbolization (2015). *Academy of Management*, Vancouver, BC, August.
5. Pay as she goes: For stereotypically male jobs, women tend to be hired by the hour (2014). *Academy of Management*, Philadelphia, PA, August. (Winner of the 2014 Emerald Best Student Paper).
6. Third Parties' Reactions to Justice Failure in an Organizational Context: An Empirical Test (2013). *Academy of Management*, Orlando, FL, August.

7. The Relationship Between Moral Identity Symbolization and Moral Action in Organizations (2012). *3rd International Workshop on Organizational Justice and Behavioral Ethics*, Toulouse, France, June.
8. Motivated disbelief: The effects of status characteristics and ideological beliefs on judgments of academic credibility (2011). *Academy of Management*, San Antonio, TX, August.
9. The invisible cost of helping behavior: A resource perspective (2011). *Academy of Management*, San Antonio, TX, August.
10. Priming moral identity attenuates implicit beliefs about business (2011). *Academy of Management*, San Antonio, TX, August.
11. Combating justice failure: A meaning perspective (2011). *2nd International Workshop on Organizational Justice and Behavioral Ethics*, Birmingham, UK, June.
12. The invisible cost of helping behavior (2010). *Society for Industrial and Organizational Psychology*, Chicago, IL, April.

INVITED PRESENTATIONS

1. October, 2019: Rotman School of Management, University of Toronto, Canada
2. October, 2019: School of Labor and Employment Relations, University of Illinois at Urbana-Champaign, USA
3. April, 2019: Guanghua School of Management, Peking University, China
4. April, 2019: School of Business, Nanjing University, China
5. January, 2019: Schulich School of Business, York University, Canada
6. October, 2018: Beedie School of Business, Simon Fraser University, Canada
7. October, 2018: Ted Rogers School of Management, Ryerson University, Canada
8. July, 2018: School of Economics and Management, Yanshan University, China
9. March, 2018: School of Management, Jiangsu University, China
10. May, 2017: College of Business and Economics, Australian National University, Australia
11. October, 2016: Lee Kong Chian School of Business, Singapore Management University, Singapore
12. October, 2016: Ted Rogers School of Management, Ryerson University, Canada

EDITORIAL BOARD

Organizational Behavior and Human Decision Processes
Journal of Vocational Behavior

AD HOC REVIEWER

Administrative Science Quarterly
Canadian Journal of Administrative Sciences

European Journal of Social Psychology
Group Processes & Intergroup Relations

Human Relations
Journal of Applied Psychology
Journal of Business Ethics
Journal of Consumer Psychology
Journal of Managerial Psychology

Journal of Personality and Social Psychology
Organizational Psychology Review
Personality and Social Psychology Bulletin
Personnel Psychology
PLOS One

GRANTS AND AWARDS

1. SSHRC Insight Grant, 2018-2023
2. Certificate of Outstanding Contribution in Reviewing for the *Journal of Vocational Behavior*, 2018
3. UM/SSHRC Research Grant, 2017-2018, University of Manitoba
4. UM/SSHRC Research Grant, 2016-2017, University of Manitoba
5. Associates' Achievement Award – Research, 2015, University of Manitoba
6. Best Student Paper in Gender and Diversity Program in Organizations, 2014, Academy of Management Annual Conference.
7. Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Administration, 2009-2013, University of British Columbia
8. Vinod K Sood Memorial Fellowship, 2009, University of British Columbia
9. Sauder School of Business Graduate Award, 2009, University of British Columbia
10. Graduate Entrance Scholarship, 2009, University of British Columbia

TEACHING EXPERIENCE

Individuals and Groups in Organizations

Undergraduate core

Schulich School of Business, York University

Managing People in Organizations

MBA core

Asper School of Business, University of Manitoba

Interpersonal Processes

MBA elective

Asper School of Business, University of Manitoba

Introduction to Organizational Behavior

Undergraduate core

Asper School of Business, University of Manitoba

Leadership, Power, and Politics

Undergraduate elective

Asper School of Business, University of Manitoba

Special Topics in Business: Corporate Social Responsibility

Undergraduate elective

Sauder School of Business, University of British Columbia

UNIVERSITY SERVICE

- 2020/07-present: Student Affairs Committee
Schulich School of Business, York University
- 2017-2019: Psychology/Sociology Research Ethics Board
University of Manitoba
- 2017: Human Resource Management Search Committee &
International Business Search Committee
Asper School of Business, University of Manitoba
- 2016: Associate Award Selection Committee
Asper School of Business, University of Manitoba
- 2015: Canada Research Chair Renewal Committee
Asper School of Business, University of Manitoba
- 2014-2019: Nomination Committee
Asper School of Business, University of Manitoba