

**LUKE (LEI) ZHU**

Organization Studies Area  
Schulich School of Business

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**POSITIONS HELD**

2022/07-present

Program Director, Master of Management  
Schulich School of Business, York University

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

**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)

1. Kouchaki, M., Leavitt, K., **Zhu, L.**, & Klotz, A. (2023). What Fragile Masculinity Looks Like at Work. *Harvard Business Review*, <https://hbr.org/2023/01/research-what-fragile-masculinity-looks-like-at-work>. FT-50
2. Leavitt, K., **Zhu, L.**, Kouchaki, M., & Klotz, A. (2022). Fragile or Robust? Differential effects of gender threats in the workplace among men and women. *Organizational Behavior and Human Decision Processes*, 168, 104-112. *Organizational Behavior and Human Decision Processes*, 156, 53-68. <https://doi.org/10.1016/j.obhdp.2021.104112>. FT-50
  - Also featured in *Forbes*, *The Hill*, and *Fortune*

3. **Zhu, L.**, Aquino, K., You, H., & Yang, C. (2021). Identity affirmation as a response to justice failure. *Organizational Behavior and Human Decision Processes*, 156, 53-68. <https://doi.org/10.1016/j.obhdp.2020.12.001>. **FT-50**
4. **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>. **FT-50**
5. \*Reynolds, T., **Zhu, L.**, Aquino, K., & \*Strejcek, B. (2020). 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>. **FT-50**
6. \*Reynolds, T., \*Howard, C., Sjästad, H., **Zhu, L.**, Okimoto, T.G., Baumeister, R.F., Aquino, K., & Kim, J. (2020). 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>. **FT-50**
7. 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>. **FT-50**
8. 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>. **FT-50**  
*The first two authors contributed equally to this work.*
9. **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>. **FT-50**
10. 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>. **ABDC: A**
11. 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>
  - Also featured in the *Los Angeles Times*, *The Guardian*, the *Vancouver Sun*, *The Australian*, *The Japan Times*, *Science News*, and *ABC Radio National*
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>

- Also featured in *the Atlantic*, *the Washington Post*, *the New York Times*, *the Guardian*, *CBS Radio San Francisco*, *the Toronto Star*, *CBC Radio*, *Vice.com*, and *MSN.com*
13. 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.*
  14. 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> **ABDC: A**
    - Also featured in *APS Observer*
  15. 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>
  16. 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.*
  17. 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>. **ABDC: A\***
    - Also featured in the *Times of India*
  18. **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>. **ABDC: A**
  19. 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>
  20. 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>
    - Also featured in the *Wall Street Journal*, *the Boston Globe*, and *Psychology Today*
  21. **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>. **ABDC: A**

**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, 2022: UQ Business School, University of Queensland, Australia
2. October, 2019: Rotman School of Management, University of Toronto, Canada
3. October, 2019: School of Labor and Employment Relations, University of Illinois at Urbana-Champaign, USA
4. June, 2019: School of Economics and Management, Hunan Normal University, China
5. April, 2019: Guanghua School of Management, Peking University, China
6. April, 2019: School of Business, Nanjing University, China
7. January, 2019: Schulich School of Business, York University, Canada

8. October, 2018: Beedie School of Business, Simon Fraser University, Canada
9. October, 2018: Ted Rogers School of Management, Ryerson University, Canada
10. July, 2018: School of Economics and Management, Yanshan University, China
11. March, 2018: School of Management, Jianguo University, China
12. May, 2017: College of Business and Economics, Australian National University, Australia
13. October, 2016: Lee Kong Chian School of Business, Singapore Management University, Singapore
14. October, 2016: Ted Rogers School of Management, Ryerson University, Canada
15. October, 2015: Psychology Department, University of Manitoba, Canada
16. December, 2013: Asper School of Business, University of Manitoba, Canada
17. April, 2012: Fuqua School of Business, Duke University, USA

### **EDITORIAL BOARD**

Associate Editor, *Group & Organization Management*, February 2021-present  
 Editorial Board Member, *Organizational Behavior and Human Decision Processes*, January 2020-present.  
 Editorial Board Member, *Journal of Vocational Behavior*, January 2019-present.

### **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. Schulich Research Excellence Fellowship, 2020-present
2. Best Reviewer Award, *Organizational Behavior and Human Decision Processes*, 2021
3. SSHRC Insight Grant, 2018-2023
4. Outstanding Contribution in Reviewing, *Journal of Vocational Behavior*, 2018
5. UM/SSHRC Research Grant, 2017-2018, University of Manitoba
6. UM/SSHRC Research Grant, 2016-2017, University of Manitoba
7. Associates' Achievement Award – Research, 2015, University of Manitoba
8. Best Student Paper in Gender and Diversity Program in Organizations, 2014, Academy of Management Annual Conference.

9. Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Administration, 2009-2013, University of British Columbia
10. Vinod K Sood Memorial Fellowship, 2009, University of British Columbia
11. Sauder School of Business Graduate Award, 2009, University of British Columbia
12. Graduate Entrance Scholarship, 2009, University of British Columbia

### **STUDENT ADVISING**

#### *Ph.D. Student Dissertation*

1. Huan You (Chair of Dissertation Committee, York University & University of Manitoba)
2. Long He (Member of Dissertation Committee, York University)
3. Long He (Chair of Dissertation Committee, University of Manitoba)
4. Wendy Yan (Member of Dissertation Committee, University of Manitoba)
5. Jeffrey Doering (Member of Dissertation Committee, University of Manitoba)
6. Sanjay Kumar (Member of Dissertation Committee, University of Manitoba)
7. Rajiv Amarnani (External Examiner, Australian National University)
8. Nathan Arjun Dhaliwal (External Examiner, University of British Columbia)
9. Yanhong Li (External Examiner, University of Ottawa)

#### *M.Sc Student Dissertation*

1. Donya Shabgard (Member of Dissertation Committee, University of Manitoba)
2. Huan You (Member of Dissertation Committee, University of Manitoba)
3. Long He (Member of Dissertation Committee, University of Manitoba)
4. Fisco Noviarto (Member of Dissertation Committee, University of Manitoba)
5. Kevin Morris (Member of Dissertation Committee, University of Manitoba)
6. Qiao Xu (Member of Dissertation Committee, University of Manitoba)
7. Jialiang Xu (Member of Dissertation Committee, University of Manitoba)

#### *Undergraduate Research Mentoring*

1. Christina Schmidt (Asper School of Business, University of Manitoba)
2. Alli Knox (Asper School of Business, University of Manitoba)
3. Kristen Woo (Sauder School of Business, University of British Columbia)
4. David Yu (Sauder School of Business, University of British Columbia)
5. Donya Samadi (Sauder School of Business, University of British Columbia)
6. Michail Mazur (Sauder School of Business, University of British Columbia)
7. Lu Zhao (Sauder School of Business, University of British Columbia)
8. Declan Hsu (Sauder School of Business, University of British Columbia)
9. Adrian Go (Sauder School of Business, University of British Columbia)
10. Penny Zhang (Sauder School of Business, University of British Columbia)
11. Miranda Abild (Sauder School of Business, University of British Columbia)
12. Patricia Blinn (Sauder School of Business, University of British Columbia)
13. Sandy Feng (Sauder School of Business, University of British Columbia)
14. Heather Burek (Sauder School of Business, University of British Columbia)

15. Susan Kuo (Sauder School of Business, University of British Columbia)
16. Edward Mak (Sauder School of Business, University of British Columbia)
17. Kiran Nagra (Sauder School of Business, University of British Columbia)

### **TEACHING EXPERIENCE**

Conflicts and Negotiations

Undergraduate Elective

Schulich School of Business, York University

Individuals and Groups in Organizations

Undergraduate core

Schulich School of Business, York University

Psychological Theories and Methods in Management

PhD elective

Asper School of Business, University of Manitoba

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

### **ADMINISTRATIVE SERVICE**

2022/07-present: Program Director, Master of Management

Schulich School of Business, York University

**UNIVERSITY SERVICE**

- 2022/03-present: Chair, Committee for Equity and Community  
Schulich School of Business, York University
- 2021/04-present: Vice Chair, Faculty Council  
Schulich School of Business, York University
- 2020-2021: Member, Student Affairs Committee  
Schulich School of Business, York University
- 2017-2019: Member, Psychology/Sociology Research Ethics Board  
University of Manitoba
- 2017: Member, Human Resource Management Search Committee &  
International Business Search Committee  
Asper School of Business, University of Manitoba
- 2016: Member, Associate Award Selection Committee  
Asper School of Business, University of Manitoba
- 2015: Member, Canada Research Chair Renewal Committee  
Asper School of Business, University of Manitoba
- 2014-2019: Member, Nomination Committee  
Asper School of Business, University of Manitoba