

Levin Zhu

Shidler College of Business
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Academic Appointments

University of Hawai'i at Mānoa, Shidler College of Business

Assistant Professor of Marketing

Aug 2024-Present

Education

Ph.D. Duke University, The Fuqua School of Business

Marketing (Quantitative)

2018-2024

New York University, Stern School of Business

Visiting Scholar, Marketing

Fall 2023

B.A. Northwestern University

Mathematical Methods in the Social Sciences (MMSS) & Economics

2012-2016

Research Interests

Sustainability marketing, consumer loyalty, consumer learning, pricing, retailing, online platforms, applied IO, behavioral economics, analytical modeling.

Working Papers

“Sustainable Product Profit Potential and Availability.” Bryan Bollinger, Randi Kronthal-Sacco, and Levin Zhu. Invited for second round revision at *Journal of Marketing*.

“Nature Exposure, Local Warming, and Sustainable Consumption: Examining the Role of Nature Connectedness on Sustainable Behavior.” Steve Zhang, Bryan Bollinger, Randi Kronthal-Sacco, and Levin Zhu. Under review at *Journal of Marketing Research*.

“Loyalty in Sustainable Product Choice.” Levin Zhu, Bryan Bollinger, and Randi Kronthal-Sacco. Working paper.

Work in Progress

“An Indirect Utility Framework for Consumer Response to Sustainability Claims: A Literature Review.” Levin Zhu. Work in progress.

“When Does Investing in Salient Product Attributes Hurt Firms? Strategic Implications of Product Innovation in Vertically Segmented Markets.” Levin Zhu. Work in progress.

Conference Presentations

“Loyalty in Sustainable Product Choice”

- *Marketing for Environmental Sustainability Conference*, Stanford University, Dec 2023
- City University of Hong Kong, Nov 2023
- National University of Singapore, Oct 2023
- University of Hawai’i at Manoa, Oct 2023
- San Diego State University, Oct 2023
- *Marketing Science*, University of Miami, Jun 2023

“Sustainable Product Profit Potential and Availability”

- *Marketing Science*, University of Rochester (Virtual), Jun 2021

Teaching Activities

Duke University

Teaching Assistant

- Strategy and Tactics of Pricing (MBA, EMBA, MQM), taught by Wilfred Amaldoss 2020-2023
- Entrepreneurial Mindset and Action (MBA), taught by Christine Moorman and Manuel Adelino 2020-2022
- Strategic Brand Management (MBA, EMBA), taught by Tong Guo 2022-2023
- Value Creation in Martech (MBA), taught by Carl Mela 2020-2021
- Marketing of Innovations (MBA), taught by Debu Purohit 2019-2021

Instructor

- Mathematics and Microeconomics Summer Camp (Business Administration Ph.D.) 2019

New York University

Teaching Assistant

- Marketing and Sustainability (MBA), taught by Bryan Bollinger 2022

Honors and Awards

- Doctoral Fellowship, The Fuqua School of Business, Duke University 2018-2024
- James B. Duke Fellowship, Duke University 2018-2023

Service

University of Hawai’i at Mānoa

- Business Administration PhD Program Committee 2024-present
- Department of Marketing PhD Admission Committee 2024-present

Duke University

- Advertising Committee, 10th Annual Duke GRADx 2022

External Service

- Moderator, ISMS Marketing Science Conference, Duke University (Virtual) 2020

Industry Experience

Allstate (Leadership Development Program)

- Project Manager – Esurance, San Francisco 2017-2018
- Product Analyst – Arity, Chicago 2016-2017