

Zheng Lei



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Faculty : School of Business
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Academic Qualification

2019 Ph.D.: Peking University

Working Experience

2024-Present Associate Professor / Macau University of Science and Technology

2019-2023 Assistant Professor / Associate Professor / Fuzhou University

Teaching Activities

Marketing

Marketing Research

Social Science Research Methods

Research Areas

Sensory Marketing

Food Marketing

Health Marketing

Selected Publications

Papers (* corresponding author, + co-first author)

Zhang, Q., Sun, Y., **Zheng, L.***, Xu, Y., & Wang, L. (2024). Food attention bias and Delboeuf illusion: Joint effect of calorie content and plate size on visual attention. *Food Quality and Preference*, 120, 105261. (SCI, JCR Q1, IF = 4.90, Top5%)

Zhang, N., Zhan, J., Zhang, X., **Zheng, L.**, & Li, W. (2024). State boredom increases consumers' gift-giving intentions in entertainment live-streaming: A moderated

- dual-mediation model. *Psychology & Marketing*. (SSCI, JCR Q1, IF = 8.9, Top5%)
- Miao, M., Chen, Y., Zhou, Z., Wen, J., & **Zheng, L.*** (2024). Procrastination in the Intention–Behaviour gap: Exercise procrastination and the moderating role of emotion. *Psychology of Sport and Exercise*, 74, 102672. (SCI, JCR Q1, IF = 3.1)
- Miao, M., Zhou, Z., Wen, J., & **Zheng, L.*** (2024). The Mediating Role of Hope in the Relationship Between Benefit Finding and Anxiety: Insights from the COVID-19 Pandemic. *Anxiety, Stress, & Coping*. (SSCI, IF = 2.3)
- Zheng, L.**, Zheng, X., Ruan, C., & Elhai, J. D. (2024). To distance or to help: People’s ambivalent attitude towards residents from the COVID-19 epicenter. *Current Psychology*, 43(9), 8413-8422. (SSCI, IF = 2.50)
- Chen, K., **Zheng, L.**, Zhao, H., & Wang, Z. (2024). Deep Learning-Based Intelligent Diagnosis of Lumbar Diseases with Multi-Angle View of Intervertebral Disc. *Mathematics*, 12(13), 2062. (SCI, JCR Q1, IF = 2.30)
- Wu, Y., Chen, Y., Jin, C., Qin, J., **Zheng, L.**, & Chen, Y. (2024). Working-Together Normative Appeals to Promote Pro-Environmental Donations. *Behavioral Sciences*, 14(4), 273. (SSCI, IF = 2.50)
- Cai, J., **Zheng, L.***, Zhuang, F., Yang, S., & Wang, Z. (2023). Trust in Supervisor and Employee Creativity: The Mediating Role of Information Sharing. *Psychological Reports*, 00332941231191716. (SSCI, IF = 1.70)
- Cheng, L., Yu, Y., Wang, Y., & **Zheng, L.*** (2023). Influences of mental accounting on consumption decisions: asymmetric effect of a scarcity mindset. *Frontiers in Psychology*, 14, 1162916. (SSCI, JCR Q1, IF = 2.60)
- Zheng, L.**, Chen, Y., & Gan, Y. (2023). Problem solving: helping understand why future orientation regulates emotion and benefits performances. *Current Psychology*, 42(21), 17898-17908. (SSCI, IF = 2.50)
- Zheng, L.**, Peng, B., Ye, C., Zhang, X., Qi, W., & Miao, M. (2023). Like parent, like offspring: Intergenerational association of parental scarcity mindset with offspring's cooperative behaviors. *PsyCh Journal*, 12(3), 399-407. (SSCI, IF = 1.1)
- Nie, S., Lim, J., Xu, X., **Zheng, L.**, & Gan, Y. (2023). Meaning in Life and Mental Health Issues in Older Adults: A Meta-Analysis. *International Journal of Mental Health Promotion*, 25(9). (SSCI, IF = 1.2)

- Xu, M. X., Li, S., Rao, L. L., & **Zheng, L.** (2023). The Relationship between Distance and Risk Perception in Multi-Tier Supply Chain: The Psychological Typhoon Eye Effect. *Sustainability*, 15(9), 7507. (SCI, IF = 3.3)
- Jia, H., Chuang, Y., **Zheng, L.**, Xie, X., Song, Z., & Lai, L. (2023). The role of altruistic behavior and genetic influence of DRD4 in resource gain and resource loss spirals. *Asia Pacific Journal of Management*, 1-23. (SCI, JCR Q1, IF = 4.9)
- Zheng, L.**, Miao, M., & Gan, Y. (2022). A systematic and meta-analytic review on the neural correlates of viewing high-and low-calorie foods among normal-weight adults. *Neuroscience & Biobehavioral Reviews*, 104721. (SCI, JCR Q1, IF = 9.05, Top5%)
- Zheng, L.**, Cai, J., & Miao, M. (2022). How Health-related Misinformation Spreads across the Internet: Evidence for the “Typhoon Eye” Effect. *Cyberpsychology, Behavior, and Social Networking*. (SSCI, JCR Q1, IF = 6.6, Top10%)
- Zheng, L.**, Elhai, J. D., Miao, M., Wang, Y., Wang, Y., & Gan, Y. (2022). Health-related fake news during the COVID-19 pandemic: perceived trust and information search. *Internet Research*. (SSCI, JCR Q1, IF = 5.9)
- Miao, M., **Zheng, L.***, Wen, J., Jin, S., & Gan, Y. (2022). Coping with Coronavirus Disease 2019: Relations between coping strategies, benefit finding, and well-being. *Stress and Health*. (SSCI, JCR Q1, IF = 3.45)
- Zhou, Z.⁺, **Zheng, L.⁺**, & Miao, M. (2022). Finding meaning from the present and future: the mediating role of meaning in life between temporal focus and mental health. *Journal of Pacific Rim Psychology*. (SSCI, JCR Q1, IF = 2.8)
- Jin, S.⁺, **Zheng, L.⁺**, Wen, J., & Miao, M. (2022). The relationship between active coping and hope during the COVID-19 pandemic: The mediating role of meaning in life. *Journal of Health Psychology*, 13591053211062347. (SSCI, IF = 3.52)
- Zheng, L.**, Chen, J., Li, X., & Gan, Y. (2022). Inherited dreams: A twin study of future orientation and heritability among Chinese adolescents. *European Journal of Developmental Psychology*, 1-21. (SSCI, IF = 2.10)
- Hou, B., Li, L., **Zheng, L.***, Qi, Y., & Zhou, S. (2022). Linking exercise intention to exercise action: the moderating role of self-efficacy. *Frontiers in psychology*, 13, 921285. (SSCI, JCR Q1, IF = 2.60).

- Zheng, X., Ruan, C., & **Zheng, L.*** (2021). Money or love? The impact of the COVID-19 pandemic on consumer life goals and subjective well-being. *Journal of Business Research*, 137, 626-633. (SSCI, JCR Q1, IF = 11.0, Top5%)
- Yang, X., Yao, X., **Zheng, L.**, & Wang, Y. (2021). Brain-To-Brain Coupling During Real Interactive Trust. *International Journal of Psychophysiology*, 168, S176. (SCI, IF = 2.9)
- Miao, M., **Zheng, L.**, & Gan, Y. (2021). Future-oriented function of meaning in life: Promoting hope via future temporal focus. *Personality and Individual Differences*, 179, 110897. (SSCI, JCR Q1, IF = 3.95)
- Zheng, L.**, Luszczynska, A., Miao, M., Chen, Y., & Gan, Y. (2021). Effects of environmental worry on fruit and vegetable intake. *International Journal of Behavioral Medicine*, 1-11. (SSCI, IF = 2.0)
- Zheng, L.**, Chen, Y., & Gan, Y. (2021). Future orientation helps regulate emotion in the future. *Journal of Applied Social Psychology*, 51(9), 920-926. (SSCI, IF = 2.2)
- Zheng, L.**, Miao, M., & Gan, Y. (2020). Perceived Control Buffers the Effects of the COVID-19 Pandemic on General Health and Life Satisfaction: the Mediating Role of Psychological Distance. *Applied Psychology: Health and Well-Being*. (SSCI, JCRQ1, IF = 6.9, Top15%)
- Zheng, L.**, Lippke, S., Chen, Y., Li, D., & Gan, Y. (2019). Future Orientation Buffers Depression in Daily and Specific Stress. *PsyCh Journal*. (SSCI, IF = 1.56)
- Zheng, L.**, Lu, Q. & Gan, Y. (2019). Effects of Expressive Writing and Posttraumatic Growth on Use of Cognitive Words and Meaning Making. *Journal of Pacific Rim Psychology*. 13, e5. (SSCI, IF = 1.88)
- Fu, C., Yao, X., Yang, X., **Zheng, L.**, Li, J., & Wang, Y. (2019). The Trust Game Database: Behavioral and EEG Data from Two Trust Games. *Frontiers in Psychology*. (SSCI, JCRQ1, IF = 4.23)
- Gan, Y., **Zheng, L.**, & Cheung, F. (2019). Interpersonal Relatedness and Future Temporal Discounting. *Journal of Social and Personal Relationships*. 36(6), 1695-1714. (SSCI, IF = 2.68)
- Gan, Y., **Zheng, L.**, Wang, Y., & Li, W. (2018). An extension of the meaning making model using data from Chinese cancer patients: The moderating effect of

resilience. *Psychological Trauma: Theory, Research, Practice, and Policy*, 10(5), 594. (SSCI, JCR Q1, IF = 2.70, Top 10%)

Zheng, L., & Gan, Y. (2018). Influence of early family cohesion on future orientation. *Journal of Individual Differences*. (SSCI, IF = 1.40)

Gan, Y., **Zheng, L.**, Yu, N. X., Zhou, G., Miao, M., & Lu, Q. (2018). Why do oncologists hide the truth? Disclosure of cancer diagnoses to patients in China: A multisource assessment using mixed methods. *Psycho-Oncology*, 27(5), 1457-1463. (SCI, JCR Q1, IF = 3.43, Top 10%)

Miao, M., **Zheng, L.**, & Gan, Y. (2017). Meaning in life promotes proactive coping via positive affect: A daily diary study. *Journal of Happiness Studies*, 18, 1683-1696. (SCI, JCR Q1, IF = 3.10, Top 10%)

Gan, Y., Miao, M., **Zheng, L.**, & Liu, H. (2017). Temporal Doppler effect and future orientation: Adaptive function and moderating conditions. *Journal of Personality*, 85(3), 313-325. (SCI, JCR Q1, IF = 3.10, Top 5%)

Books

Zheng, L. (2024). Behavioral Decision-Making Under a Scarcity Mindset. Beijing: Chinese Financial & Economic Publishing House.

Zheng, L. & Chen, Z. (2024). Precise Digital Marketing. Beijing: Tsinghua University Press.

Gan, Y., Zhang, Y., & **Zheng, L.** (2019). Applied Statistics in Psychology and Behavior Sciences (The 2nd Edition). Beijing: Peking University Press.

Other Professional Activities

Zheng, L. (2023, November). *Climate and behavioral pattern: long-term orientation is associated with annual harsh temperature and plastic phenotype*. Lecture presented at the Early Career Marathon, International Association of Applied Psychology. China.

Zheng, L. & Yu, Y. (2023, July). *Food blind box in health marketing: evidence from neuromarketing*. Paper presented at the Annual Conference of Chinese Marketing Association of Universities, Wuhan University. China.

Zheng, L. & Wang, L. (2023, Spring). *Would you prefer vegetarian diet or physical activity?*. Invited paper presented at the 4th Behavioral Health Conference, Nanjing Medical University. China.

Zheng, L. & Cai, J. (2021, Spring). *How Health-Related Misinformation Spreads Across the Internet?*. Paper presented at the 3rd Behavioral Health Conference. Shandong University of Traditional Chinese Medicine. China.

Zheng, L. (2019, November). *Multilevel modelling using Mplus?*. Invited lecture presented at the School of Psychological and Cognitive Sciences, Peking University. China.

Zheng, L. & Gan, Y. (2018, June). *The inoculation effect of future orientation in stress management?*. Paper presented at the 29th International Congresses of Applied Psychology, Montreal, Canada.

Zheng, L. & Gan, Y. (2017, November). *The emotion regulation of future orientation in stress management?*. Paper presented at the 20th National Academic Congress of Psychology, Southwest University. China.

Honors/Awards

2022 High-level Talents, Fujian Government

2020 “Qishan” Scholar, Fuzhou University