

ZHENG Lei



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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 Research

Social Science Research Methods

Marketing Management and Research

Research Areas

Health Marketing, Food Marketing, Health-Promotion Behavior.

Selected Publications

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

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.

- 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.
- 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*.
- 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).
- 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.
- Jia, H., Chuang, Y., **Zheng, L.**, Li, J., Xie, X. (2023). The role of organizational citizenship behavior and genetic influence of DRD4 in resource gain and resource loss spirals. *Asia Pacific Journal of Management*. (IF = 4.50)
- 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. (JCR Q1, IF = 9.05)
- 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*. (JCR Q1, IF = 6.14)
- 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*. (JCR Q1, IF = 6.3)
- Zheng, L.**, Zheng, X., Ruan, C., & Elhai, J. D. (2022). To distance or to help: People’s ambivalent attitude towards residents from the COVID-19 epicenter. *Current Psychology*, 1-10. (IF = 2.387)
- 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*. (IF = 1.88)
- Zheng, L.**, Chen, Y., & Gan, Y. (2022). Problem solving: Helping understand why future orientation regulates emotion and benefits performances. *Current Psychology*, 1-11. (IF = 2.387)
- 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. (JCRQ1, IF = 4.23)

- 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*. (IF = 1.88)
- 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. (JCR Q1, IF = 11.0)
- Jin, S., **Zheng, L.**, Wen, J., & Miao, M. (2021). The relationship between active coping and hope during the COVID-19 pandemic: The mediating role of meaning in life. *Journal of Health Psychology*, 13591053211062347. (JCRQ2, IF = 3.52)
- Zheng, L.**, Chen, Y., & Gan, Y. (2021). Future Orientation Helps Regulate Emotion in the Future. *Journal of Applied Social Psychology*. (IF = 2.65)
- 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*. (IF = 2.50)
- Zheng, L.**, Chen, J., Li, X., & Gan, Y. (2021). Inherited dreams: A twin study of future orientation and heritability among Chinese adolescents. *European Journal of Developmental Psychology*, 1-21. (IF = 1.81)
- Miao, M., **Zheng, L.***, Wen, J., Jin, S., & Gan, Y. (2021). Coping with Coronavirus Disease 2019: Relations between coping strategies, benefit finding, and well-being. *Stress and Health*. (JCRQ2, IF = 3.45)
- 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. (JCRQ2, IF = 3.95)
- Yang, X., Yao, X., **Zheng, L.**, & Wang, Y. (2021). Brain-To-Brain Coupling During Real Interactive Trust. *International Journal of Psychophysiology*, 168, S176. (JCRQ2, IF = 2.90)
- 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*. (JCR Q1, IF = 7.52)
- Zheng, L.**, Lippke, S., Chen, Y., Li, D., & Gan, Y. (2019). Future Orientation Buffers Depression in Daily and Specific Stress. *PsyCh Journal*. (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. (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*. (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. (JCRQ2, IF = 2.68)

Books

- 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.

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