Research Notes: Zoe Lu

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Zoe Lu recently had two papers accepted for publication. “Short-Asking with Long-Encouraging (SALE): A Simple Method to Increase Purchase Quantity,” co-authored with Christopher Hsee (University of Chicago) and Kaiyang Wu (University of Nevada-Las Vegas), was accepted for publication in the *Journal of the Academy of Marketing Science,* and “It Looks Like ‘Theirs’: When and Why Human Presence in the Photo Lowers Viewers’ Liking and Preference for an Experience Venue,” co-authored with Suyeon Jung (UW-Madison) and Joann Peck (UW-Madison), was accepted for publication in the *Journal of Consumer Research*. Lu is an assistant professor of marketing.