



Professor Xinyue Zhou

Department of Marketing
Zhejiang University

Biography

Professor Xinyue Zhou is Professor and Director of the Department of Marketing, School of Management at Zhejiang University. She was a professor of psychology at Sun Yat-sen University. She received her PhD from University of Arizona, USA.

Professor Zhou's research focuses on complex emotions and the psychology of money. Her research has been published on academic journals, such as *Nature Human Behaviour*, *Journal of Consumer Research and Psychological Science*, which have been reported in the *New York Times*, *Time*, *Newsweek*, *Wall Street Journal*, *BBC* and *Nature*. She received grants from the National Natural Science Foundation of China. She is an associate Editor of *Asian Journal of Social Psychology* and *Journal of Pacific Rim Psychology*. She was selected as the highly cited Scholar of Elsevier China.