

LILY YUXUAN ZHU
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CARSON COLLEGE OF BUSINESS

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EDUCATION

University of California, Irvine

Ph.D. in Organization & Management 2022

Johns Hopkins University

Bachelor of Arts in Psychology & Economics (double major) 2016

ACADEMIC POSITION

Washington State University, Carson College of Business

Department of Management, Information Systems, and Entrepreneurship

Assistant Professor 2022–Present

RESEARCH PUBLICATIONS

Zhu, L. Y., & Young, M. J. (In press). How Emotions Move Us: An Integrative Framework for Incidental Emotions and Decision Making at Work. *Organizational Psychology Review*. 20413866261455277. <https://journals.sagepub.com/doi/abs/10.1177/20413866261455277> (ABS Journal Ranking: 2; 5-Year Journal Impact Factor = 8.1)

Portocarrero, F., Newbert, S.L., Young, M. J., & **Zhu, L.Y.** (2025). The Affective Revolution in Entrepreneurship: An Integrative Conceptual Review and Guidelines for Future Investigation. *Journal of Management*, 51(6), 2419-2459. <https://journals.sagepub.com/doi/10.1177/01492063241303101> (Financial Times Top 50 Journal; ABS Journal Ranking: 4*; 5-Year Journal Impact Factor = 15.7)

Zhu, L.Y., Young, M.J., & Bauman, C.W. (2024). Linking Anxiety to Passion: Emotion Regulation and Entrepreneurs' Pitch Performance. *Journal of Business Venturing*, 39, 106421. <https://doi.org/10.1016/j.jbusvent.2024.106421> (Financial Times Top 50 Journal; ABS Journal Ranking: 4*; 5-Year Journal Impact Factor = 12.1)

- Finalist, Best Faculty-led Paper Award in Entrepreneurial Cognition, *Managerial and Organizational Cognition (MOC) division of the Academy of Management*, 2023
- Featured in [*Fast Company*](#)

Zhu, L.Y., Bauman, C.W., & Young, M.J. (2023). Unlocking Creative Potential: Reappraising Emotional Events Facilitates Creativity for Conventional Thinkers. *Organizational Behavior and Human Decision Processes*, 174, 104209. <https://doi.org/10.1016/j.obhdp.2022.104209>

(Financial Times Top 50 Journal; ABS Journal Ranking: 4; 5-Year Journal Impact Factor = 6.1)

- Top 10 of Washington State University's [most widely covered research of the year](#) in 2022

Zhu, L. Y. (2020). The Currency Board Monetary System: The Case of Malta (1939-1968). In S.H. Hanke (Ed.), *Currency boards – studies on selected European countries* (Vol.2, pp.103-118). KSP Books. <https://econsciences.com/wp-content/uploads/2023/02/978-625-7813-50-1.pdf>

MANUSCRIPTS IN PREPARATION

Zhu, L.Y., Kim, C.M., & Joseph, J.E. CEO Affective Dispositions, Multiple Aspirations, and Self-Enhancing Responses to Performance Feedback.

- Distinguished Paper Award, *Strategic Management (STR) Division of the Academy of Management, 2021*
- *Academy of Management Best Paper Proceedings, 2021*

*Sanusi, E. S., Kuhn, K. M., & **Zhu, L.Y.** Cross-National Differences in Affective Tone and Perceptions of the Existence of Entrepreneurial Opportunities.

*Hasan, M.K., Warnick, B.J. & **Zhu, L.Y.** Emotional Pathways of Pivoting: The Interplay Between Product Passion and Fear of Failure in Response to Negative Feedback.

Young, M.J., **Zhu, L.Y.,** & Wang, Y. Making the Parts Whole: Integrating Disparate Conceptualizations of Discrete Emotions and How They Shape Workplace Outcomes.

Liu, X., **Zhu, L.Y.,** & Shu, P. AI and Employee Emotions: A Systematic Examination of How Artificial Intelligence Shapes Workplace Outcomes.

*Sikdar, S., Sahaym, A., **Zhu, L.Y.,** *Raina, G. S., & *Yu, H. From Emotions to Actions: CEO Affectivity and the Timing of Product Recalls.

*Biswas, S.R., **Zhu, L.Y.,** & Butterfield, K.D. Managerial Emotions and Emotional Regulation After Employee Wrongdoing: A Qualitative Investigation.

* *Denotes current or former WSU doctoral student*

SELECTED RESEARCH IN PROGRESS

CEO gender, emotional expressions, and stakeholder responses. With Margaret Ormiston, Elaine Wong, and Lauryn Burnett. *Data analysis.*

Emotion regulation, exhaustion, and authenticity during entrepreneurial pitches. With Chen Wang, Ajay Ponnappalli, and Simon Yoon. *Data collection.*

Can AI help employees regulate emotions at work?: Comparing specialized and general-purpose conversational AI. *Study design.*

PUBLICATIONS FOR A GENERAL AUDIENCE

Zhu, L. Y. (2023). How to unlock your creativity – even if you see yourself as a conventional thinker. *The Conversation*. <https://theconversation.com/how-to-unlock-your-creativity-even-if-you-see-yourself-as-a-conventional-thinker-196198>

- Featured on [Yahoo News](#)

Zhu, L. Y. (2020). How entrepreneurs can turn anxiety into fuel of success, *BCERC Research Translation Showcase*. <https://www.babson.edu/media/babson/assets/bcerc-dc-translations/Zhu-Research--Translation-2020.pdf>

CONFERENCE PRESENTATIONS & CHAIRED SYMPOSIA

Liu, X., Zhu, L.Y., & Shu, P. (2025, July). *AI use and employee emotions: An examination of how artificial intelligence shapes workplace outcomes*. Paper presented at Academy of Management annual meeting, Copenhagen, Denmark.

Zhu, L.Y. & Kim, C.M. (2024, August). *Symposium presentation: Individual and group differences within the Carnegie perspective*. Academy of Management annual meeting, Chicago, IL.

Zhu, L.Y., Young, M.J., & Bauman, C.W. (2023, August). *Linking anxiety to passion: Emotion regulation and entrepreneurs' pitch performance*. Paper presented at the *Entrepreneurial Cognition PDW* at the Academy of Management annual meeting, Boston, MA.

Zhu, L.Y., Kim, C.M., & Joseph, J.E. (2021, August). *The interplay of CEO affect, ambiguous performance feedback, and firm risk taking*. Paper presented at Academy of Management annual meeting.

Zhu, L.Y. & Young, M. J. (2021, August). *Managing with emotions: Harnessing benefits and mitigating detrimental effects at work*. Symposium co-organizer. Academy of Management annual meeting.

Zhu, L.Y. & Young, M. J. (2021, August). *Projecting passion: Connecting anxiety to passion improves entrepreneur pitch performance*. Paper presented at Academy of Management annual meeting.

Zhu, L.Y. & Young, M. J. (2021, June). *Projecting passion: Connecting anxiety to passion improves entrepreneur pitch performance*. Paper presented at Babson College Entrepreneurship Research Conference.

Zhu, L.Y. & Young, M. J. (2020, June). *Evoking passion to regulate anxiety improves entrepreneurial pitches*. Babson College Entrepreneurship Research Conference, Knoxville, TN. (Accepted for presentation; conference canceled due to COVID-19).

Portocarrero, F.F., Newbert, S.L., Young, M.J., & Zhu, L.Y. (2020, June). *The affective*

revolution in entrepreneurship: A systematic review and guidelines for further revolt. Babson College Entrepreneurship Research Conference, Knoxville, TN. (Accepted for presentation; conference canceled due to COVID-19).

Zhu, L. Y., Bauman, C.W., & Young, M.J. (2020, March). *Unlocking creative potential: Reappraising emotional events facilitates creativity for conventional thinkers.* Western Academy of Management Conference, Waikoloa Village, HI. (Accepted for presentation; conference canceled due to COVID-19).

Zhu, L.Y., & Bauman, C.W. (2019, August). *Reappraising emotional events facilitates creativity.* Paper presented at Academy of Management annual meeting, Boston, MA.

Young, M. J., & Zhu, L.Y. (2019, August). *How emotions move us: An integrative framework for emotions and decision making.* Paper presented at Academy of Management annual meeting, Boston, MA.

Portocarrero, F.F., Young, M.J., Newbert, S.L., & Zhu, L.Y. (2019, August). *The affective revolution in entrepreneurship: A systematic review and guidelines for further revolt.* Paper presented at Academy of Management annual meeting, Boston, MA.

Zhu, L.Y., & Bauman, C.W. (2019, May). *Unlocking the creative potential of conventional thinkers: Reappraising emotional events facilitates creativity.* Merage Annual Research Festival. Irvine, CA.

GUEST PRESENTATIONS & SELECTED MEDIA APPEARANCES

Need a Creativity Boost? Here's How. July 11, 2025. *Psychology Today*.
<https://www.psychologytoday.com/us/blog/communications-that-matter/202507/need-a-creativity-boost-heres-how>

How emotions rule every stage of the entrepreneurial process. June 23, 2025. *Yahoo Finance. The Conversation*. <https://uk.finance.yahoo.com/news/emotions-rule-every-stage-entrepreneurial-111024250.html>

Change can be daunting; here's how to accomplish it. January 15, 2025. *Psychology Today*.
<https://www.psychologytoday.com/gb/blog/health-and-human-nature/202501/change-can-be-daunting-heres-how-to-accomplish-it>

Turning anxiety into advantage: How reframing can improve business pitches. August 14, 2024. *Foreign Press*. <https://foreignpress.org/journalism-resources/turning-anxiety-into-advantage-how-reframing-can-improve-business-pitches>

Nervous about a meeting? New research says you can make your anxiety work for you. August 8, 2024. *Fast Company. MSN*. <https://www.fastcompany.com/91168718/leadership-meetings-nerves-anxiety-can-help-heres-how-business-entrepreneurship-pitches>

Anxiety reframed can make business pitches more effective. August 6, 2024. *WSU Insider*.
<https://news.wsu.edu/press-release/2024/08/06/anxiety-reframed-can-make-business-pitches-more-effective/>

Guest speaker. How to unlock creative potential at work. October 4, 2023. *City of Pullman Leadership Development Series*.

Why we struggle to carve out time for wonder. June 21, 2023. *Psychology Today*.
<https://www.psychologytoday.com/us/blog/tracking-wonder/202306/why-we-struggle-to-carve-out-time-for-wonder>

Podcast. How to unlock your creativity even if you see yourself as a conventional thinker. April 27, 2023. *The Academic Minute*, by WAMC Northeast Public Radio.
<https://www.aacu.org/podcasts/academicminute/2023-04-lily-zhu-washington-state-university-how-to-unlock-your-creativity>

'Reappraisal' strategy for regulating emotions can also boost creativity. April 19, 2023. *The British Psychological Society*. <https://www.bps.org.uk/research-digest/reappraisal-strategy-regulating-emotions-can-also-boost-creativity>

How to unlock your creativity – even if you're a conventional thinker. January 15, 2023. *Big Think*. <https://bigthink.com/neuropsych/unlock-your-creativity/>

How to be creative: Allowing yourself to be emotionally flexible is key. December 12, 2022. *Study Finds*. <https://studyfinds.org/how-to-be-creative-emotional-flexibility/>

Guest speaker. Fireside chat on emotion regulation, openness, and creativity. December 21, 2022. *Clubhouse*.

Not super creative? Try this approach. November 27, 2022. *Futurity, Government Executive*.
<https://www.futurity.org/train-creativity-2834382/>

Cognitive technique brings out creativity in "conventional" thinkers. November 23, 2022. *Technology Networks*. <https://www.technologynetworks.com/neuroscience/news/cognitive-technique-brings-out-creativity-in-conventional-thinkers-367822>

Conventional thinkers can boost creativity by changing feelings. November 23, 2022. *DT Next*.
<https://www.dtnext.in/wellbeing/2022/11/23/conventional-thinkers-can-boost-creativity-by-changing-feelings>

Conventional thinkers can get creative through 'emotional reappraisal'. November 22, 2022. *Asian News International. Daily Hunt. The Print*.
<https://www.aninews.in/news/science/conventional-thinkers-can-get-creative-through-emotional-reappraisal-study20221122175400/>

Changing feelings can boost creativity for conventional thinkers. November 22, 2022. *Medical Xpress. Neuroscience News. Newswise. Science Daily. WSU Insider*.
<https://news.wsu.edu/press-release/2022/11/22/changing-feelings-can-boost-creativity-for-conventional-thinkers/>

TEACHING EXPERIENCE

Strategic Management Capstone Course (MGMT 491), Washington State University, 2022-Present

- Pullman Campus (in-person), composite rating averaged across all semesters: 4.6/5.0
- Global Campus (online), composite rating averaged across all semesters: 4.6/5.0

Managing Organizational Behavior, University of California, Irvine, 2020

- Part of the core curriculum for undergraduate business majors
- Composite rating: 3.96/4.0

AWARDS, HONORS, & CERTIFICATES

President's Big Ideas Initiative Awardee (co-PI, \$200,000), Washington State University, 2026

Outstanding Faculty Research Award Nominee, Carson College of Business, 2025

Entrepreneurial Cognition Best Faculty-led Paper Award Finalist, Academy of Management (Managerial and Organizational Cognition division), 2023

Outstanding PhD Instructor Award for the undergraduate program, Paul Merage School of Business, 2021

Distinguished Paper Award, Academy of Management (Strategic Management Division), 2021

Best Paper Award, Academy of Management (Strategic Management Division), 2021

Center for Organizational Research Small Grant (\$1000), UC Irvine, 2020

Ray Watson Fellowship, UC Irvine, 2020

Remote Teaching Certificate, Division of Teaching Excellence and Innovation, University of California, Irvine

Student-Centered Course Design Certificate, Division of Teaching Excellence and Innovation, University of California, Irvine

OB Doctoral Consortium Department Nominee, AOM Annual Meeting 2019

Dean's list, Johns Hopkins University, All semesters, 2013 – 2016

SERVICE

Profession and Community

Editorial Board Member, Journal of Managerial Psychology

Ad hoc reviewer for:

- Organization Science
- Journal of Business Venturing
- Journal of Vocational Behavior
- Journal of Managerial Psychology
- Asia Pacific Education Review
- Academy of Management Review
- Babson College Entrepreneurship Research Conference
- Academy of Management Annual Meeting
- Western Academy of Management Annual Meeting
- Strategic Management Society Special Conference

- International Conference on Emotions and Organizational Life (Emonet)

Idaho Pitch Contest, *Judge*, 2025 - 2026

Korean Association of Negotiation Studies, *International Advisory Board Member*, 2024 - Present

City of Pullman Leadership Development Series, *Guest Speaker*, 2023

AOM Entrepreneurship Division Doctoral Consortium job market panel, *Panelist*, 2022

University

The Department of Apparel, Merchandising, Design and Textiles (AMDT) Cotton Inc. Award, Washington State University, *Judge*, 2025

Showcase for Undergraduate Research and Creative Activities (SURCA), Washington State University, *Judge*, 2025

Carson College of Business

Research Session for Carson College of Business National Board of Advisors Meeting, *Speaker*, 2025

Business Plan Competition screening round judge, Carson College of Business, 2023 - 2025

Carson College New Faculty Orientation, *Panelist*, 2023

Student-Faculty Engagement event volunteer, Carson College of Business, 2023

Department

Management and Entrepreneurship Brown Bag Series, *Coordinator*, 2025 – Present

Management & Entrepreneurship PhD student interviewing committee, 2023 - 2024

Management/Frank Cleary scholarship selection committee, 2023

Week of Welcome volunteer, 2022 - 2024

OTHER ACADEMIC & PROFESSIONAL EXPERIENCE

Research Assistant & Teaching Assistant, Carey Business School, Johns Hopkins University, Baltimore, MD, 2015 – 2016

Data Modeler, CG/LA Infrastructure, Inc., Washington, D.C., 2015

Researcher, Institute for Applied Economics, Global Health, & Business Enterprise, Baltimore, MD, 2014

Equity Research Analyst, China International Capital Corporation, Beijing, China, 2014