

Pete Zhou

Department of Marketing, Eller College of Management, University of Arizona

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EDUCATION

University of Arizona Eller College of Management , Tucson, AZ	Expected 2026
Ph.D. Student in Marketing	
Minor: Social Psychology	
Zhejiang University School of Management , Hangzhou, China	2017-2020
M.Phil. in Management	
Ph.D. Student in Tourism and Hospitality Management (2017-2019)	
Sichuan Agricultural University College of Tourism , Chengdu, China	2013-2017
B.Mgmt. in Management with Provincial Honor, Valedictorian	

RESEARCH INTERESTS

Motivation and Goal

Technology and Artificial Intelligence

Self and Identity

Social Inequality and Mobility

PUBLICATIONS

Zhou, Pete Pengcheng, Mao-Ying Wu, Sebastian Filep, and Karin Weber, “Exploring well-being outcomes at an iconic Chinese LGBT event: A PERMA model perspective”, *Tourism Management Perspectives*, 2021, 40, 100905.

MANUSCRIPTS UNDER REVIEW

Yang, Bi, **Pete Pengcheng Zhou***, YooHee Hwang, Yujie (Jay) Zhao, and Anna Mattila, “The Role of Social Crowding in Pay-what-you-want Pricing” invited for 1st revision at *Annual of Tourism*

Research

Zhao, Xueying, **Pete Pengcheng Zhou***, and Yujie (Jay) Zhao, “The Effect of Dark Tourism Experience on Tourists’ Preference for Vice-Virtue Products” under review at *Journal of Travel and Tourism Marketing*

*denotes equal authorship

RESEARCH IN PROGRESS

Zhao, Yujie (Jay), **Pete Pengcheng Zhou***, Lin He, and Xinyue Zhou, “The Dark Side of Opportunity: High Perceived Economic Mobility Reduces Dependency-Oriented Charitable Behavior” manuscript in preparation for submission to *Journal of Consumer Psychology*

“Shared Goal Failure and Recommitment” with Jennifer Savary and Yiqi Yu (*six studies completed*)

“AI-Human Competition” with Caleb Warren (*three studies completed*)

“AI and Marketing Academic Writing” with Caleb Warren

“Redundant Apps and Overconfidence Inferences” with Jesper Nielson

“Relation Mobility and Consumer Aesthetics” with Martin Reimann

CONFERENCE PRESENTATIONS (*denotes presenting author)

Zhao, Yujie, Pete Pengcheng Zhou*, “The Dark Side of Opportunity: High Perceived Economic Mobility Reduces Dependency-Oriented Charitable Behavior,” *Society of Consumer Psychology*, Working Paper Session, San Juan, Puerto Rico. 2023, March

TEACHING EXPERIENCE

Fall 2022 **Teaching Assistant**, MKTG 423 Digital Marketing (Undergraduate course), Eller College of Management, University of Arizona

Fall 2021 **Teaching Assistant**, MKTG 531 Digital Marketing (MBA course), Eller College of Management, University of Arizona

Winter 2018 & Fall 2019 **Teaching Assistant** (with excellent evaluation), Design Thinking (International graduate course), School of Management, Zhejiang University

Winter 2018 **Teaching Assistant**, International Business (Undergraduate course), School of Management, Zhejiang University

Fall 2018 **Teaching Assistant**, Cross Cultural Management (Joint MBA course), McGill University & Zhejiang University

Fall 2017 & Winter 2017 **Teaching Assistant**, Leisure Management (Ph.D. course), School of Management, Zhejiang University

AWARDS AND HONORS

2022.05 Summer Research Award, awarded by University of Arizona

2019.11 Jindu Scholarship, awarded by Zhejiang University & Jindu Real Estate Group

2019.10 Outstanding Graduate Student, awarded by Zhejiang University

2017.09 Academic Scholarship (10000 RMB per year), awarded by Zhejiang University

2017.05 Excellent Undergraduate Thesis, awarded by Sichuan Agricultural University

2016.10 National Encouragement Scholarship (Top 10%), awarded by the Education Department of Sichuan Province, China

2015.10 National Scholarship (Top 1%), awarded by the Ministry of Education, China

2015.10 Outstanding Student Pacesetter (Top 0.5%), awarded by Sichuan Agricultural University

2014.11 The First Prize, awarded by National Commercial Skills Competition Committee

2014.10 New Vision Scholarship, awarded by Sichuan Agricultural University

2014.04 Successful Participant, awarded by IMEX-MPI-MCI Future Leaders Forum

WORK EXPERIENCE

2020.08 - 2021.08 Full-time Research Assistant, The Behavioral Research Lab, Department of Management and Marketing, The Hong Kong Polytechnic University

PROFESSIONAL AFFILIATIONS

Association of Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making