

PETE ZHOU

Department of Marketing
Eller College of Management
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EDUCATION

University of Arizona, Eller College of Management, Tucson, AZ
Ph.D. in Marketing (Minor: Cognitive Science), *expected* May 2026
Graduate Certificate: Computational Social Science

Zhejiang University, School of Management, Hangzhou, China
M.Phil. in Management, June 2020

Sichuan Agricultural University, College of Business and Tourism, Chengdu, China
B.S. in Management, (*with Provincial Honor*), *Valedictorian*, June 2017

RESEARCH INTERESTS

Artificial Intelligence and Technology, Social Influence, Diversity, Equity, Inclusion, and Belonging (DEIB)

PUBLICATIONS (* donates equal authorship)

Yang, Bi*, Pete Pengcheng Zhou*, YooHee Hwang, Yujie (Jay) Zhao, and Anna Mattila, “The Role of Social Crowding in Pay-what-you-want Pricing” *Annals of Tourism Research*, 2023, 101, 103596.

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.

RESEARCH IN PROGRESS

Zhao, Yujie (Jay)*, Pete Pengcheng Zhou*, Jacob Zhang, and Xinyue Zhou, “The Dark Side of Opportunity: High Perceived Economic Mobility Reduces Dependency-Oriented Charitable Behavior” Under review at the *Journal of the Academy of Marketing Science*

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Generative AI and Prompts” manuscript in preparation for submission to the *Journal of Consumer Research*

Zhou, Pete Pengcheng*, Begum Sener Sengul*, Pureum Kim*, and Caleb Warren*, “AI and Marketing Academic Writing” (*data analyses*)

Zhou, Pete Pengcheng*, Yiqi Yu*, and Jennifer Savary, “Parallel Goal Failure and Recommitment” (*six studies completed*)

Zhou, Pete Pengcheng and Yujie (Jay) Zhao, “Stereotyping AI user” (*two studies completed*)

Wang, Liuyi, Pete Pengcheng Zhou, and Mrinal Ghosh, “Policy and Consumer Adoption” (*collecting experiment data*)

Do, Sydney Fomas*, Pete Pengcheng Zhou*, and Jennifer Savary, “Brand Allyship” (*idea generation*)

CONFERENCE PRESENTATIONS (**denotes presenting author*)

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Do We Talk Differently to GenAI?”
UA-ASU Annual Symposium, Poster Session, Tucson, AZ. 2024, March

Zhao, Yujie (Jay), Pete Pengcheng Zhou[†], “The Dark Side of Opportunity: High Perceived Economic Mobility Reduces Dependency-Oriented Charitable Behavior,” *Association of Consumer Research*, Special Session, Seattle, WA. 2023, October

Zhao, Yujie (Jay), 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, PR. 2023, March

TEACHING EXPERIENCES

Instructor: MKTG 376 Marketing Analytics for Decision Making (Undergraduate course), University of Arizona, Fall 2024

Guest Lecture: MKTG 530 Integrated Marketing Communication (Master of Marketing Science course), “ChatGPT in Your Area: Insights from Research and Practice”, University of Arizona, Fall 2023

AWARDS & HONORS

2024 Center for Management Innovations in Healthcare (CMIH) Research Grant (\$5,000)

2024 Lundgren Retail Collaborative Research Grant (\$2,000)

2023 Summer Research Award

2023 GPSC Research and Project (ReaP) Grants (\$1,500)

2022 Summer Research Award

2019 Jindu Scholarship

2019 Outstanding Graduate Student

2017 Academic Excellence Scholarship (10,000 RMB/year for three years)

2017 Excellent Undergraduate Thesis

2016 National Encouragement Scholarship (Top 10%)

2015 National Scholarship (Top 1%)

2015 Outstanding Student Pacesetter (Top 0.5%)

2014 New Vision Scholarship

WORK EXPERIENCE

2020 – 2021 Research Associate, Behavioral Research Lab, The Hong Kong Polytechnic University
Supervisors: Prof. Yuwei Jiang and Prof. Fangyuan Chen

PROFESSIONAL AFFILIATIONS

Association of Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)