

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
Ph.D. in Marketing (Minor: Cognitive Science), *expected* May 2026
Graduate Certificate: Computational Social Science

- Dissertation Title: “How Does Artificial Intelligence (AI) Reshape Social Perception, Human-Machine Interaction, and Scientific Writing in Marketing?” *Proposal defended in Fall 2024*
- Dissertation Committee: Caleb Warren (chair), Jennifer Savary, Martin Reimann, Yujie Zhao (SDU), and Stefano Puntoni (Wharton)

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, Consumer Well-being, and Culture

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 (* donates equal authorship)

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Bits, Bytes, and Bias: Service Providers Who Use AI Are Seen as Cold and Incompetent” Reject & Resubmit at the *Journal of Consumer Research*

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Do We Communicate with GenAI Differently?” Under 1st Round Review at the *Journal of Marketing*

Zhao, Yujie (Jay)*, Pete Pengcheng Zhou*, and Zengxiang Chen, “The Hidden Cost of Efficiency: Generative AI Reduces Donor Engagement Through Extrinsic Motivation Inferences” Revise

for the 3rd Round (Minor Revision) Resubmission at the *Journal of Business Ethics*

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” Revise for Resubmission at the *International Journal of Research in Marketing*

Wang, Liuyi, Pete Pengcheng Zhou, and Mrinal Ghosh, “The Impact of Government Healthcare Policies on Consumer Emotions Regarding Commercial Healthcare Products” Manuscript in preparation for submission to the *Journal of Marketing*

Zhou, Pete Pengcheng*, Yiqi Yu*, and Jennifer Savary, “Parallel Goal Failure and Recommitment” (*six studies completed*) Target: *Journal of Marketing Research*

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

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Why Don’t We Modify AI’s work” (*four studies completed*) Target: *PNAS*

Zhou, Pete Pengcheng, and Jennifer Savary, “Brand Allyship” (*one study completed*) Target: *Journal of Consumer Research*

Zhou, Pete Pengcheng, and Rowan El-Bialy, “Advocating by choiring: How LGBTQ+ Choirs Negotiate Legitimacy in China” (*data collection*) Target: *Journal of Consumer Research*

Wang, Liuyi*, Pete Pengcheng Zhou*, Zachary Nolan, and Caleb Warren, “Single-Child Generation Parents Invest Differently in Their Children” (*data collection*) Target: *Journal of Consumer Research*

CONFERENCE PRESENTATIONS (**denotes presenting author*)

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Bits, Bytes, and Bias: Service Providers Who Use AI Are Seen as Cold and Incompetent” *Association of Consumer Research*, Working Paper Session, Washington, DC. 2025, October

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Do We Communicate with GenAI Differently?” *3rd Wharton Annual Business & Generative AI Conference*, Poster Session, San Francisco, CA. 2025, September

Wang, Liuyi[†], Pete Pengcheng Zhou, and Mrinal Ghosh, “The Impact of Government Healthcare Policies on Consumer Emotions Regarding Healthcare Products and Downstream Adoption Decisions” *American Marketing Association Marketing and Public Policy Conference*, Competitive Paper Session, Washington, DC. 2025, June

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Do We Communicate with GenAI Differently?” *Mittelstaedt & Gentry Doctoral Symposium*, Invited Presentation, Lincoln, NE. 2025, April

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Zengxiang Chen, “Decoding the Impact of Organizations’ Use of AI Tools on Consumer Donations” *Society of Consumer Psychology*, Working Paper Session, Las Vegas, NV. 2025, February

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Do We Talk Differently to GenAI?” *Society of Consumer Psychology*, Working Paper Session, Las Vegas, NV. 2025, February

Wang, Liuyi, Pete Pengcheng Zhou, and Mrinal Ghosh[†], “The Impact of Government Healthcare

Policies on Consumer Emotions Regarding Healthcare Products and Downstream Adoption Decisions” *American Marketing Association Annual Conference*, Special Session, Phoenix, AZ. 2025, February

Zhou, Pete Pengcheng[†], Yujie (Jay) Zhao, and Caleb Warren, “Do We Talk Differently to GenAI?” *Association of Consumer Research*, Competitive Paper Session, Paris, France. 2024, September

Wang, Liuyi[†], Pete Pengcheng Zhou, and Mrinal Ghosh, “The Impact of Government Healthcare Policies on Consumer Emotions Regarding Healthcare Products and Downstream Adoption Decisions” *Association of Consumer Research*, Competitive Paper Session, Paris, France. 2024, September (accepted but did not attend)

Zhou, Pete Pengcheng[†], “Parading happiness? How LGBTQ+ parade contributes to consumer well-being” *Consumer Culture Theory Conference*, Special Session, San Diego, CA. 2024, July

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 (Overall Evaluation: **4.62/5**)

Guest Lecture

MKTG 440 Marketing Research for Decision Making (Undergraduate course), “GenAI in Marketing Research: Tools and Applications”, University of Arizona, Fall 2024

MKTG 452 Integrated Marketing Communications (Undergraduate course), “GenAI in Marketing Communication: An Overview of Latest Updates”, University of Arizona, Fall 2024

MKTG 530 Management of Marketing Communications (Master of Marketing Science course), “GenAI in Marketing Communication: An Overview of Latest Updates”, University of Arizona, Fall 2024

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

Teaching Assistant

MKTG 459 Innovation and New Product Design (Undergraduate course), Spring 2024, Spring 2025

MKTG 559 Innovation and New Product Design (Master of Marketing Science course), Spring 2024, Spring 2025

MKTG 423 Digital Marketing (Undergraduate course), Fall 2022

MKTG 450 Consumer Behavior (Undergraduate course), Fall 2021

MKTG 531 Digital Marketing (Master of Marketing Science course), Fall 2021

AWARDS & HONORS

2025 Eller College Small Research Grant (\$1,500)
2025 Center for Management Innovations in Healthcare (CMIH) Research Grant (\$3,677)
2025 GPSC Research and Project (ReaP) Grants (\$1,500)
2025 LGBTQ+ Institute Research Grant (\$9,969)
2025 AMA-Sheth Foundation Doctoral Consortium Fellow
2025 Mittelstaedt & Gentry Doctoral Symposium Fellow
2025 GPSC Travel Grant (\$1,000)
2024 Lisle & Roslyn Payne Outstanding Doctoral Student Award (awarded to 1 student per year)
2024 ACR Sheth Foundation Conference Scholarship
2024 GPSC Research and Project (ReaP) Grants (\$1,500)
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

SERVICES

Academia

Ad-hoc Reviewer

International Journal of Research in Marketing
Tourism Management Perspectives
Tourism Critiques: Practice and Theory
Tourism: An International Interdisciplinary Journal
Journal of Homosexuality
American Marketing Association Conference
Society of Consumer Psychology Conference

Marketing Field

2024 Volunteer for ACR Paris, Association of Consumer Research

2021 Volunteer for the Numerical Marker Conference, Society of Consumer Psychology

University of Arizona

2024 – 2025 Member, Policy Committee, Graduate & Professional Student Council,
University of Arizona

2024 – 2025 Eller College Representative, Graduate & Professional Student Council,
University of Arizona

2023 – 2025 Marketing Department Behavioral Lab Manager, University of Arizona

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)

American Marketing Association (AMA)

Society for Judgment and Decision Making (SJDM)

Consumer Culture Theory (CCT)

DOCTORAL COURSEWORK

Marketing

Consumer Psychology

Caleb Warren

Consumer Consciousness and Information Processing

Jesper Nielson

Socio-Cultural Aspects of Consumer Behavior

Hope Schau

Judgment and Decision Making

Anastasiya Ghosh

Marketing Strategy

Mrinal Ghosh

Marketing Modeling

Bikram Ghosh

Marketing Theory and Conceptual Foundations I

Martin Reimann

Marketing Theory and Conceptual Foundations II

Yong Liu

Marketing Research Method: Construct and Measurement

Mrinal Ghosh

Marketing Research Method: Experimental Design

Jennifer Savary

Marketing Colloquium (×4)

Caleb Warren

Research Methods

Field Research Method I & II

Nathan Podsakoff

Statistical Inference for the Social Sciences

Nicholas Bishop

Statistical Inference for the Social Sciences (Lab)

Ashley Kuelz

Academic Writing

Caleb Warren

Cognitive Science & Psychology

Psychology of Culture and Diversity
Advanced Social Psychology
Judgment and Decision Making I & II
Introduction to Cognitive Science
Cognitive Science Colloquium (×3)

Daniel Sullivan
Jeff Greenberg
Tamar Kugler
Anna Dornhaus
Jonathan Tullis

Computational Social Science

Applied Natural Language Processing
Data Mining and Discovery
Computational Social Science
Introduction to Human-Computer Interaction

Egoitz Laparra
Yan Han
Charles Gomez
Ryan Rucker

REFERENCES

Caleb Warren (Chair)

Professor of Marketing
Robert A. Eckert Endowed Chair in
Marketing
Eller College of Management
University of Arizona
calebwarren@arizona.edu

Mrinal Ghosh (Collaborator)

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Gary M. Munsinger Endowed Chair in
Entrepreneurship & Innovation
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mghosh@arizona.edu

Jennifer Savary (Committee member)

Associate Professor of Marketing
Terry J. and Tina Lundgren Endowed
Chair for Marketing and Retail
Co-director of the Lundgren Retail
Collaborative
Eller College of Management
University of Arizona
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Yujie Zhao (Committee member)

Assistant Professor of Marketing
School of Management
Shandong University, China
jay_zhao@sdu.edu.cn

APPENDIX: SELECT ABSTRACTS

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Do We Communicate with GenAI Differently?” (Job Market Paper) Under 1st Round Review at the *Journal of Marketing*

Marketers are increasingly seeking assistance from generative AI (GenAI) on tasks that used to be performed by human employees. To benefit from GenAI, marketers need to know how to prompt it. Do marketers adjust their communication style when instructing a GenAI compared to when instructing human assistants? Should they? Five pre-registered studies (plus two supplementary replications) reveal that marketers naturally adapt their communication when instructing GenAI by using fewer filler words and including a higher proportion of task-relevant keywords compared to when instructing human employees. This adaptation is largely beneficial. GenAI produces more persuasive, accurate, and purchase-motivating content when marketers provide concise, keyword-focused instructions rather than more verbose instructions that typically benefit human-to-human communication. Consequently, treating GenAI like a human reduces its ability to generate high-quality marketing content. This research contributes to communication theory by demonstrating that marketers tend to accommodate GenAI using less filler and more information-dense keywords. It contributes to marketing practice by showing that the intuition and advice to speak to GenAI as if it were a human can backfire by leading it to produce less accurate, less persuasive, and lower-quality output.

Zhou, Pete Pengcheng, Yujie (Jay) Zhao, and Caleb Warren, “Bits, Bytes, and Bias: Service Providers Who Use AI Are Seen as Cold and Incompetent” Reject & Resubmit at the *Journal of Consumer Research*

Generative AI promises to help people work, entertain, and even socialize better, and it has quickly been adopted by consumers and employees across demographic categories, lifestyles, and industries. Yet, we lack an understanding of how AI use influences consumers’ relationships and judgments of others. Does AI use enhance or diminish the reputation of service providers, physicians, entrepreneurs, and other employees? Seven studies (total N = 3,571, six preregistered) uncovered a consistent pattern: consumers view workers who use AI as being both less warm and less competent. These negative impressions reduce consumers’ willingness to follow the advice of doctors who use AI and support non-profit founders who use AI. The impressions are also persistent; consumers continue to perceive AI users as less warm and competent even after reading about how AI can help them better perform their work. Our research advances theory and practice by illustrating a challenge faced by businesses and employees who use AI: even when AI improves service quality, consumers may avoid using services when the providers use AI because they have a less favorable impression of the service provider.

Zhao, Yujie (Jay) *, Pete Pengcheng Zhou *, and Zengxiang Chen, “The Hidden Cost of Efficiency: Generative AI Reduces Donor Engagement Through Extrinsic Motivation Inferences” Under 2nd Round Review at the *Journal of Business Ethics* (*denotes equal authorship)

As charitable organizations increasingly turn to generative artificial intelligence (GenAI), this technology adoption—unlike in corporate settings—may conflict with donor expectations of genuine altruistic motivation rather than operational efficiency. Across five studies, we demonstrate that charities using AI reduce donor engagement compared to using staff members. A field experiment on Facebook revealed significantly lower click-through rates for AI-labeled charitable ads (Study 1, N = 118,927). Controlled experiments (Studies 2-3, N = 761) confirmed this negative effect and showed that charitable AI usage heightens perceptions of extrinsic organizational motivation while diminishing perceived authenticity—sequential mediators that explain reduced charitable giving. Study 4 (N = 599) demonstrated that when charitable AI usage is framed around intrinsic motivations, the observed negative effects are attenuated. Crucially, entity type moderates this phenomenon: Corporations avoid backlash for charitable AI usage, whereas nonprofits experience significantly greater negative effects (Study 5, N = 995). These findings introduce a novel motivational perspective to AI adoption research and provide actionable guidelines for organizations adopting AI technology in charitable activities.

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”

Revise for Resubmission at the *International Journal of Research in Marketing* (*denotes equal authorship)

This research investigates how perceived economic mobility affects consumers' engagement in dependency-oriented charitable giving, which provides immediate relief for recipients' pressing problems rather than empowering recipients with the skills and knowledge to address their own challenges. Through a series of four studies, including an analysis of a representative secondary dataset, the findings reveal that individuals with a higher (vs. lower) perceived economic mobility are less inclined to contribute to dependency-oriented charitable giving, primarily due to diminished empathy towards recipients. Importantly, this research also uncovers a key moderating factor: framing charitable appeals as autonomy-oriented. The moderating effect offers crucial insights and actionable strategies for policymakers and non-profit organizations seeking to counteract the decline in dependency-oriented charitable giving associated with high perceived economic mobility.