

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, 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)

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 *International Journal of Research in 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 & Resubmit at the Journal of Business Ethics*

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 Differently with

GenAI?" Under Review at the *Journal of 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, "AI Output Modification" (two 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)

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 Differently with GenAI?" *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

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

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 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)
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	Daniel Sullivan
Advanced Social Psychology	Jeff Greenberg
Judgment and Decision Making I & II	Tamar Kugler
Introduction to Cognitive Science	Anna Dornhaus
Cognitive Science Colloquium (×3)	Jonathan Tullis

Computational Social Science

Applied Natural Language Processing	Egoitz Laparra
Data Mining and Discovery	Yan Han
Computational Social Science	Charles Gomez
Introduction to Human-Computer Interaction	Ryan Rucker

REFERENCES

Caleb Warren (Chair)

Eckert Professor of Marketing
 Eller College of Management
 University of Arizona
 calebwarren@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

Mrinal Ghosh (Collaborator)

Professor of Marketing
Gary M. Munsinger Endowed Chair in
Entrepreneurship & Innovation
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Yujie Zhao (Committee member)

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