

## Wei (Steven) XU

Tianjin, China — xuwei\_steven@163.com — (+86) 137-2368-1819 — www.stevenweixu.com

### EDUCATION

**Nankai University (985 & 211 Project, ARWU Subjects Ranking: 34)**

MPhil. in Tourism Management

**Weighted Average Score:** 90.85/100 — **Rank:** 5/29

Tianjin, China

Sep. 2022 — Jun. 2025 (Expected)

Supervisor: Prof. Xiaoyi Li

**South China Normal University (211 Project, ARWU Subjects Ranking: 65)**

B.Mgt. in Exhibition Economy and Management

**Weighted Average Score:** 88.89/100 — **GPA:** 3.89/5.0 — **Rank:** 5/65 (Top 7.7%)

Guangzhou, China

Sep. 2018 — Jun. 2022

Supervisor: Prof. Jun Li

### RESEARCH INTEREST

Service Technology Innovation, Sensory Marketing, Persuasion in Advertising, Service Marketing

### PUBLICATION (\* = Corresponding Author)

[1] **Are They Companions or Intruders? The Impact of Advertising Tourist Images on Consumers' Purchase Intention for Tour Packages**

Xiaoyi Li, **Wei Xu\***, Yanchang Yang.

*Current Issues in Tourism*, 2025, 1-19. (SSCI Q1, ABS2, IF=5.7, DOI: <https://doi.org/10.1080/13683500.2025.2458732>)

[2] **New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective**

Xiaoyi Li, **Wei Xu\***, Chunxiao Li.

In Chinese

*Tourism Tribune*, 2024, 39(2):49-60. (CSSCI, IF=5.91, DOI: <https://doi.org/10.19765/j.cnki.1002-5006.2024.02.010>)

Reprinted by CSSE (China Social Science Excellence): <https://tas.nankai.edu.cn/info/1019/5715.htm>

[3] **Liquid Life: The Logic of Mobility and Life Strategies of Digital Nomads**

Jia Xie\*, Yanchang Yang, Xuan He, **Wei Xu**

In Chinese

*Tourism Science*, 2024, 38(5):41-56. (CSSCI, IF=4.138, DOI: <https://doi.org/10.16323/j.cnki.lykx.2024.05.003>)

### CONFERENCE PRESENTATION (\* = Corresponding Author)

[1] **New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective**

Xiaoyi Li, **Wei Xu\***, Chunxiao Li.

*Best Paper Award*, Invited Presentation

**My Role:** Presenter

China Tourism Research Annual Conference, 2023, Wuhu, China

Conference Link: <https://mp.weixin.qq.com/s/a0icz5NcqzfDMX5sEqQ-Mg>

[2] **A Study On Consumers' Travel Intention During the COVID-19 Normalization Period: From the Perspective of Attitudinal Ambivalence**

**Wei Xu**, Jun Li\*.

Invited Presentation

**My Role:** Presenter

Tourism Science Annual Conference, 2022, Online, China

Conference Link: <https://mp.weixin.qq.com/s/Ll-X6JkFsBXi50nzJnU1aA>

### RESEARCH EXPERIENCE

[1] **New Construction of Unusual Theory: Based on Embodied Cognition and Dual-system Perspective**

\* **My Role:** Main Contributor / Supervisor: Prof. Xiaoyi Li & Prof. Chunxiao Li

Sep. 2022 — Feb. 2024

\* Took the unusual theory (a fundamental theory in tourism) as the object, identified the gaps between the theory and practice, and reconstructed the theory based on embodied cognition and dual-system perspectives.

\* Took the tourist's environmental information processing as entry point, utilized the new unusual theory to explain the behavioral alienation phenomena of tourist, and broadened the application scope of unusual theory from physical realms to virtual dimensions.

\* Finished the whole manuscript individually under supervisors' guidance (including all theoretical models), submitted and revised the paper. Presented the paper in 2023 China Tourism Research Annual Conference and won the best paper award.

[2] **Are They Companions or Intruders? The Impact of Advertising Tourist Images on Consumers' Purchase Intention for Tour Packages**

\* **My Role:** Main Contributor / Supervisor: Prof. Xiaoyi Li

Dec. 2022 — Dec. 2024

\* Proposed hypothesis and theoretical model based on the cognitive consistency theory, examined the interaction effect between advertising tourist images and tour package types (including group tour package and self-guided tour package), participated in experiment design and data collection, responsible for data analysis, prepared and revised the manuscript.

\* Utilized Python to capture 900 photo advertisements on Ctrip.com, analyzed the features of the ads by manual coding.

\* Completed the experiment data analysis and visualization (three sets of experiments with 468 sample size): used SPSS to complete ANOVA analysis, independent sample T-test, etc.; used PROCESS Model 4 to examine the mediating effect; used R to finish floodlight analysis and output Johson-Neyman plot.

[3] **Show Order or Disorder? The Impact of Natural Landscape Images' Visual Entropy on Tourists' Preference**

\* **My Role: Research Leader / Graduate Thesis /** Supervisor: Prof. Xiaoyi Li Feb. 2024 — Present

\* The research aims to explore how visual entropy affect tourists' preferences for natural landscapes.

\* Completed literature review and proposed hypothesis, designed the original experimental method. Completed three studies to establish the relationship between visual entropy of landscape images and tourist judgment for landscape types.

[4] **Crowding-Out or Complementing? Experimental Study on the Interaction Between Material Incentives and Social Preferences / National Social Science Foundation Project (No. 23BJL124)**

\* **My Role: Project Member /** Research Leader: Prof. Xiaoyi Li Sep. 2023 — Present

\* The project aimed to explore the complementary and crowding-out effects of economic incentives on the social preferences of incentivized individuals under different interaction structures and incentive approaches.

\* Participated in writing the project proposal, designing and implementing the research, and was listed as the project member.

[5] **Liquid Life: The Logic of Mobility and Life Strategies of Digital Nomads**

\* **My Role: Research Assistant /** Research Leader: Prof. Jia Xie Sep. 2023 — Apr. 2024

\* Participated in the field research in the DNA digital nomad community (Huzhou, Zhejiang province) for a month, completed interviews with 12 digital nomads and 1 community manager, and completed the transcription of the interviewing texts.

\* Participated in reviewing, editing and revising the manuscript.

[6] **A Study On Consumers' Travel Intention During the COVID-19 Normalization Period: From the Perspective of Attitudinal Ambivalence**

\* **My Role: Research Leader / Undergraduate Thesis /** Supervisor: Prof. Jun Li Mar. 2021 — Aug. 2022

\* Took the normalization period of COVID-19 as background, designed an inter-group experiment (418 sample size) based on the theory of attitudinal ambivalence, to explore the influence mechanism of perceived epidemic risk and perceived attraction of the destinations on consumers' travel intentions.

\* Earned Outstanding Undergraduate Thesis award, and presented in 2022 Tourism Science Annual Conference.

## WORK EXPERIENCE

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[Full-time Internship] **Sales Management Intern, Mars, Inc.** Mar.2022 — Jun.2022

[Part-time] **School Grade Assistant, School of Tourism Management, SCNU.** Sep.2019 — Jun.2022

[Full-time Internship] **Market Investment Intern, JINGDONG Property, Inc.** Oct.2021 — Feb.2022

[Part-time Internship] **Tour Design Intern, Guangdong Teen Leader Education Investment Co.** May.2020 — Oct.2021

## SELECTED AWARD & SCHOLARSHIP

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**Best Conference Paper Award, 2023 China Tourism Research Annual Conference, National Level** 2023

**First Class Exam-Free Postgraduate Scholarship, Nankai University, University Level** 2022

**Outstanding Undergraduate Thesis, South China Normal University, University Level** 2022

**First Class Scholarship (2021-2022), South China Normal University, University Level** 2022

**Nation Scholarship for Undergraduate, Ministry of Education, PRC., National Level** 2021

**Top 100 Outstanding Undergraduate Student, South China Normal University, University Level** 2021

**First Class Scholarship (2020-2021), South China Normal University, University Level** 2021

## SELECTED PRIZE

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**Silver Award, China International 'Internet+' Competition, Ministry of Education, PRC., International Level** 2021

**First Price, Heritage Conservation Proposal Competition, Sun Yat-sen University, National Level** 2021

**Second Price, Sustainable Business Case Study Competition, University of Macau, National Level** 2021

**Second Price, Service Outsourcing Entrepreneurship Competition, Ministry of Education, PRC., National Level** 2020

**First Price, Business Elite Challenge Competition, CCOIC Commercial Chamber of Commerce, National Level** 2020

**Second Price, Green Exhibition Innovation Competition, Department of Commerce, Jiangxi, National Level** 2019

## COMMUNITY SERVICE

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[Part-time] **Volunteer Member, Guangdong Volunteer Federation** Oct.2013 — Present

[Full-time] **Group Leader, 2020 Public Service Poverty Alleviation Group, SCNU** Aug.2020 — Aug.2020

[Full-time] **Group Member, 2019 Public Service Poverty Alleviation Group, SCNU** Jul.2019 — Jul.2019

## SKILL

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**Languages:** English (fluent, **TOEFL 101-R27-L25-S22-W27, GRE 321**), Mandarin (native), Cantonese (fluent)

**Data Analysis:** SPSS (master), Amos (master), Python (Data Crawling, Sentimental Analysis), R (basic), ROST, GPower

**Office Tools:** Microsoft Office (Word, Excel, PowerPoint), LaTeX, GitHub, Photoshop, ChatGPT, Midjourney