

# Wei (Steven) XU

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## 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 — Rank: 5/65 (Top 7.7%)**

Guangzhou, China

Sep. 2018 — Jun. 2022

Supervisor: Prof. Jun Li

## RESEARCH INTEREST

Sensory Marketing, Digital Marketing, Consumer Information Processing and Preference

## PUBLICATION & MANUSCRIPT

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

Xiaoyi Li, Wei Xu\* (*corresponding author*), Chunxiao Li.

In Chinese

**Tourism Tribune**, 2024, 39(2):49-60. (CSSCI, IF=5.654, 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>

[2] **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=3.861, DOI: <https://doi.org/10.16323/j.cnki.lykx.2024.05.003>)

[3] **Are They Companions or Intruders? The Impact of Advertising Tourists' Images on Consumers' Purchase Intention to Tour Packages**

Xiaoyi Li, Wei Xu\* (*corresponding author*), Yanchang Yang.

**Current Issues in Tourism (SSCI Q1, ABS2), First Round Revision**

## CONFERENCE PRESENTATION

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

Xiaoyi Li, Wei Xu\* (*corresponding author*), Chunxiao Li.

**Best Paper Award**, Invited Presentation

**China Tourism Research Annual Conference**, 2023, Wuhu, China

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

Wei Xu (*first author*), Jun Li\*.

Invited Presentation

**Tourism Science Annual Conference**, 2022, Online, China

## 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, sorted out its origin and development, identified the gaps of the theory, 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. Gave presentation in 2023 China Tourism Research Annual Conference and won the best paper award.

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

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

Dec. 2022 — Present

\* Proposed hypothesis and theoretical model based on the cognitive consistency theory, examined the impact of advertising tourists' images on consumers' purchase intention to different types of tour packages (including group tour package and self-guided tour package), participated in experiment design and data collection, prepared 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 (three sets of experiments with 468 sample size) analysis and visualization: used SPSS to finish one & two way-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 review, 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.  
\* Gained Outstanding Undergraduate Thesis award, and gave a presentation in 2022 Tourism Science Annual Conference.

**SELECTED HONOR & AWARD**

Nation Scholarship for Undergraduate, <i>Top 1%</i>	2021
Top 100 Outstanding Undergraduate Student, <i>Top 1%</i>	2021
First Class Undergraduate Scholarship, <i>Top 4%</i>	Twice: 2021, 2022
Outstanding Undergraduate Thesis, <i>Top 5%</i>	2022
First Class Exam-Free Postgraduate Scholarship, <i>Top 7%</i>	2022
Silver Award, The 7th China International 'Internet+' Innovation and Entrepreneurship Competition, <i>Top 1%</i>	2021
Best Paper Award, 2023 China Tourism Research Annual Conference, <i>Top 3%</i>	2023
Second Price, The 11th National College Service Outsourcing Innovation and Entrepreneurship Competition, <i>Top 3%</i>	2020
First Price, 2020 National College Business Elite Challenge Competition, <i>Top 1%</i>	2020
First Price, The 10th Heritage Conservation Proposal Competition for Chinese College Students, <i>Top 1%</i>	2021
Second Price, 2021 Guangdong Hong Kong Macau Greater Bay Area Sustainable Business Case Study Competition	2021

**INTERNSHIP & EMPLOYMENT**

[Full-time] Sales Management Intern, <i>Mars, Inc.</i>	Mar.2022 — Jun.2022
[Full-time] Market Investment Intern, <i>JINGDONG Property, Inc.</i>	Oct.2021 — Feb.2022
[Part-time] Educational Tour Design Intern, <i>Guangdong Teen Leader Education Investment Co.</i>	May.2020 — Oct.2021
[Part-time] School Grade Assistant, <i>School of Tourism Management, SCNU.</i>	Sep.2019 — Jun.2022

**SKILL**

**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