

Curriculum Vitae

Xingyi Zhang

Department of Hospitality Management
College of Merchandising, Hospitality & Tourism
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EDUCATION

Iowa State University, Ames, Iowa, USA (Jul. 2021)

- Doctor of Philosophy, Major: Hospitality Management (Minor: Statistics)
- Concentration: Consumer Behavior, Marketing, Sustainability, Event and Festival Management

Iowa State University, Ames, Iowa, USA (May 2017)

- Master of Science, Major: Hospitality Management
- Concentration: Marketing, Sustainability, Tourism Management
- Master's Thesis: Clubs' environmentally responsible behavior: The perspectives of club managers in North America

Capital Normal University, Beijing, China (Jun. 2012)

- Bachelor of Science, Major: Tourism Management
- Concentration: Tourism and Hotel Management

PROFESSIONAL CERTIFICATIONS

Certificate in Quantitative Psychology (May. 2021). Department of Psychology, Iowa State University

CVENT Certified Event Marketing Strategy & Hybrid Events (Dec. 2020). CVENT

Quality Matters (QM) Certificate of Completion: Independent Applying the QM Rubric (Nov. 2020). Quality Matters

Certificate in Business Analytics (Sep. 2020). Debbie and Jerry Ivy College of Business, Iowa State University

Certification in Hotel Industry Analytics (May 2020). American Hotel & Lodging Educational Institute

PROFESSIONAL EXPERIENCE

Assistant Professor, University of North Texas (Aug. 2021 – present)

- Course: EDEM 3510 Entertainment and Experiences in Hospitality and Events (3 credits)
- Course Delivery Mode: In-person
- Average student number: 14
- Teach introduction, strategies, planning methods related to entertainment-based events; lead students projects; create course materials; manage the connections between students and industry professionals

Instructor, Iowa State University (Aug. 2019–May 2021)

- Course: EVENT 471 Special Events Coordination (3 credits)
- Course Delivery Mode: In-class, hybrid, and online
- Average student number each semester: 90
- Taught special event strategies and managerial techniques with event planning and marketing; lead project proposals for industry clients; lead field trips; advise students from various academic backgrounds; created exams and quizzes; graded and evaluated course assignments and projects

GIS Technician, Iowa State University Geographic Information Systems Facility, Ames, Iowa, USA. (May 2016–Jan. 2018)

- Prepared and organized geographical data for the Iowa Best Management Practices
- Digitized sustainable practices in farmlands in the State of Iowa
- Assisted in planning and implementing the “Earth as Art” satellite image exhibition

Project Executive, SYMA Exhibition Engineering Co Ltd., Beijing, China. (Nov. 2012–Jul. 2014)

- Collaborated with graphic designers on exhibition booth design
- Communicated with exhibition organizers about project setup and construction policies
- Prepared project tender and function sheet
- Supervised and monitored booth construction progress
- Provided on-site service for clients

Event Operator, China Comfort Travel Agency, Beijing, China (Feb. 2012–Apr. 2012)

- Assisted customers with event venue selection
- Prepared financial reports for the clients
- Provided business conference on-site service to customers

Intern, Sofitel Wanda Beijing, Beijing, China (Jul. 2011–Jan. 2012)

- Provided customers with check-in and check-out service, foreign currency exchange, and information consultation
- Collected and managed guests’ and hotel loyal members’ information
- Prepared daily financial reports for the front office manager

PROFESSIONAL AND ACADEMIC MEMBERSHIPS

Professional Convention Management Association (PCMA)

International Council of Hotel, Restaurant, and Institutional Education (ICHRIE)

PUBLICATIONS

REFEREED JOURNAL ARTICLES (PUBLISHED)

Zhang, X., Xu, Y., Jeong, E. H., & Olson, E. D. (2021). Understanding event attendees' intentions to participate food waste reduction (FWR) practices: the role of perceived CSR value and perceived usefulness. *Journal of Convention & Event Tourism*, DOI: [10.1080/15470148.2021.1949416](https://doi.org/10.1080/15470148.2021.1949416)

Zhang, X., Shao, X., Jeong, E. H., & Jang, S. C. S. (2021). The effects of restaurant green demarketing on green skepticism and dining intentions: Investigating the roles of benefit associations and green reputation. *International Journal of Hospitality Management*, 97, 103007. DOI: [10.1016/j.ijhm.2021.103007](https://doi.org/10.1016/j.ijhm.2021.103007)

Zhang, X., Shao, X., Jeong, E., & Olson, E. (2021) I am worth more than you think I am: Investigating the effects of upcycling on event attendees' recycling intention. *International Journal of Hospitality Management*, 102888. DOI: [10.1016/j.ijhm.2021.102888](https://doi.org/10.1016/j.ijhm.2021.102888)

Zhang, X., Jeong, E. H., Olson, E. D., & Evans, G. (2020). Investigating the effect of message framing on event attendees' engagement with advertisement promoting food waste reduction. *International Journal of Hospitality Management*, 89, 102589. DOI: [10.1016/j.ijhm.2020.102589](https://doi.org/10.1016/j.ijhm.2020.102589)

Zhang, X. & Lee, S. (2020) J. Clubs' environmentally responsible behavior: The perspectives of club managers in North America. *International Journal of Hospitality and Tourism Administration*. DOI: [10.1080/15256480.2020.1862015](https://doi.org/10.1080/15256480.2020.1862015)

REFEREED CONFERENCE PROCEEDINGS

Zhang, X. & Lee, S. J. (2021). Differences on Pro-Environmental Behaviors between Airbnb and Hotel Guests: The Roles of Guest-Host Interaction, Awareness of Consequences, and Place Attachment. 2021 ICHRIE Conference Marketplace & Expo, Virtual Meeting, 2021. (*Accepted and presented*)

Zhang, X., Jeong, E. H., Shao, X., & Olson, E. D. (2021). Effects of Product Transformation Salience (PTS) on Event Attendees' Recycling Intentions: Do gender and age matter? 26th APTA (Asia Pacific Tourism Association) Annual Conference, Virtual Meeting, Jun. 30-Jul.3, 2021. (*Accepted and presented*)

- Shao, X., Jeong, E. H., **Zhang, X.**, & Jang, S. C. S. (2021). Effect of Green Demarketing in Restaurants: Do consumers' level of green skepticism, gender, and level of income matter? Global Conference on Services and Retail Management, Virtual Meeting, May 10-13, 2021. (*Accepted and presented*)
- Zhang, X.**, Shao, X., & Jeong, E. H. (2021). Are green demarketing advertisements effective in promoting green restaurants? An investigation of consumers perceptions and brand equity. 2021 ICHRIE Conference Marketplace & Expo, Washington D. C, 2021 (*Accepted*).
- Zhang, X.**, Jeong, E. H., Shao, X., & Olson, E. D. (2021). The Effect of Upcycling in Promoting Event Attendees' Intention to Recycle: A Moderated Mediation Analysis. The 26th Annual Graduate Education & Graduates Student Research Conference in Hospitality & Tourism. Houston, TX, Jan. 08-09, 2021. (*Accepted and presented*)
- Zhang, X.**, Shao, X., & Jeong, E. H. (2020). Are green demarketing advertisements effective in promoting green restaurants? An investigation of consumers' perceptions and brand equity. The 25th Annual Graduate Education & Graduates Student Research Conference in Hospitality & Tourism. Las Vegas, NV, Jan. 03-05, 2020. (*Accepted and presented*)
- Zhang, X.**, Jeong, E. H., Olson, E. D., & Evans, G. (2019). Using advertising message framing to reduce food waste at conventions and events. 2019 ICHRIE Conference Marketplace & Expo, New Orleans, Louisiana, Jul. 24-26, 2019. (*Accepted and presented*)
- Zhang, X.** & Lee, S. J. (2019). The role of place attachment in predicting Airbnb users' environmentally responsible behavior. The 24th Annual Graduate Education & Graduates Student Research Conference in Hospitality & Tourism. Houston, TX, Jan. 03-06, 2019. (*Accepted and presented*)
- Zhang, X.** & Lee, S. J. (2018). The effects of host-guest interaction on Airbnb users' environmentally responsible behavior. 2018 Central CHRIE Federation conference. Ames, IA, Apr. 06-07, 2018. (*Accepted and presented*)
- Zhang, X.** & Lee, S. J. (2017). Clubs' environmentally responsible behavior: The perspectives of club managers in North America. The 22nd Annual Graduate Education & Graduates Student Research Conference in Hospitality & Tourism. Houston, TX, Jan. 05-08, 2017. (*Accepted and presented*)

RESEARCH GRANT/PROJECTS

- Olson, E. D., & **Zhang, X.** (2019). Association membership survey. LGBT Meeting Professionals Association. (Report)
- Olson, E. D., Jeong, E. H., Evans, G., & **Zhang, X.** (2018). Using advertising message framing to reduce food waste at convention and events. Society for Hospitality and Foodservice Management Foundation. (\$15,000)

HONORS & AWARDS

Certificate in Preparing Future Faculty Scholar (May.2021).Center for Excellence in Learning and Teaching, Iowa State University

OTHER SCHOLARLY ACTIVITIES

AD/HOC REVIEWER

International Journal of Hospitality Management (Jul. 2020–Present)

- Number of Manuscripts Reviewed: 5

SERVICE AND ACTIVITY

President, Graduate Student Association of Hospitality Management, Department of Apparel, Events, and Hospitality Management, Iowa State University (Aug. 2018– May 2021)

- Organize and lead group meetings
- Plan and coordinate group events

Student Representative, Computation Advisory Committee (CAC), Human Science College, Iowa State University (Aug. 2019–May 2020)

- Advised the allocation of CAC funds
- Reviewed, evaluated, and recommended CAC proposals for purchasing educational technology

Student Representative, Committee on the Advancement of Student Technology for Learning Enhancement, Iowa State University (Aug. 2019–May 2020)

- Advised and made recommendations to the university president regarding instructional and innovative technology to impact student educational opportunities at Iowa State University.
- Reviewed and evaluated the assessment, collection, and appropriate expenditure of the university student technology fee.
- Advised the office of Information Technology Services on technology priorities for the advancement of educational opportunities and services

Treasurer, Graduate Student Association of Hospitality Management, Department of Apparel, Events, and Hospitality Management, Iowa State University (Aug. 2017–May 2018)

- Planned and coordinated group events
- Purchased office supplies and other necessary services
- Organized organization assets and conducted inventory management

Editing Assistant, The 23rd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Jan. 3-5, 2018, Fort Worth, TX (2018)

- Created and edited conference proceedings