LAVI PENG

Assistant Professor
Hospitality and Tourism Management Department
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EDUCATION

The Pennsylvania State University, USA 2025
Ph.D. in Hospitality Management

The Hong Kong Polytechnic University, Hong Kong SAR 2019
M.S. in Hospitality Management

Ecole Hôtelière Vatel Nîmes, France 2017
B.S. in Hospitality Management

RESEARCH INTERESTS

- Service Technology
- Consumer Well-Being
- Foodservice Management

PUBLICATIONS

1. **Peng, Z.**, Mattila, A. S., & Sharma, A. (2025). Gendered robots and persuasion: The interplay of the robot's gender, the consumer's gender, and their power on menu recommendations. *Journal of Hospitality and Tourism Management*, *62*, 294-303.
2. Xue, J., **Peng, Z.**, & Mattila, A. S. (2025). Natural vs. Created Brand-Cause Fit: Shaping Consumer Responses to Sociopolitical Activism in Hospitality. *Journal of Hospitality & Tourism Research*, 10963480251352227.
3. **Peng, Z.**, Luo, A. & Mattila, A. (2024). Too busy to (lose) control? The influence of busyness and sense of power on consumers' food responses. *International Journal of Hospitality Management, 120*, 103754.
4. **Peng, Z.**, Luo, A., & Mattila, A. (2024). An angular vs. circular servicescape? The impact of shape cues and music tempo on solo diners. *International Journal of Hospitality Management, 118*, 103687.
5. Atanga, B., **Peng, Z.**, & Mattila, A. (2024). Customer misbehavior: The impact of a symbolic recovery strategy and cultural tightness-looseness on observing customers. *Journal of Hospitality and Tourism Management, 60,* 63-71.
6. Denizci-Guillet, B. D., Mattila, A., **Peng, Z.**, & Gao, Y. (2024). Face consciousness and moral ambiguity: Consumers' willingness to patronize hospitality knockoff brands. *Journal of China Tourism Research*, *21*(1), 69-86.
7. Denizci-Guillet, B. D., Mattila, A., **Peng, Z.**, & Gao, Y. (2022). The joint influence of the timing and framing of an online upselling message on consumer perceptions: the roles of construal level and reactance. *International Journal of Contemporary Hospitality Management, 34*(7), 2516-2534.
8. Denizci-Guillet, B. D., Jiang, T., **Peng, Z.**, & Law, R. (2021). Chinese travelers' perceptions of demand-based pricing strategies of high-speed rail: a conjoint analysis approach. *Journal of Revenue and Pricing Management,* 1-13.

UNDER-REVIEW

1. **Peng, Z.**, & Mattila, A. Chatbots vs. voice bots: how does communication modality with conversational agents shape consumers' prosocial behavior? *Tourism management.*
2. **Peng, Z.**, Yu, H., & Mattila, A. Voice AI in drive-thru: how does it influence consumer food choices? *International Journal of Hospitality Management*.
3. Yu, H., **Peng, Z.**, Legendre, T., & Mattila, A. When handmade effect reduces food safety vigilance: how to decrease consumers' risky choice towards handmade risky food? *International Journal of Hospitality Management.*
4. Atanga, B., **Peng, Z.**, & Mattila, A. The impact of political ideology on consumers' response to novel foods. *International Journal of Contemporary Hospitality Management*.

CONFERENCE PRESENTATIONS

1. **Peng, Z.**, Yu, H., & Mattila, A. S. (2025). Voice AI in drive-thru: how does it influence consumers' food choices? *Society for Consumer Psychology*. Las Vegas, NV.
2. **Peng, Z.**, Yu, H., & Mattila, A. S. (2025). Voice AI in drive-thru: how does it influence consumers' food choices? *The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.* Houston, TX.
3. Yu, H., **Peng, Z.**, Legendre, T., & Mattila, A. (2024). When handmade food is riskier: the role of food safety intervention and human care in message framing*. 2024 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference*. Montréal, Québec.
4. **Peng, Z.**, Yu, H., & Mattila, A. (2024). Ban on gas stoves: how do consumers and restaurants respond to it? *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.* Miami, FL.
5. Atanga, B., **Peng, Z.**, Nguyen, A., & Mattila, A. (2024). How political ideology shapes consumers' responses to novel foods. *The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Miami, FL.
6. **Peng, Z.**, Luo, A., Mattila, A. S. (2023). Feeling busy: the dual effect of busyness on consumers' food preferences*. 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference*. Phoenix, AZ.
7. Atanga, B., **Peng, Z.**, & Mattila, A. The impact of storytelling on consumer response to corporate sociopolitical activism (CSA). *2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference.* Phoenix, AZ.
8. **Peng, Z.**, Luo, A., Mattila, A. (2023). The effect of shape cues on solo dining experience. *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Orange, CA.
9. Atanga, B., **Peng, Z.**, Mattila, A. (2023). Customer misbehavior: the joint impact of symbolic recovery strategy and cultural tightness-looseness on observing customers' recovery satisfaction. *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.* Orange, CA.
10. Xue, J., **Peng, Z.**, Mattila, A. (2023). Message framing, brand-cause fit type, consumer-brand stance agreement: the case of a corporate sociopolitical activism (csa) campaign. *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism.* Orange, CA.

TEACHING EXPERIENCE

- **Instructor of Record**
  The Pennsylvania State University, University Park, PA, USA
  - HM265W: Teams and Leadership in Hospitality Management — Spring 2025
  - HM344: Digital Marketing Hospitality Management — Fall 2024
- **Teaching Assistant** — Fall 2021 – Spring 2024
  The Pennsylvania State University, University Park, PA, USA
  - HM 230: Introduction to Food Production & Service
  - HM 442: Hospitality Marketing
  - HM 492: Advanced Professional Seminar in Hospitality Management
  - HM 490: Strategic Hospitality Management
  - HM 203: Professional Development
  - HM 208: Social, Cultural, and Health Influences of Alcohol
- **Guest Speaker**
  The Pennsylvania State University, University Park, PA, USA
  - HM271: Hospitality Information Technology Fundamentals — Fall 2024
  - HM230: Food Production and Service Management — Fall 2021, Fall 2023, Spring 2024
  - HM442: Hospitality Marketing — Fall 2023
- **Research/Teaching Associate** — April 2019 – August 2021
  The Hong Kong Polytechnic University, Hong Kong SAR

RESEARCH AWARDS

- **Best Paper Nomination** — 2024
  29th Graduate Education and Graduate Research Conference in Hospitality and Tourism
  Title: How political ideology shapes consumers' responses to novel foods
- **Grimes-Nicholson Technology Award** — 2024
  The Pennsylvania State University
  Title: Gendered robots and persuasion: the interplay of the robot's gender, the consumer's gender, and their power on menu recommendation
- **Best Paper Award** — 2023
  28th Graduate Education and Graduate Research Conference in Hospitality and Tourism
  Title: Customer misbehavior: the joint impact of symbolic recovery strategy and cultural tightness-looseness on observing customers

PROFESSIONAL EXPERIENCE

- Before entering academia, gained operational experience in luxury and midscale hospitality settings across China and Europe, including Four Seasons Hotel Hangzhou, Hotel Warwick Brussels, Novotel Mâcon Nord, and Hôtel & Spa Vatel. Roles included front desk, HR, and food & beverage operations.

CERTIFICATION

- **Schreyer Institute for Teaching Excellence** — Spring 2024
  The Pennsylvania State University
- **Online Teaching for Graduate Student Certificate** — Fall 2023
  The Pennsylvania State University

SERVICE

- **Ad Hoc Reviewer** 2022 – Present
  - International Journal of Hospitality Management
  - International Journal of Contemporary Hospitality Management
  - Journal of Interactive Advertising
  - Journal of Sustainable Tourism
  - Journal of Hospitality & Tourism Research
  - Journal of Hospitality and Tourism Management
  - Journal of Hospitality and Tourism Technology
  - Journal of Hospitality & Tourism Education
  - Conference Paper Reviewer, 2023 ICHRIE