

# ZIXI (LAVI) PENG

Assistant Professor  
Hospitality and Tourism Management Department  
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## EDUCATION

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<b>The Pennsylvania State University, USA</b> Ph.D. in Hospitality Management	2025
<b>The Hong Kong Polytechnic University, Hong Kong SAR</b> M.S. in Hospitality Management	2019
<b>Ecole Hôtelière Vatel Nîmes, France</b> B.S. in Hospitality Management	2017

## RESEARCH INTERESTS

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- Service Technology
- Healthy Eating
- Prosocial Behavior

## PUBLICATIONS

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1. Xue, J., **Peng, Z.**, & Mattila, A. (in press). How the dual nature of brand-cause fit affects the effectiveness of corporate sociopolitical activism (CSA). *Journal of Hospitality & Tourism Research*.
2. **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.
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

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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

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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

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- **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

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- **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  
*28<sup>th</sup> 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

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- 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

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

## SERVICE

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- **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