

Zixi (Lavi) Peng, Ph.D.

Assistant Professor
Hospitality & Tourism Management Department
Isenberg School of Management
University of Massachusetts Amherst
E-mail: lavipeng@isenberg.umass.edu

EDUCATION

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

RESEARCH INTERESTS

Consumer behavior and service marketing in hospitality, tourism, and foodservice, with an emphasis on AI-enabled service experiences and foodservice marketing.

PEER-REVIEWED JOURNAL ARTICLES

1. **Peng, Z. L.**, & Mattila, A. (2026). How AI modality shapes tourists' prosocial behaviors. *Annals of Tourism Research*, 116, 104100.
2. **Peng, Z. L.**, Yu, H., & Mattila, A. (2026). From human to AI: Understanding the impact of voice AI on consumers' food choices. *International Journal of Hospitality Management*, 134, 104537.
3. Yu, H., **Peng, Z. L.**, Legendre, T., & Mattila, A. (2026). Human touch vs. Food safety: How information interventions impact the handmade food halo. *International Journal of Hospitality Management*, 139, 104770.
4. **Peng, Z. L.**, 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.
5. Xue, J., **Peng, Z. L.**, & Mattila, A. S. (2025). Natural vs. created brand-cause Fit: Shaping consumer responses to sociopolitical activism in hospitality. *Journal of Hospitality & Tourism Research*, 10963480251352227.
6. **Peng, Z. L.**, 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.
7. **Peng, Z. L.**, 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.
8. Atanga, B., **Peng, Z. L.**, & 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.
9. Denizci-Guillet, B. D., Mattila, A., **Peng, Z. L.**, & Gao, L. (2024). Face consciousness and moral

ambiguity: consumers' willingness to patronize hospitality knockoff brands. *Journal of China Tourism Research*, 21(1), 69–86.

10. Denizci-Guillet, B. D., Mattila, A., **Peng, Z. L.**, & 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.
11. Denizci-Guillet, B. D., Jiang, T., **Peng, Z. L.**, & 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.

MANUSCRIPTS UNDER REVIEW

1. **Peng, Z. L.**, Atanga, B., & Yu, H. How Epistemic and Aleatory Uncertainties Shape Tourists' Reliance on AI Advisor? Manuscript under review.
2. **Peng, Z. L.**, Yu, H., & Mattila, A. Missing the Flame: The “Fire = Tasty” Lay Belief and Sustainable Hospitality Transitions. Manuscript under review.

CONFERENCE PRESENTATIONS

1. **Peng, Z. L.**, & Mattila, A. S. (2025). How AI modality shapes tourists prosocial behaviors? *Association of Consumer Research*. Washington, DC.
2. **Peng, Z. L.**, 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.
3. **Peng, Z. L.**, 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.
4. Yu, H., **Peng, Z. L.**, 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.
5. **Peng, Z. L.**, 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.
6. Atanga, B., **Peng, Z. L.**, 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.
7. **Peng, Z. L.**, 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.
8. Atanga, B., **Peng, Z. L.**, & 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.
9. **Peng, Z. L.**, 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.
10. Atanga, B., **Peng, Z. L.**, & 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.

11. Xue, J., **Peng, Z. L.**, & 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.

RESEARCH AWARDS

- **Best Paper Award** 2026
2026 International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Annual Conference
Title: How epistemic versus aleatory uncertainty shapes tourists' reliance on AI advisors
- **Best Paper Finalist** 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

TEACHING EXPERIENCE

- **Instructor of Record**
The University of Massachusetts Amherst, Amherst, MA, USA
 - HT-MGT 240: Lodging Operations Management Fall 2025
 - HT-MGT 250: Food Service Management Fall 2025, Spring 2026
- **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
- **Research Associate** April 2019 – August 2021
The Hong Kong Polytechnic University, Hong Kong SAR
- **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
- **Guest Speaker**
- Sumy State University, Sumy Oblast, Ukraine*
- A remote lecture: AI solutions for business Fall 2024

TEACHING CERTIFICATES

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

INDUSTRY EXPERIENCE

Hospitality operations experience in luxury and midscale hotel settings across China, Belgium, and France, including Four Seasons Hotel Hangzhou, Hotel Warwick Brussels, Novotel Mâcon Nord, and Hôtel & Spa Vatel Nîmes. Areas of exposure included front office, human resources, and food and beverage operations.

SERVICE

- **Ad-hoc Reviewer** 2022 – Present
- Annals of Tourism Research
- Conference Paper Reviewer, 2023 ICHRIE
- Conference Paper Reviewer, 56th Annual TTRA International Conference
- Conference Paper Reviewer, The 31st Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- International Journal of Contemporary Hospitality Management
- International Journal of Hospitality Management
- Journal of Destination Marketing & Management
- Journal of Hospitality & Tourism Education
- Journal of Hospitality & Tourism Research
- Journal of Hospitality and Tourism Management
- Journal of Hospitality and Tourism Technology
- Journal of Hospitality Marketing & Management
- Journal of Interactive Advertising
- Journal of Service Management
- Journal of Sustainable Tourism