

ZHE (CHRIS) OUYANG

Washington State University
Carson College of Business
School of Hospitality Business Management
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EDUCATION

- 2015 – 2019 **Ph.D., Business Administration in Hospitality Business Management (Expected graduation date: May, 2019)**
School of Hospitality Business Management, Carson College of Business, Washington State University
Committee: Dogan Gursoy (Co-chair), Christina G. Chi (Co-chair), Robert Harrington
- 2012 –2014 **M.S., International Hospitality Management (With Distinction)**
School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Thesis: “The Effects of Corporate Social Responsibility on Brand Awareness and Brand Image: A Comparison of International and Domestic Hotel Brands in China”
Committee: Xiao Qu
- 2008 –2012 **B.A., Tourism Management**
School of Tourism Management, Beijing International Studies University

AREA OF INTEREST

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| Tourism impacts | Event tourism |
| Sustainability in hospitality management | Customer online behaviors |
| Big data/ data mining | Hospitality/tourism marketing |
| Corporate social responsibility | |

TEACHING EXPERIENCE

- Fall 2018 **Instructor**, School of Hospitality Business Management
Carson College of Business, Washington State University
- HBM 235: [SSCI] Travel, Society, and Business
- Spring 2018 **Instructor**, School of Hospitality Business Management
Carson College of Business, Washington State University
- HBM 280: Hospitality/Lodging Systems
- Fall 2015 – Present **Teaching Assistant**, School of Hospitality Business Management
Carson College of Business, Washington State University

- HBM 381: Hospitality Leadership and Organizational Behavior
- IBUS 435: International Tourism
- HBM 535: International Tourism Strategy and Planning (EMBA, graduate level)
- HBM 491: Operational Analysis/Revenue Management
- HBM 495: Hotel Strategic Management
- HBM 582: Hospitality Operations Analysis (EMBA, graduate level)

PEER REVIEWED PUBLICATIONS

Ouyang, Z.* Wei, W., & Chi, C. G. (In press). Environment management in the hotel industry: Does institutional environment matter?. *International Journal of Hospitality Management* (SSCI, 5-Year Impact factor: 4.664)

Ouyang, Z.* Gursoy, D., & Sharma, B. (2017). Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*, 63, 426-438. (SSCI, 5-Year Impact factor: 7.080)

Chi, C.G., **Ouyang, Z.***, & Xu, X. (2018). Changing perceptions and reasoning process: comparison of residents' pre- and post-event attitudes. *Annals of Tourism Research*, 70, 39-53. (SSCI, 5-Year Impact factor: 6.814)

Gursoy, D., **Ouyang, Z.**, Nunkoo, R., & Wei, W.* (2018). Residents' impact perceptions of and attitudes towards tourism development: a meta-analysis. *Journal of Hospitality Marketing & Management*.1-28 (SSCI, Impact factor: 2.683)

RESEARCH IN PROGRESS

Ai, J., Chi, O.H.* & **Ouyang, Z.** (R&R). Categorizing the Features of Online Customer Review Comments and Examining Their Impacts on Hotel Online Room Sales. *Journal of Hospitality Marketing & Management*. (SSCI, Impact factor: 2.683)

Chi, C. G., Wen, B.* & **Ouyang, Z.** (Under Review). Relationship quality in the context of economic hotels in China: the Role of perceived fairness, service quality and commercial friendship. *International Journal of Hospitality Management* (SSCI, 5-Year Impact factor: 4.664)

Ouyang, Z., Gursoy, D. & Chen, K, C (Submitted). It's all about life: exploring the role of residents' quality of life perceptions on attitudes toward a recurring sport event over time. *Tourism Management* (SSCI, 5-Year Impact factor: 7.080)

- Chi, C. G., **Ouyang, Z.**, & Lu, L. Drinking “green”: determinants of organic wine consumption in China. Target submission: *International Journal of Hospitality Management* (SSCI, 5-Year Impact factor: 4.664)
- Chi, C. G., Chi, H., & **Ouyang, Z.** Wellness Hotel: Conceptualization, scale development and validation. Target submission: *International Journal of Hospitality Management* (SSCI, 5-Year Impact factor: 4.664)
- Na, M., **Ouyang, Z.** & Gursoy, D. How traveler’s experiential value affects destination image: a longitudinal study. Target submission: *Tourism Management* (SSCI, 5-Year Impact factor: 7.080)

CONFERENCE PROCEEDINGS

- Ouyang, Z.**, Chi, C. G., & Lu, L. Drinking “green”: determinants of organic wine consumption in China. *Proceedings of the 2018 TTRA annual international conference*, June 26-28, 2018, Miami/Coral Gables, FL, U.S.
- Chi, H., **Ouyang, Z.**, & Chi, C. G. Wellness Hotel: Conceptualization, Scale Development and Validation. *Proceedings of the Greater Western Chapter of the Travel & the Tourism Research Association (GWTTRA) Annual Conference*, April 18 – 19, 2017, Seattle, WA, U.S.
- Ouyang, Z.**, Chi, C. G., & Lu, L. Drinking “green”: determinants of organic wine consumption in China. *23rd Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 03-05, 2018, Fort Worth, TX, U.S. (Poster)
- Ouyang, Z.**, Chi, C. G., & Wei, W. Environment Management in the Hospitality Industry: Do Institutional Environments Really Matter? An Empirical Examination of China Hotels. *Proceedings of the 22nd Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, January 05 – 07, 2017, Houston, TX, U.S.
- Ouyang, Z.** The impact of political turmoil on tourism destination image: a comparison of pre- and pro- military coup destination image of Thailand. *Proceedings of the 2015 International Conference on Hospitality, Leisure, Sports, and Tourism*, January 21-23, Bangkok, Thailand.
- Ouyang, Z.**, & Xiao, Q. The effects of corporate social responsibility on brand image: A comparison of international and domestic hotel brands in China. *Proceedings of the 2014 International Conference on Tourism*, June 25-28, 2014, Dalian, China.

HONORS AND AWARDS

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| Fall 2015 – Present | Graduate Assistantship Fellow, Washington State University |
| Fall 2017 | Graduate & Professional Student Association (GPSA), Travel and Registration Grants Recipient, Washington State University |
| Spring 2017 | Graduate & Professional Student Association (GPSA), Travel and Registration Grants Recipient, Washington State University |
| Fall 2015 | Rod and Janet Church Scholarship Recipient, Washington State University |
| 2014 | Best Paper Award, 2014 International Conference on Tourism (ICOT) |
| 2012 | Outstanding College Graduates in Beijing, Beijing Municipal Education Commission |
| 2011 | Outstanding League Member of Beijing, Beijing League Committee |

PROFESSIONAL EXPERIENCE

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| 05/2017 – 08/2017 | <p>Graduate Internship, The Coeur d’Alene Resort, Coeur d’Alene, ID, U.S.</p> <ul style="list-style-type: none"> Shadow frontline employees and department managers at multiple department, including housekeeping, sales and marketing |
| 01/2015 - 07/2015 | <p>Marketing Research Analyst, Dragon Trail Interactive, Beijing, China</p> <ul style="list-style-type: none"> Assist the Marketing and Business Development Departments with research on the Chinese outbound tourism, Chinese online social media industry, Chinese consumer behavior and best marketing practices in China Provide marketing tracking and research information by collecting, analyzing, and summarizing data and trends Conduct specific consulting project for outbound destination marketing organizations Compile monthly and quarterly industry reports with key statistics and data about major industry players Assemble reports by compiling, consolidating, formatting, and summarizing information, graphs, and presentations Maintain marketing library and constantly update best channels of information, and write reports for internal and external use |

- 09/2014 - **Research Department Associate**, Pacific Asia Travel Association,
12/2014 Bangkok, Thailand
- Researching the development status of cruise tourism in Pacific Asia
 - Producing brief analysis in terms of PATAmPower data
 - Assisting in event preparation and management
 - Updating and maintaining database on Pacific Asia regional tourism statistics and aviation data
 - Updating and editing PATA member news
- 06/2013- **Event Planner**, Lifestyle Federation, Hong Kong SAR
09/2013
- Programs/events planning and field management
 - Translation and documentation
- 09/2009- **Tour Guide, 90 Percent Travel Agency**, Beijing, China
11/2011
- English tour guide for leisure tour
 - Responsible for researching the competitors' service level and price while assisting in the tourism market segmentation analysis

SERVICE

- Reviewer of peer-reviewed journal publications, including *Tourism Management Perspective*, *Annual of Tourism Research* and academic conferences, such as the 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism
- Senator in the Graduate & Professional Student Association (GPSA), Washington State University (Fall 2018-Spring 2019)
- Member in the GPSA Professional Development Committee, Washington State University (Fall 2018-Spring 2019)