

Zhi Pei
Department of Marketing & Business Analytics
College of Business
Texas A&M University - Commerce
Commerce, TX 75429
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1/1/2018

EDUCATION

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| 2015 | University of North Texas Ph.D. in Marketing |
| 2010 | Indiana University Northwest Master of Business Administration |
| 2007 | Shandong University of Finance Bachelor of Economics – Major in Finance |

ACADEMIC POSITION

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| Assistant Professor of Marketing (tenure-track) College of Business, Texas A&M University Commerce | 2015 – present |
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HONORS & AWARD

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| 2017 | Global Fellow award at Texas A&M University-Commerce |
| 2017 | Prominent retailing researcher recognition |
| 2016 | Faculty Development Grant at Texas A&M University-Commerce |
| 2015 | Summer Research Award at University of North Texas |
| 2013-2015 | Academic Achievement Scholarship at University of North Texas |
| 2011 | Beta Gamma Sigma Membership |
| 2009 | Wanda Dudzik Scholarship at Indiana University Northwest |
| 2004-2006 | Academic Scholarship at Shandong University of Finance |

RESEARCH

Research Interests

Marketing strategies, Retailing, Consumer behavior, Analytic – empirical interface

Publications in Referred “A*” And “A” Journals in ABDC Journal List:

<http://www.abdc.edu.au/master-journal-list.php> (journal ranking can be searched in this link)

1. Yan, R. and Pei, Z. (2017). Competitive return policies in the e-tailing era. *Journal of Retailing and Consumer Services*, forthcoming.
2. Yan, R., Cao, Z., and Pei, Z. (2016). Manufacturer's cooperative advertising, demand uncertainty, and information sharing. *Journal of Business Research*, 69(2), 709-717.
3. Yan, R., Pei, Z., and Myers, C. (2016). Do channel members value the multiple-cooperation strategy? *Journal of Retailing and Consumer Services*, 30, 84-95.
4. Yan, R. and Z. Pei (2015). Incentive information sharing in various market structures. *Decision Support Systems*, 76, 76-86.
5. Pei, Z. and Yan, R. (2015). Do channel members value supportive retail services? Why? *Journal of Business Research*, 68(6), 1350-1358.
6. Pei, Z. and Yan, R. (2015). The strategic value of cooperative advertising in the dual-channel competition. *International Journal of Electronic Commerce*, 19(3), 1-26.
7. Pei, Z., Paswan, A., and Yan, R. (2014). E-tailer's return policy, consumer's perception of return policy fairness and purchase intention. *Journal of Retailing and Consumer Services*, 21(3), 249-257.
8. Pei, Z., Toombs, L., and Yan, R. (2014). How does the added new online channel impact the supportive advertising expenditure? *Journal of Retailing and Consumer Services*, 21(3), 229-238.
9. Pei, Z. and Yan, R. (2013). National advertising, dual-channel coordination and firm performance. *Journal of Retailing and Consumer Services*, 20(2), 218-224.
10. Yan, R. and Pei, Z. (2013). Incentive-compatible information sharing by dual-channel retailers. *International Journal of Electronic Commerce*, 17(2), 127-157.

11. Yan, R. and Pei, Z. (2011). Information asymmetry, pricing strategy and firm's performance in the retailer-multi-channel manufacturer supply chain. *Journal of Business Research*, 64(4), 377-384.
12. Yan, R. and Pei, Z. (2009). Retail services and firm profit in a dual-channel market. *Journal of Retailing and Consumer Services*, 16(4), 306-314.

PEER REVIEW CONFERENCES

1. Pei, Z. (2018). Rewards points, information sharing, and contract design. In Proceedings of the 25th international conference on Recent Advances in Retailing and Services Science, July 16-19, Madeira, Portugal.
2. Pei, Z. and Paswan A. (2016). Consumers' Legitimate and Opportunistic Product Return Behavior. In *Proceedings of the 2016 Academy of Marketing Science (AMS) 19th World Marketing Congress*. July 19-23, Paris, France.
3. Pei, Z., Yan, R., and Myers, C. (2016). The Moderating Effect of Store Category on the Relationship between Corporate Social Responsibility and Customer Buying Intention. In *Proceedings of the 2016 Academy of Marketing Science (AMS) 19th World Marketing Congress*. July 19-23, Paris, France.
4. Pei, Z. (2015). The rebate and its value in the business market. In *Proceedings of the 22nd international conference on Recent Advances in Retailing and Services Science*, July 27-30, Montreal, Canada.

WORK EXPERIENCES

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| Texas A&M University Commerce Tenure-Track Assistant Professor of Marketing Department of Marketing & Business Analytics | 08/2015 - present |
| University of North Texas Research and Teaching Assistant Department of Marketing & Logistics | 08/2013-05/2015 |

SERVICES

COMMITTEE AT TEXAS A&M UNIVERSITY COMMERCE

- *Student Alumni committee* (College Level)
- *Teaching & Excellence committee* (College Level)
- *Teaching Effectiveness committee* (College Level)
- *Students International Recruitment committee* (University Level)
- *Quality Enhancement Plan (QEP) committee* (University Level)
- *University Undergraduate appeal committee* (University Level)

REVIEWER FOR ACADEMIC JOURNALS

- Journal of Marketing Theory and Practice
- Journal of Business Research
- Journal of Retailing and Consumer Services
- The Academy of Marketing Studies Journal
- European Journal of Operational Research
- Decision Support Systems
- Journal of the Operational Research Society
- International Journal of Electronic Commerce
- Transportation Research Part E: Logistics and Transportation Review