

Xiaochen Zhou, Ph.D.

Curriculum Vitae

Department of Sport Management
College of Business and Management
East Stroudsburg University

Zimbar Hall #236
Email: xzhou@esu.edu
Phone: (570)-422-3874

EDUCATION

Temple University, Philadelphia, PA 2014-2018
Ph.D. in Business Administration
Concentration in Sport Management
Dissertation: "Leggings are the new denim: An investigation of consumer activewear experience"

University of Michigan, Ann Arbor, MI 2012-2014
M.A. in Kinesiology
Major: Sport Management

Beijing Sport University, Beijing, China 2008-2012
B.A. in Sport Journalism

PROFESSIONAL EXPERIENCE

2018-present Assistant Professor, Department of Sport Management, College of Business and Management, East Stroudsburg University.

2017 Lecturer, School of Sport, Tourism and Hospitality Management, Temple University.

2014-2018 Research and Teaching Assistant, School of Sport, Tourism and Hospitality Management and Fox School of Business, Temple University.

TEACHING EXPERIENCE

East Stroudsburg University

- SMGT 201 Foundations of Sport Management (Fall 2018, Spring 2019)
- SMGT 302 Psychosocial Aspects of Activity (Fall 2018, Spring 2019)
- SMGT 440 Contemporary Sport (Fall 2018, Spring 2019)
- SMGT 519 Sport and Society (Fall 2018)
- SMGT 486 Field Experience and Internship (Spring 2019)

Temple University

- STHM 1211 Sport and Society (Spring 2016-Spring 2018)
- STHM 3286 Marketing Management in Sport and Recreation (Fall 2016)

RESEARCH INTERESTS

Sport Marketing and Consumer Behavior

The Marketing of Fitness Brands

Cross-cultural Marketing in Sport

JOURNAL PUBLICATIONS

Zhou, X., Hanlon, C., Robertson, J., Spaaij, R., Westerbeek, H., Hossack, A., & Funk, D. C. (2018). *Dress for fit: An exploration of female activewear consumption*. *Sport Management Review*, 21(4), 403-415.

Baker, B. J., **Zhou, X.**, Pizzo, A. D., Du, J., & Funk, D. C. (2017). Collaborative self-study: Lessons from a study of wearable fitness technology and physical activity. *Sport Management Review*, 20(1), 114-127.

Manuscripts in Progress

Zhou, X., Kunkel, T., Lu, L., & Funk, D. Consumer activewear experience: A means-end chain approach. (ready for submission). *Sport Management Review*.

Zhou, X., Pizzo, A., & Funk, D. International students' acculturation through intercollegiate sports. *Journal of Sport Management*.

REFERRED CONFERENCE PRESENTATIONS

Zhou, X., Pizzo, A., & Funk, D. C. (accepted). College sport as a vehicle for university identity: an international student perspective. the *North American Society for Sport Management*, New Orleans, LA.

Lee, M. K., Lee, J., **Zhou, X.,** Arner, E. J., & Pedersen, P. M. (accepted). The effects of dramatic sports programming and congruence on television advertising effectiveness: An examination of emotional and cognitive priming effects using psycho-physiological approaches. the *North American Society for Sport Management*, New Orleans, LA.

Jackson, D., Lee, M. K., & **Zhou, X.** (accepted). Single vs. multiple signage: Applying limited capacity message processing to fans' s recognition and recall of in-stadium advertising. the *North American Society for Sport Management*, New Orleans, LA.

Zhou, X., Hanlon, C., Westerbeek, H., Spaaij, R., & Funk, D. (2018). Activewear brand associations structure: A comparison across contexts. Presented at the *North American Society for Sport Management*, Halifax, Canada

Zhou, X., Hanlon, C., Robertson, J., Westerbeek, H., Spaaij, R., & Funk, D. (2017). An exploration of brand associations of female activewear consumers. Presented at the *North American Society for Sport Management*, Denver, CO.

Zhou, X., & Funk, D. (2016). The role of emotion in impulse buying of sport team-licensed merchandise. Presented at the *North American Society for Sport Management*, Orlando, FL.

Zhou, X., & Kwak, D. (2014). Sport consumer response to negative publicity: The moderating effect of publicity type and commitment level. Poster presented at the *North American Society for Sport Management*, Pittsburgh, PA.

PROFESSIONAL SERVICE

- 2019 Manuscript Reviewer, *Sport in Society*

PROFESSIONAL ORGANIZATIONS

North American Society for Sport Management (NASSM)

DEPARTMENT AND COLLEGE SERVICE

- 2018- Sport Management Department evaluation committee (SMEC)
- 2018 Chair of SMEC for Professor Meagan DeWan
- 2018- Pocono Raceway College Tour Organizing Committee
- 2018- Commission on Sport Management Accreditation (COSMA) SMGT Committee

HONORS AND AWARDS

- 2018 Fox School Ph.D. Student Research Competition: Third place, Temple University
- 2017 Dean's Outstanding Publication Awards, Temple University
- 2017 Fox School Ph.D. Student Research Competition: Finalist, Temple University