

Xiaochen Zhou

Temple University

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EDUCATION

- | | |
|--------------------------|---|
| 2014
-Present | Temple University , Philadelphia, PA
Ph.D in Business Administration
Concentration in Sport Management |
| Sep, 2012
- May, 2014 | University of Michigan , Ann Arbor, MI
M.A. in Kinesiology
Major: Sport Management |
| Sep, 2008
- Jun, 2012 | Beijing Sport University , Beijing, China
B.A. in Sport Journalism |

HONORS, AWARDS AND FELLOWSHIPS

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|------------------|---|
| 2014-
Present | Research Assistant, School of Tourism and Hospitality Management
and Fox School of Business, Temple University |
| 2014 | Kinesiology Graduate Committee Conference Travel Grant, School of
Kinesiology, University of Michigan |

PRESENTATIONS

Zhou, X., & Kwak, D. (2014). *Sport Consumer Response to Negative Publicity: The Moderating Effect of Publicity Type and Commitment Level*. Presented (poster) at the 2014 North American Society for Sport Management (NASSM) Conference, Pittsburgh PA.

PROFESSIONAL EXPERIENCE

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|-------------------------|---|
| Dec. 2011-
May. 2012 | Event Intern , Octagon (Beijing Office)
Client: The North Face® |
| June. -Jul.
2011 | Event Intern , D&S Management (Beijing)
Client: <i>The Great Wall Cup of Beijing 2011</i> |

