

# Zeya He, M.S.

Fox School of Business, Temple University  
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## **EDUCATION**

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### **Ph.D. in Business Management**

August 2016 - May 2020 (Expected)  
Fox School of Business | School of Sport, Tourism and Hospitality Management  
Temple University, Philadelphia, PA  
Dissertation: *Investigating the value of hotel image attractiveness in online booking*

### **M.S. in Geography**

September 2013 – June 2016  
College of Urban and Environmental Sciences  
Peking University, Beijing, P.R. China  
Thesis: *Uncovering Patterns of Cities' Attractiveness from Social Media Check-in Data Based on Network Topology Theory*

### **B.E. in Urban Planning**

September 2008 – June 2013  
College of Architecture and Environment  
Sichuan University, Chengdu, P.R. China

### **Exchange Program in Urban Planning and Environmental Design**

September 2010 – August 2011  
College of Built Environments  
University of Washington, Seattle, WA

## **AWARDS/ RECOGNITION**

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### **Research Awards**

- Third place in the Second Year Research Paper at the 8th Annual PhD Program School-Wide Research Competition, Temple University, 2018.
- Third place in the First Year Research Paper at the 7th Annual PhD Program School-Wide Research Competition, Temple University, 2017.
- Outstanding Graduate Thesis, Peking University, 2016.

### **Academic Awards**

- College of Urban and Environmental Sciences Scholarship, Peking University, 2014.
- Outstanding Student, Sichuan University, 2011.
- First-prize Academic Scholarship, Sichuan University, 2012.
- Dean's List Scholarship, University of Washington, 2010, 2011.
- Third-prize Academic Scholarship, Sichuan University, 2009.

## **RESEARCH**

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### **Research Interests**

- The role of communication media and technology in the design and marketing of experience
- Elevating hotel and restaurant experiences with sensory cues and servicescape
- Creating and implementing service innovation
- Assessing and managing destination image and attractiveness
- Quantitative methods: network analysis, experiment research, machine learning

### **Refereed Publications**

4. Keiningham, T., **He, Z.**, Hillebrand, B., Jang, J., Suess, C. and Wu, L. (2019). Creating innovation that drives authenticity. *Journal of Service Management*, 30(3), 369-391.
3. Park, S., Sun, K., & **He, Z.** (2019). Effect of franchising on restaurant firms' risk evaluations in the U.S. bond market. *International Journal of Hospitality Management*, 83, 19-27.
2. **He, Z.**, Wu, L., & Li, X. R. (2018). When art meets tech: The role of augmented reality in enhancing museum experiences and purchase intentions. *Tourism Management*, 68, 127-139.
1. **He, Z.**, Wu, B., & Liu, Y., (2017). Understanding spatial interaction and nodal attractions of municipal cities in China from social media check-in data. *Acta Scientiarum Naturalium Universitatis Pekinensis*, 53(5), 862-872.

## **RESEARCH EXPERIENCE**

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### **Research Assistant**

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| The U.S.-Asia Center for Tourism & Hospitality Research<br>School of Tourism and Hospitality Management<br>Temple University, Philadelphia, PA | 8/2016 – Present |
| School of Tourism and Hospitality Management<br>Temple University, Philadelphia, PA  | 8/2016 – Present |
| The Center for Recreation and Tourism Research<br>College of Urban and Environmental Sciences<br>Peking University, Beijing, P.R. China        | 9/2013 – 6/2016  |
| China Institute for Development Planning<br>Tsinghua University, Beijing, P.R. China   | 2/2014 – 12/2014 |

## **TEACHING EXPERIENCE**

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### **Teaching Interests**

- Tourism and Hospitality Marketing
- Tourism and Hospitality Experience Design
- Research Methodology

## **Teaching Certificates**

### **Online Teaching Certificate**

September 2019  
Fox School of Business  
Temple University, Philadelphia, PA

### **Certificate of Excellence for Completion of the Ph.D. Teaching Academy**

May 2019  
Fox School of Business  
Temple University, Philadelphia, PA

## **Instructor of Record**

Designed, developed, and instructed the following courses:

THM 4322 Designing Tourism Experiences, Temple University  
• Fall 2019, Undergraduate, 15 students, Teaching Evaluations forthcoming

STHM 3396 Marketing in Tourism and Hospitality  
• Spring, 2019, Undergraduate, 19 students, Teaching Evaluations: 3.8/5.0

## **Co-instructor**

Participated in the curriculum design, lecturing, and grading of the following courses:

STHM 3396 Marketing in Tourism and Hospitality, Temple University  
• Fall 2018, Undergraduate, 22 students

STHM 5602 Designing Tourism Experiences, Temple University  
• Spring 2018, Graduate, 30 students

## **Guest Lecturer**

Participated in the course lecturing:

THM 4397 Designing Tourism Experiences, Temple University  
• Spring 2018, Undergraduate, 12 students

## **Teaching Assistant**

Developed coursework, tutored, and graded courses:

STHM 3396 Marketing in Tourism and Hospitality, Temple University  
• Fall 2018, Undergraduate, 22 students  
• Spring 2018, Undergraduate, 20 students

STHM 1113 Business of Leisure, Temple University  
• Fall 2017, Undergraduate, 220 students, 2 sections

Tourism and Urban Recreation Planning, Peking University  
• Fall 2014, Undergraduate, 48 students

UDP508A BE (Built Environments) Lab – “China Village Studio”, University of Washington  
• Summer 2011, Graduate, 25 students

## **PROFESSIONAL EXPERIENCE**

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**General Coordinator** 5/2015-12/2015

New Media Marketing Group for China Studies Program, Yenching Academy  
Peking University

**Analyst Intern** 4/2015-5/2015

Tourism Planning Department  
China Academy of Urban Planning and Design

**Coordinator of Roundtable Discussion** 09/2014

2013 Youth Forum on China's Reform and Opening-up  
Tsinghua University

## **SERVICE EXPERIENCE**

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### **Peer Reviewed Journals**

- Tourism Management
- Annals of Tourism Research
- Journal of China Tourism Research

### **Peer Reviewed Conference Paper**

- 2020 Graduate Education and Graduate Student Research Conference in Hospitality and Tourism

### **Ph.D. Student Committee**

- Fall 2019 – Spring 2020

**Signature:**

