

# XIAONAN ZHANG

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## EDUCATION

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- **University of South Carolina** Columbia, SC, USA.  
Ph.D. candidate in Hospitality Management *January 2018 – now*
- **Beijing International Studies University** Beijing, China.  
M.S. in Hospitality Management GPA: 3.4/4.0 *September 2014 – June 2017*
- **Henan Normal University** Henan, China.  
B.S. in Business Management GPA: 4.1/5.0 *September 2010 – June 2014*
- **Providence University** Taichung, China.  
Exchange Student GPA: 4.3/5.0 *February 2013 – June 2013*

## RESEARCH INTERESTS

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- Tourist Behavior: value co-creation
- Sharing economy in Tourism & Hospitality industry

## RESEARCH EXPERIENCE

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### Graduate Assistant *January 2018 – now*

- Assisted with the design and implementation of qualitative and quantitative projects, such as field work data collection, data analysis.  
The grants include:  
Harrill, R., Meng, F., So, K. (2017). Attracting hot Asian tourist market to real southern hotspots. Experience Columbia, SC (\$25,000)  
Simon, H., Bahman Ajdari, Xiaonan, Z. (2017). Study abroad programs and their influence on values and ethical travel behaviors. Provost Internal grants (\$9,655)
- Administered and corrected tests and group projects in a timely manner
- Prepared classroom materials as directed by teachers (research methodology and marketing)

### Graduate Research Assistant *September 2014 – June 2017*

- Financial report analysis: according to the operational statistics such as ADR, RevPAR of hotel groups including Marriott and Hilton, analyzed corporate's strategical and operational moves
- Searched literature in academic databases, and completed part of the research

project *Micro-segmentation and Innovation in Tourism Industry* published in *Green book of China's Tourism*

- General research assistance such as secondary data collection and research report/paper development (statistical tables and figures, etc.)
- Primary data collection: conducted interviews with managers in hospitality chains such as Home Inns and start-up companies such as Qiongyou (www.qyer.com)
- Accomplished several case studies based on primary data collection and analysis, including *Entrepreneurship and Innovation in Chinese Tourism Industry* (2014-2015)
- Participated in tourism and hospitality professional conferences as a volunteer

### **Research Assistant**

China Tourism Academy

*September 2015 – January 2016*

- Searched literature and translated documents for research *Dynamic Mechanism of Tourist Technology Acceptance*
- Collected secondary data from OTAs and China National Tourism Administration
- Translated Reports for *Development of Star-hotel Industry in China* (2015)

### **Training on Research Methods of Social Science Studies**

Peking University

*July 2015*

- Principles of statistics
- Data collection
- Quantitative and qualitative methods

## **TEACHING EXPERIENCE**

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**College of Continuing Education, BISU**

Beijing, China.

Instructor (Course: Management of Service Operation) *September – December 2015*

- Developed the course related materials such as case study, video, quiz and assignments
- lecture type instruction
- office hours to answer students' questions

## **OTHER EXPERIENCE**

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**Whitsunday Apartments**

Hamilton Island, Australia.

Housekeeper

*July – August 2017*

- Clean and arrange guest rooms to hotel standards for guest arrival
- Stock and maintain housekeeping supply rooms

- Ensure a high level of customer service is performed at all times

**Hilton Worldwide**

Beijing, China.

International Sales Coordinator

*February 2016 – May 2016*

- Collected and updated clients' profiles, informed them with current promotions and activities
- Corresponded with inquiries and reservations from various collaborating companies such as travel agencies and associations by emails/phones in English
- Effectively communicated with worldwide sales in Hilton

**Starbucks**

Beijing, China.

Barista

*September 2015 – February 2016*

- Responsible for various daily operational tasks as a Starbucks Associate
- Promote the products or services provided in Starbucks

**CONFERENCE PROCEEDING**

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- Li, N., Meng, F., Zhang, X., So, K., & Hudson, S. (January, 2020). Why retirees migrate: Application of importance-performance and gap analyses of retirement needs and destination image. The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, US. Nominee of “Best Paper Award”.
- Zhang, X., Meng, F., & Li, H. (January, 2020). How local’s Attitude Contributes to tourist’s place attachment and well-being? The 25th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, US.
- Zhang, X. & Meng, F. (June, 2019). Effect of experiential buying tendency on tourists’ experience co-creation with host residents. 50th Conference of TTRA International, Melbourne, Australia. (poster)
- Zhang, X. & Meng, F. (May, 2019). Factors influencing impulsive tourist shopping behavior: A gender difference perspective. 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference (22 - 25 May 2019), Hong Kong. (oral)
- Zhang, X., Meng, F., & Hudson, S. (January, 2019). The influence of study abroad program on college students’ values, global citizenship and responsible tourist behavior. The 24th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Houston, TX, US. (poster)

## **GRANTS**

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- Meng, F., Zhang, X. (July 2020- June 2022). Understanding fake online reviews from Consumers' Perspective: A mixed method approach. ASPIRE: Advanced Support for Innovative Research Excellence (U of SC). \$14,985
- Meng, F., Zhang, X. (May 2020). How do I like the host's photo? The effect of social cues on guests' perception of hosts and their willingness to engage and book. College of Hospitality, Retail, and Sport Management Faculty Seed Grant Program. \$3,600
- Hudson, S., Meng, F., So, K., DiPietro, RB., Martin, D. (2019) Workforce development challenges in the Tourism & Hospitality sector in South Carolina. U.S. Department of Commerce's Economic Development Administration (EDA). Interview transcription.
- Harrill, R., Meng, F., So, K. (2017). Attracting hot Asian tourist market to real southern hotspots. Experience Columbia, SC (\$25,000). Data collection.
- Hudson, S. (2017). Study abroad programs and their influence on values and ethical travel behaviors University of South Carolina (\$9,655). Data collection, analysis and write reports.

## **PROFESSIONAL DEVELOPMENT**

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- Reviewer Activity: 2019 APacCHRIE & EuroCHRIE Joint Conference cum 4th Global Tourism and Hospitality Conference (22 - 25 May 2019), Hong Kong.

## **HONORS & AWARD**

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- Outstanding Student of the year 2010-2012, Henan Normal University
- Third-rate Scholarship, Spring 2015, 2016, 2017, Beijing International Studies University

## **CERTIFICATE & SKILLS**

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- Languages: English, Mandarin (native)
- Computers: SPSS, Amos, SAS, R, Mplus, Nvivo