

Zhi (Kacie) Pei, Ph.D.
Associate Professor of Marketing
Dept. of Management & Marketing
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EDUCATION

2015 University of North Texas
 Ph.D. in Marketing

ACADEMIC POSITION

Associate Professor of Marketing, UT Tyler	2022 - current
Assistant Professor of Marketing, UT Tyler	2019 – 2022
Assistant Professor of Marketing, TAMUC	2015 - 2019

PUBLICATIONS

1. Amrouche, N., Pei, Z., Yan, R. (2023). Service Strategies and Channel Coordination in the Age of E-commerce. *Expert Systems with Applications*, 214, 119135.
2. Amrouche, N., Pei, Z., Yan, R. (2022). Mail-in-rebate and coordination strategies for brand competition. *International Journal of Production Economics*, 247, 108453.
3. Pei, Z., Wooldridge, B. R., & Swimberghe, K. R. (2021). Manufacturer rebate and channel coordination in O2O retailing. *Journal of Retailing and Consumer Services*, 58, 102268.
4. Wooldridge, B. R., Byun, K., Pei, Z., Hong, J., & Swimberghe, K. R. (2021). Educational Risk: Lessons Learned during the COVID-19 Pandemic. *Marketing Education Review*, 1-13.
5. Pei, Z., Paswan, A., Camp, K.M. (2020). Valuable strategy and firm performance in O2O competition. *Industrial Marketing Management*, 84, 165-182.
6. Pei, Z., Yan, R., and Ghose, S. (2020). Which one is more valuable in coordination the online and offline distribution? Service support or online price coordination. *Industrial Marketing Management*, 87, 150-159.
7. Wang, Z., Zhou, B., & Pei, Z. (2020). A probabilistic dynamic programming model for determining optimum inventories. *Journal of Management and Engineering Integration*, 13(1), 86-95.
8. Amrouche, N., Pei, Z., Yan, R. (2020). Mobile channel and channel coordination under different supply chain contexts. *Industrial Marketing Management*, 84, 165-182.
9. Wang, Z., Pei, Z., & Gu, V.C. (2019). Strategic Applications of Business Analytics to Healthcare and Hospital Management. *International Journal of Applied Research on Public Health Management*, 4(2), 47–64
10. Yan, R., and Pei, Z. (2019). Return policies and O2O coordination in the e-tailing age. *Journal of Retailing and Consumer Services*, 50, 314-321.

11. Pei, Z., and Yan, R. (2019). Cooperative behavior and information sharing in the e-commerce age. *Industrial Marketing Management*, 76(1), 12-22.
12. Yan, R., Pei, Z., and Ghose, S. (2019). Reward points, profit sharing, and valuable coordination mechanism in the O2O era. *International Journal of Production Economics*, 215, 34-47.
13. 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.
14. 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.
15. Yan, R. and Pei, Z. (2015). Incentive information sharing in various market structures. *Decision Support Systems*, 76, 76-86.
16. Yan, R., and Pei, Z. (2015). The strategic value of cooperative advertising in the dual-channel competition. *International Journal of Electronic Commerce*, 19(3), 118-143.
17. Pei, Z., and Yan, R. (2015). Do channel members value supportive retail services? Why? *Journal of Business Research*, 68(6), 1350-1358.
18. Pei, Z., Paswan, A. (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.
19. Pei, Z., Toombs, L. (2014). How does the added new online channel impact the supportive advertising expenditure? *Journal of Retailing and Consumer Services*, 21(3), 229-238.
20. Pei, Z., Yan, R. (2013). National advertising, dual-channel coordination and firm performance. *Journal of Retailing and Consumer Services*, 20 (2), 218-224.
21. Yan, R., Pei, Z. (2012). Incentive-compatible information sharing by dual-channel retailers. *International Journal of Electronic Commerce*, 17(2), 127-157.
22. Yan, R., 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.
23. Yan, R., Pei, Z. (2009). Retail services and firm profit in a dual-channel market. *Journal of Retailing and Consumer Services*, 16 (4), 306-314.

TEACHING

MAKR 3311 Principles of Marketing

MARK 3325 Retailing

MARK 4355 Digital Marketing

SERVICES

PROFESSIONAL SERVICE

EDITOR

- Editor of International Journal of Information Systems in the Service Sector (IJISSS) (Spring 2019 – Present) SJR: 0.216 (2020); H-index: 12 (2020)

EDITORIAL BOARD

- International Journal of R&D Innovation Strategy (IJRDIS) (Fall 2020 – Present) SJR: 0.572 (2020)

- Marketing Education Review (Summer 2020 – Present) SJR: 0.59 (2020); H-index: 5 (2020)
- International Journal of Information Systems and Supply Chain Management (IJISSCM) (Fall 2018 – Present) SJR: 0.357 (2020); H-index: 14 (2020)

JOURNAL REVIEWER

- *OMEGA*
- *Industrial Marketing Management*
- *Marketing Education Review*
- *Journal of Business Research*
- *Journal of Retailing and Consumer Services*
- *Journal of Marketing Theory and Practice*
- *International Journal of Production and Economics*
- *Computers & Industrial Engineering*
- *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*

INSTITUTIONAL SERVICE

UNIVERSITY LEVEL @ The University of Texas at Tyler

- Faculty Marshal at 2019 Winter Commencement (UT Tyler)

SOULES COLLEGE OF BUSINESS LEVEL

- Students awards committee (Fall 2020 - current)
Responsibilities: - Committee Secretary (record meeting minutes)
-Management and Marketing representative

DEPARTMENT OF MANAGEMENT & MARKETING LEVEL

- Help develop “internet marketing/social media” track within the marketing curriculum (2019-2021)

PROFESSIONAL WORKSHOPS

- UT Tyler ACURE workshop (Summer 2020 - Spring 2021)
- UT Tyler Research Fellows program (Fall 2020 – Spring 2021)

OTHERS

COMMITTEE SERVICES @ Texas A&M University Commerce (2015-2019)

- *Students International Recruitment committee*
- *Student Alumni committee*
- *Quality Enhancement Plan (QEP) committee*
- *University Appeal Committee*

- *Assurance of Learning Committee*
- *Teaching Effectiveness Committee*

EXTERNAL SERVICE

- Evaluate research grant proposal for The Israel Science Foundation (2020 Spring)

HONORS & AWARDS

- 2021 Certificate in Effective College Instruction (the only nationally recognized teaching credential endorsed by the American Council on Education)
- 2021 Certificate of Achievement – Research Fellows Program
- 2020 Outstanding Contribution Certificate, *Journal of Retailing and Consumer Service* (A Journal in Soules Journal list)
- 2020 Outstanding Contribution Certificate, *European Journal of Operational Research* (A+ Journal in Soules Journal list)
- 2020 Outstanding Contribution Certificate, *Transportation Research Part E* (A+ Journal in ABDC list)
- 2019 Outstanding Contribution Certificate, *Computers & Industrial Engineering* (A Journal in ABDC list)
- 2018 International Travis Grants for outstanding researcher, Texas A&M University-Commerce
- 2017 Global Fellow recognition, Texas A&M University- Commerce
- 2017 Top 20 most prominent retailing authors, *Journal of Retailing and Consumer Services* (A Journal in Soules Journal list)
- 2016 Faculty Development Grants, Texas A&M University- Commerce
- 2015 Distinguished Dissertation Award, University of North Texas
- 2014 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, Indiana University Northwest