

# **Shuo Wang**

School of Hotel and Tourism Management  
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## **Education**

**Cornell University**, School of Hotel Administration, Ithaca, New York, USA  
Ph.D. in Hotel Administration, January 2013

**University of Bristol**, School of Economics, Finance and Management, Bristol, UK  
Master of Sciences in Economics, January 2003

**Beijing Union University**, Beijing Institute of Tourism, Beijing, China  
Bachelor of Science in Economics, July 1997

## **Academic Positions**

**The Chinese University of Hong Kong**, School of Hotel and Tourism Management,  
CUHK Business School  
Professional Consultant, August, 2015—Present

**Hong Kong Polytechnic University**, School of Hotel & Tourism Management  
Visiting Assistant Professor, September, 2014—August, 2015

**Cornell University**, School of Hotel Administration  
Visiting Scholar, January—August, 2013

## **Manuscripts Accepted for Publication**

- Shuo Wang and Michael Lynn (2014), “The Effects of Service Charges versus Service-included Pricing on Deal Perception,” published online at *Journal of Hospitality and Tourism Research*, doi:10.1177/1096348014525636

- Michael Lynn and Shuo Wang (2013), “The Indirect Effects of Tipping Policies on Patronage Intentions through Perceived Expensiveness, Fairness, and Quality,” *Journal of Economic Psychology*, 39, 62-71.

- Shuo Wang and Michael Lynn (2010), "The Impact of *Prix Fixe* Menu Price on Deal Perception," *Cornell Hospitality Report*, 10(15).
- Shuo Wang and Michael Lynn (2007), "The Effects on Perceived Restaurant Expensiveness of Tipping and Its Alternatives," *Cornell Hospitality Report*, 7(3).
- Shuo Wang, Judy A. Siguaw and Penny Simpson (2005), "Morgan's Rock Hacienda & Ecolodge," Ivey Business School Case Series (9B05A013); "Teaching Note," (8B05A13).

### **Conference Presentations and Proceedings**

- Shuo Wang and Michael Lynn, "How Voluntary versus Mandatory Service Gratuity Affects Menu Price Perception and Demand," presented at the *2013 Annual ICHRIE Summer Conference*, St. Louis, Missouri, 2013.
- Shuo Wang and Michael Lynn, "How Service Gratuity Charges Affects Price Perception: a Parallel Mediation Model," poster session, presented at the *18th Annual Graduate Student Research Conference in Hospitality and Tourism*, Seattle, Washington, 2013.
- Shuo Wang, Karen Xie and Chih-Chien Chen, "The Influence of Incidental Affect on Online Booking Decisions," poster session, presented at the *2012 Annual ICHRIE Summer Conference*, Providence, Rhode Island, 2012.
- Shuo Wang and Michael Lynn, "The Impact of Magnitude Salience on *Prix Fixe* Menu Price Judgment," presented at the *Harrah Hospitality Research Summit*, Las Vegas, Nevada, 2010.
- Shuo Wang and Michael Lynn, "How to Present Surcharges: the Case of Restaurant Gratuities," presented at the *2008 Behavioral Pricing Conference*, Philadelphia, Pennsylvania, 2008.

### **Teaching Experience**

Courses taught at The Chinese University of Hong Kong, School of Hotel and Tourism Management, CUHK Business School:

*HTMG2305 - Hospitality Sales Force Management (BSc, Lecturer, 2015)*  
*HTMG2321 - Revenue Management (BSc, Lecturer, 2015)*

Courses taught at Hong Kong Polytechnic University, School of Hotel & Tourism Management:

*HTM1004 - Introduction to Hotel and Tourism Industries (BSc, Lecturer, 2014)*

*HTM2921 - Quantitative Methods for Business (BAC Xian, Lecturer, 2014)*

*HTM2305 - Delivering Service Quality (BSc, Lecturer, 2015)*

*HTM4110 - Revenue Management (BSc, Lecturer, 2015)*

*HTM598 - Consultancy Project (MSc Hangzhou, Lecturer, 2015)*

*HTM1B03P - Tourism: China and the World (GUR, Lecturer, 2015)*

Courses taught at Cornell University, College of Human Ecology, Department of Policy Analysis and Management:

*PAM 2100 - Introduction to Statistics (Undergraduate, Section Instructor 2011-2012)*

### **Professional Service**

#### ***Journal reviewing:***

Asia Pacific Journal of Tourism Research

Journal of Hospitality and Tourism Research

Journal of Socio-Economics

Journal of Travel & Tourism Marketing

Technological Forecasting & Social Change

#### ***Academic consultancy/service:***

The Marriott China Hospitality Education Initiative (CHEI)

*Marriott Foundation & San Diego State University, L. Robert Payne School of Hospitality and Tourism Management*

Faculty Consultant, May 2013

MOOC Development Taskforce

*Hong Kong Polytechnic University, School of Hotel & Tourism Management*

Member, March--May 2015