



Dr. Shuo WANG
Assistant Professor

<u>Areas of Research Expertise</u>	<u>Areas of Teaching Expertise</u>
<ul style="list-style-type: none"> ● Behavioral Pricing ● Consumer Psychology ● Service Design and Technology-facilitated Service Encounter 	<ul style="list-style-type: none"> ● Consumer Behavior ● Hospitality Data Analytics ● Revenue Management with Simulation ● Services Marketing

Qualifications

[Academic Qualifications]

Ph.D. in Hotel Administration, Cornell University, USA

MSc in Economics, University of Bristol, UK

BS in Economics, Beijing Union University, China

[Teaching Experience]

2022.1 Present Assistant Professor, Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Macau SAR

2015.8 2021.8 Professional Consultant, CUHK Business School, The Chinese University of Hong Kong, Hong Kong SAR

2014.8 2015.7 Visiting Assistant Professor, School of Hotel & Tourism Management, Hong Kong Polytechnic University, Hong Kong SAR

[Editorial Experience]

Ad Hoc Reviewer for

Asia Pacific Journal of Tourism Research, Cornell Hospitality Quarterly, Journal of Hospitality and Tourism Research, Journal of Socio-Economics, Journal of Travel & Tourism Marketing, and Technological Forecasting & Social Change

Research & Publications

[Journal Articles]

Chen, C., Xie, K., & **Wang, S.** (2017). The Influence of Incidental Affect and Mood-changing Price on Online Booking Intention. *Journal of Hospitality and Tourism Technology*, 8(3), 357-371.

Wang, S. & Lynn, M. (2017). The Effects of Service Charges versus Service-included Pricing on Deal Perception. *Journal of Hospitality and Tourism Research*, 41(2), 246-254.

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

[Conference Papers]

- Wang, S.** (2019). How Service Gratuity Charges Affect Price Perception: An Eye-tracking Study. *2019 International Conference on Business, Information, and Tourism (BIT)*, Sapporo, Japan, July 22-24.
- Wang, S.** (2018). How Consumers Process Partitioned Prices: An Integrated Framework. *2018 Summer American Marketing Association (AMA) Conference*, Boston, Massachusetts, August 10-12.
- Wang, S.** (2018). The Framing Effect of Surcharge Type on Menu Price Perception and Demand. *2018 Global Marketing Conference*, Tokyo, Japan, July 26-29.
- Wang, S.** (2017). The Psychological Mechanisms for Processing Partitioned Price: An Integrated Framework. *The 20th Academy of Marketing Science World Marketing Congress*, Christchurch, New Zealand, June 27-July 1.
- Wang, S.** (2017). The Impact of Local Tipping Norm in a Foreign Country on US Customers' Menu Price Perception and Demand. *The 13th Annual International Symposium on Tourism*, Athens, Greece, 29 May-1 June.
- Wang, S.** & Lynn, M. (2013). How Voluntary versus Mandatory Service Gratuity Affects Menu Price Perception and Demand. *2013 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (ICHRIE)*, St. Louis, Missouri, July 24-27.
- Wang, S.**, Xie, K. and Chen, C. (2012). The Influence of Incidental Affect on Online Booking Decisions. *2012 Annual Conference of International Council on Hotel, Restaurant and Institutional Education (ICHRIE)*, Providence, Rhode Island, August 1-4.
- Wang, S.** & Lynn, M. (2010). The Impact of Magnitude Salience on Prix Fixe Menu Price Judgment. *The Harrah Hospitality Research Summit*, Las Vegas, Nevada, June 9-10.
- Wang, S.** & Lynn, M. (2008). How to Present Surcharges: the Case of Restaurant Gratuities. *2008 Behavioral Pricing Conference*, Philadelphia, Pennsylvania, September 19-20.

[Research Projects Funded]

The Impact of Prix Fixe Menu Price on Deal Perception. Funding Theme: Doctoral Research Grant, the Center for Hospitality Research, Cornell University. Amount: \$5,000.00 USD. Period: May 2006 – May 2008. (PI)

The Effects on Perceived Restaurant Expensiveness of Tipping and Its Alternatives. Principal Investigator, Doctoral Research Grant, the Center for Hospitality Research, Cornell University, \$5,000.00 USD. Period: May 2005 – May 2007 (PI)