



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)