

# Chun-Hung (Hugo) Tang

## Education

PhD 2008 Department of Hospitality and Tourism Management  
Purdue University  
MA 1999 Foodservice Management  
New York University  
BS 1994 Department of Agricultural Machinery Engineering  
National Taiwan University

## Academic appointments

8/2016 – present **Associate Professor**  
8/2010 – 8/2016 **Assistant Professor**  
White Lodging & J. W. Marriott, Jr. School of Hospitality  
and Tourism Management  
Purdue University W. Lafayette, IN  
2016-2017, Summer **Visiting Associate Professor**  
2011-2016, Summer **Visiting Assistant Professor**  
School of Hotel and Tourism Management  
Hong Kong Polytechnic University Hong Kong  
8/2008 – 5/2010 **Assistant Professor**  
School of Hotel and Restaurant Administration  
Oklahoma State University Stillwater, OK  
8/2007 – 5/2008 **Graduate Instructor/Teaching Assistant**  
Department of Tourism and Hospitality Management  
Purdue University W. Lafayette, IN  
8/2005 – 7/2007 **Research Assistant**  
Department of Tourism and Hospitality Management  
Purdue University W. Lafayette, IN  
10/2002 – 7/2004 **Teaching Assistant (Administration)**  
Department of Hospitality Management  
TungHai University Taichung, Taiwan

## Professional experience

6/2000 – 10/2002 **Profit Center Manager**  
**F&B Specialist**  
**Head Butler for Dalai Lama**  
Howard Plaza Hotel Taipei Taipei Taiwan  
6/1999 – 4/2000 **Assistant Stewarding Manager**  
Windows on the World New York, NY

## Awards and Certifications

2019 JHTE Article of the Year. Mody, M., Tang, C. H., Gaulke, C. Gordon, S. (2018). Examining the personal and institutional determinants of research productivity in hospitality and tourism management. *Journal of Hospitality & Tourism Education*, 30(1), 36-51.

2017 ICHRIE Research Reports Competition, 3rd Place. Zhang, Y., Tang, C. H., & Zhang, Y. Do hotels and mixed-use projects benefit each other? Evidence from China.

2016 Best Conference Paper. The 35th Annual International Society of Travel & Tourism Educators Conference, Hangzhou, China. October, 2016. Zhang, Y. Tang, C. H., & L. Cai. The separation of we and others by food: An exploratory study on the culinary footprints of Chinese and Western tourists.

2009 W. Bradford Wiley Memorial Best Research Paper of the Year. Jang, S.C., Tang, C.H. & Chen, M. (2008). Financing behaviors of hotel companies: A longitudinal analysis. *International Journal of Hospitality Management*, 27(3), 614-622.

2008 Best Conference Paper: 13th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Orlando, Florida, January 3-5, 2008. Tang, C.H. & Jang, S.C. Mitigating weather risk in nature-based tourism business: a proposal of snowfall derivatives for ski resorts.

HTM Bruce I. Lazarus Teaching Award 2011, 2016, 2020.

Certification in Hotel Industry Analytics

Higher Certificate of Wine and Spirit Education Trust

## Published Work:

An asterisk denotes primary author(s). A superscript "g" denotes co-authors who were graduate students at the time the research was done. HTM Tier number represents the tier of the journal based on a three-tier system established by HTM in 2012. Social Science Citation Index impact factors are at the time of publication.

### a. Refereed Journal Articles

Kim\*, M. & Tang\*, C. H. (In 2021) Operating synergy and marketplace performance of dual-branded hotels. *International Journal of Hospitality Management*. (HTM Tier 1, Impact factor: 9.237)

Shi\*<sup>g</sup>, C., Gordon, S., Tang, C.H. (2021). Momentary well-being matters: Daily fluctuations in hotel employees' turnover intention. *Tourism Management*, 83, 104212. (HTM Tier 1, Impact factor: 10.967)

Bai\*<sup>g</sup>, Y. & Tang, C. H. (2020). Determining the optimal group rate in the hotel industry. *Journal of Revenue and Pricing Management*.

- Kim\*<sup>g</sup>, H. & Tang, C. H. (2020). Experienced buyer, long-term fee contracts, and the value of property transactions in the hotel industry. *Cornell Hospitality Quarterly*, 61(4), 432-442. (HTM Tier 1, Impact factor: 3.646)
- Meng\*<sup>g</sup>, Z., Cai, L., Day, J., Tang, C. H., & Lu, Y. (2019). Authenticity and nostalgia – subjective well-being of Chinese rural-urban migrants. *Journal of Heritage Tourism*, 14.
- Legg\*<sup>g</sup>, M., Tang, C. H., Hancer, M. & Slevitch, L. (2019). Using survival modeling for turn-time predictions in foodservice settings. *Journal of Foodservice Business Research*, 22(1), 20-36. (HTM Tier 1)
- Yen, C. & Tang\*, C. H. (2019). The effects of hotel attribute performance eWOM behaviors. *International Journal of Hospitality Management*, 76, 9-18. (HTM Tier 1, Impact factor: 8.432)
- Gordon\*<sup>g</sup>, S., Tang, C. H., Day, J., & Adler, H. (2019). Supervisor support and turnover in hotels: Does subjective wellbeing mediate the relationship? *International Journal of Contemporary Hospitality Management*, 31(1), 496-512. (HTM Tier 1, Impact factor: 5.667)
- Kim\*<sup>g</sup>, M., Tang, C. H., & Roehl, W. S. (2018) The effect of hotel's dual-branding on willingness-to-pay and booking intention: A luxury/upper-upscale combination. *Journal of Revenue and Pricing Management*, 17(4), 256-275.
- Ge\*<sup>g</sup>, L., Almanza, B., Behnke, C., & Tang, C. H. (2018). Will reduced portion size compromise restaurant customer's value perception? *International Journal of Hospitality Management*, 70, 130-138. (HTM Tier 1, Impact factor: 5.068)
- Mody\*<sup>g</sup>, M., Tang, C. H., Gaulke<sup>g</sup>, C. Gordon<sup>g</sup>, S. (2018). Examining the personal and institutional determinants of research productivity in hospitality and tourism management. *Journal of Hospitality & Tourism Education*, 30(1), 36-51. (HTM Tier 2)
- Qin\*<sup>g</sup>, M., Tang, C. H., Jang, S. C., & Lehto, X. (2017). Mobile application introduction and shareholder return in the hotel and airline industries. *Journal of Hospitality and Tourism Management*, 31, 173-180. (HTM Tier 3)
- Chen\*<sup>g</sup>, Y., Lehto, X., Behnke, C., & Tang, C. H. (2016). Investigating children's role in family dining-out choices: Evidence from a casual dining restaurant. *Journal of Hospitality Marketing & Management*, 25(6). (HTM Tier 2)
- Nicely\*, A. & Tang, C. H. (2015). From tertiary education to innovating at work: What is really important for hotel managers? *International Journal of Hospitality Management*, 51, 135-137. (HTM Tier 1, Impact factor: 2.965)
- Tang\*, C. H. (2015). Determinants of commodity price risk exposure in the restaurant industry: An analysis by commodity price cycles. *International Journal of Hospitality Management*, 45, 121-129. (HTM Tier 1, Impact factor: 2.965)

- Yen, C. & Tang\*, C. H. (2015). Hotel attribute performance, eWOM motivations, and media choice. *International Journal of Hospitality Management*, 46, 79-88. (HTM Tier 1, Impact factor: 2.965)
- Tang\*, C. H. & Lee, J. (2014). Employee satisfaction and long-run shareholder returns. *Service Industries Journal* 34(14), 1167-1183. (Impact factor: 1.017)
- Sohn\*<sup>g</sup>, J., Tang, C. H. & Jang, S. C. (2014). Asymmetric impacts of the asset-light and fee-oriented strategy: The business cycle matters! *International Journal of Hospitality Management*, 40, 100-108. (HTM Tier 1, Impact factor: 1.837)
- Wen\*<sup>g</sup>, X., Lehto, X., Sydnor, S., & Tang, C. H. (2014). Investigating resort attribute preferences of Chinese consumers: A study of the post-80s and their predecessors. *Journal of China Tourism Research*, 10(4), 448-474. (HTM Tier 2).
- Jang\*, S. C., Tang, C. H., Park, K., & Hsu, L. T. (2013). Marketing-finance interface: A direction for hospitality and tourism management. *Tourism Economics*, 19(5), 1197-1206. (HTM Tier 2, Impact factor: 0.8)
- Sohn\*<sup>g</sup>, J., Tang, C. H. & Jang, S.C. (2013). Does the asset-light and fee-oriented strategy create value? *International Journal of Hospitality Management*, 32, 270-277. (HTM Tier 1, Impact factor: 1.692)
- Legg\*<sup>g</sup>, M. P., Tang, C. H., & Slevitch, L. (2012). Does political ideology play a role in destination choice? *American Journal of Tourism Research*, 1(2), 45-58.
- Tang\*, C. H. & Jang, S. C. (2012). Hedging weather risk in nature-based tourism businesses: A proposal for ski resorts. *Journal of Hospitality and Tourism Research*, 36(2), 143-163. (HTM Tier 1, Impact factor: 0.943)
- Tang\*, C. H. & Jang, S. C. (2011). Weather risk management strategies for ski resorts: Geographical diversification and financial hedging. *International Journal of Hospitality Management*, 30(2), 301-311. (HTM Tier 1, Impact factor: 1.771)
- Tang\*, C. H. & Jang, S. C. (2010). Does international diversification discount exist in the hotel industry? *Journal of Hospitality and Tourism Research*, 34(2), 225-246. (HTM Tier 1, Impact factor: 0.943)
- Tang\*, C. H. & Jang, S. C. (2009). The tourism-economy causality in the United States: A sub-industry level examination. *Tourism Management*, 30(4), 553-558. (HTM Tier 1, Impact factor: 2.597)
- Jang\*, S. C. & Tang, C. H. (2009). Simultaneous profitability impacts of internationalization and financial leverage: The case of hotel companies. *Journal of Hospitality and Tourism Research*, 33(3), 347-368. (HTM Tier 1, Impact factor: 0.943)
- Jang\*, S. C., Tang, C. H. & Chen, M. (2008). Financing behaviors of hotel companies: A longitudinal analysis. *International Journal of Hospitality Management*, 27(3), 614-622. (HTM Tier 1, Impact factor: 1.771)

Tang\*, C. H. & Jang, S. C. (2008). REIT requirements and hotel REITs' profitability: A comparative analysis. *International Journal of Hospitality Management*, 27(4), 614-622. (HTM Tier 1, Impact factor: 1.771)

Tang\*, C.H. & Jang, S.C. (2007). Revisit to the determinants of capital structure: A comparison between lodging firms and software firms. *International Journal of Hospitality Management*, 26(1), 175-187. (HTM Tier 1, Impact factor: 1.771)

**b. Book Chapters**

Tang, C.H. & Schwartz, Z. (2021). Key economic concepts for hospitality revenue management. In T. Repetti (Eds.), *Hospitality revenue management & profit optimization*. Hospitality and Tourism Revenue Management Educators.

**c. Publications for general population**

Kim, M. & Tang, C. H. (2021). Do dual-branded hotels perform better than stand-alone hotels? *HotelNewsNow*, September 30.

<https://www.costar.com/article/322985538/do-dual-branded-hotels-perform-better-than-stand-alone-hotels>

Zhang, Y., Tang, C. H., & Zhang, Y. (2017) Do hotels and mixed-use projects benefit each other? Evidence from China. *ICHRIE Research Report*.

Determinants of commodity price risk exposure in restaurants. 2015 Boilerplate.

Employee satisfaction and long-run shareholder returns. 2014 Boilerplate.

"Weather" to hedge: Impact of weather volatility on hospitality and tourism businesses. 2011 Boilerplate.

**d. Selected Conference Presentations**

Bai\*<sup>g</sup>, Y. & Tang, C. H. The effect of hotel attributes unbundling on perceived fairness and willingness to book. The 26th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Virtual Conference, January 8-9, 2021.

Bai\*<sup>g</sup>, Y. & Tang, C. H. The effect of attribute-based pricing on consumer behavior in midscale hotels. 2020 ICHRIE Conference. Online. July 27-28, 2020.

Bai\*<sup>g</sup>, Y. & Tang, C. H. Brand.com vs. OTA: The effect of hotel attributes unbundling on consumer booking intention. The 25th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Las Vegas, NV. January 3-5, 2020.

Bai\*<sup>g</sup>, Y. & Tang, C. H. Optimal bid prices for group business under competition. 2019 ICHRIE Conference. New Orleans, LA. July 24-26, 2019.

Kim\*<sup>g</sup>, H. & Tang, C. H. What is in an advance-purchase discount? An analysis based on stock option pricing model and consumer-market factors. The 24th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Houston, TX. January 3-5, 2019.

- Kim\*, M. & Tang, C. H. Synergy and strategic partner selection of dual-branded hotels. 2019 ICHRIE Conference. New Orleans, LA. July 24-26, 2019.
- Kim\*<sup>g</sup>, H. & Tang, C. H. The value of hotel property sales to sellers. The 23th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX. January 3-5, 2018.
- Bai\*<sup>g</sup>, Y. & Tang, C. H. Managing revenue volatility in OTAs – An example based on financial portfolio theory. The 23th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX. January 3-5, 2018.
- Duan\*<sup>g</sup>, T. & Tang, C. H. A comparison of demand forecasting methods for hotels located in various commercial environments. The 23th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism, Fort Worth, TX. January 3-5, 2018.
- Yen\*, C. & Tang, C. H. The effects of hotel attribute performance on eWOM behaviors. Midwest Academy of Management Conference, Chicago, IL. October 19-21, 2017.
- Li\*<sup>g</sup>, L., Tang, C. H., Zhang, Y. Does bundling mitigate perceived price unfairness towards demand-based pricing in restaurants? 2017 ICHRIE Conference. Baltimore, MD. July 26-28, 2017.
- Sohn\*<sup>g</sup>, J., Tang, C. H., & Jang, S. C. Advance or retreat: Financial implications of investment under uncertainty. *The 21st Annual Graduate Student Research Conference in Hospitality and Tourism*. Philadelphia, PA. January 7-9, 2016.
- Tang\*, C. H. & Zhang, Y. Do hotels benefit mixed-use developments? Evidence from China. *2015 ICHRIE Conference*. Orlando, FL. July 29-31, 2015.
- Sohn\*<sup>g</sup>, J., Tang, C. H., & Jang, S. C. Peer effect on investment in the restaurant industry. *2015 ICHRIE Conference*. Orlando, FL. July 29-31, 2015.
- Sohn\*<sup>g</sup>, J., Tang, C. H., & Jang, S. C. Demand uncertainty and investment in the restaurant industry. *The 20th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Tampa, FL. January 8-10, 2015.
- Yen, C. & Tang\*, C. H. eWOM motivation and media choice: TripAdvisor versus Facebook. *2014 ICHRIE Conference*. San Diego, CA. July 30-Aug. 1, 2014.
- Tang\*, C. H., & Sohn, J. Commodity price risk exposure in the restaurant industry. *2013 ICHRIE Conference*. St. Louis, MO. July 24-27, 2013.
- Nelson\*, D. & Tang, C. H. Using facilities management to help develop problem solving skills and reinforce the use of finance in the decision making process. *2013 ICHRIE Conference*. St. Louis, MO. July 24-27, 2013.
- Sohn\*<sup>g</sup>, J., Tang, C. H., & Jang, S. C. Business cycle and asset-light and fee-oriented strategy. *The 18th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*, Seattle, WA. January 3-5, 2013.

- Tang\*, C. H. Exploring the value of employee satisfaction: A multi-industry comparison. *2012 ICHRIE Conference*. Providence, RI. July 31-August 4, 2012.
- Sohn\*<sup>g</sup>, J., Tang, C. H., & Jang, S.C. Investigation of the asset-light & fee-oriented strategy in the hotel industry. *The 17th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Auburn, AL. January 5-7, 2012.
- Legg\*<sup>g</sup>, M. P., Tang, C. H., & Slevitch, L. Does political ideology play a role in destination choice? *The 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Washington, DC. January 7-9, 2010.
- Legg\*<sup>g</sup>, M. P. & Tang, C. H. Survival modeling of length of stay at casino hotels. *The 15th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Washington, DC. January 7-9, 2010.
- Tang\*, C. H. & Jang, S. C. Interest rate hedging under financial distress: The effect of leverage and growth opportunities. *2009 ICHRIE Conference*. San Francisco, California, July 29 – Aug.1, 2009.
- Tang\*, C. H. & Jang, S. C. “Weather risk management in ski resorts: Exploring the effect of geographical diversification on financial hedging.” *TTRA 40<sup>th</sup> Annual Conference*. Honolulu, Hawaii, June 21-24, 2009.
- Lee\*, J. & Tang, C. H. Is employee satisfaction more valuable in the service industry. *The 14<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Las Vegas, Nevada, January 4-6, 2009.
- Tang\*, C. H. & Jang, S. C. Mitigating weather risk in nature-based tourism business: a proposal of snowfall derivatives for ski resorts. *The 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Orlando, Florida, January 3-5, 2008.
- Tang\*, C. H. & Jang, S. C. Dissecting the chicken-egg dilemma: The tourism-economy causality at the sub-industry level. *The 13<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Orlando, Florida, January 3-5, 2008.
- Jang\*, S. C. & Tang, C. H. Internationalization, capital structure, and firm performance: The case of hotel companies. *2007 International CHRIE Conference*. Dallas, Texas, July 25 – 29, 2007.
- Tang\*, C. H. & Jang, S. C. Global diversification premium or discount? Exploring the heterogeneous effects. *The 12<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. Houston, Texas, January 4-6, 2007.
- Jang\*, S. C., Tang, C. H. & Chen, M. Cross-balance sheet interdependencies: A longitudinal study of hotel companies. *The 12<sup>th</sup> APTA (Asia Pacific Tourism*

Association) and 4th Asia Pacific CHRIE Joint Conference. Hualien, Taiwan, June 26-29, 2006.

Tang\*, C. H. & Jang, S. C. Does REIT status make a difference to hotel operators and investors? The 11<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Seattle, Washington, January 5-7, 2006.

Tang\*, C. H. & Jang, S. C. Revisit to the determinants of capital structure: A comparison between lodging firms and software firms. 2005 International CHRIE Conference. Las Vegas, Nevada, July 26-30, 2005.

Tang\*, C. H. & Jang, S. C. Growth opportunities and the long-term debt decision: The case of lodging firms in the U.S. The 10<sup>th</sup> Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Myrtle Beach, South Carolina, January 5-7, 2005.

### **Invited speeches**

“Research on dual-branded hotels.” Howard Feiertag Department of Hospitality and Tourism Management. Virginia Tech University, Feb. 18, 2022.

“Measuring the value of employee satisfaction,” Annual Conference of Association of Hospitality Financial Management Educators, New York, November 2011.

“Mitigating weather risk in nature-based tourism business: a proposal of snowfall derivatives for ski resorts,” ICHRIE Conference, Atlanta, GA. August 2008.

### **Mentorship**

#### **a. Major professor for Student theses**

Bai, Y. “Hotel add-on pricing strategy under dual channel competition,” Ph.D., 2022.

Kim, H. “Application of financial market models in the hotel industry,” Ph.D., 2021.

Duan, T. “Improving hotel demand forecasting accuracy by identifying seasonality-adjusted outliers,” M.S., 2018.

Guo, Y. “The effect of gain-loss message framing and dimensions of perceived risk on consumer purchase evaluation: Evidence from discount carriers,” M.S., 2017.

Sohn, J. “Demand uncertainty and investment in the restaurant industry,” Ph.D., 2016.

Li, Z. “Hare and tortoise: How do price change patterns affect propensity to book,” M.S., 2014.

Lee, Y. "The impact of brand extension through acquisition on firm performance: Vertical brand extension versus horizontal brand extension in the restaurant industry," M.S., 2014.

Joe, S. "The effect of loyalty program attributes on customer's booking choice," M.S., 2014.

Ding, Y. "A comparison of deterministic and statistical detruncation methods in forecasting hotel demand," M.S., 2013.

Li, L. "The moderating effect of bundling in perceived fairness towards dynamic pricing in restaurant industry," M.S., 2013.

Yang, B. "The effect of online customer reviews on perceived risk of online leisure hotel booking," M.S., 2013.

Qin, M. "Estimating the value of mobile channel addition in the hospitality and tourism industries: An event study approach," M.S., 2012.

Cho, J. "Asymmetric changes in willingness-to-pay: effects of new external reference price and demand information," M.S., 2012.

**b. Supervision of graduate student teaching**

HTM 541 Advance hospitality accounting and finance systems (online)

HTM 542 Strategic revenue management (online)

HTM 24100 Managerial accounting and financial management in the hospitality operations

**c. Significant consultation with graduate student research**

Zhang Y, Tang, C. H., Zhang, Y. Do hotels and mixed-use projects benefit each other? Evidence from China. 2017 ICHRIE Conference. Baltimore, MD. July 26-28, 2017.

**Academic Engagement**

**a. Editorial board member of academic journal**

Coordinating Editor, International Journal of Hospitality Management

Editorial board, International Journal of Hospitality and Tourism Administration

**b. Ad-hoc reviewer for academic journals**

International Journal of Hospitality Management

Cornell Hospitality Quarterly

Journal of Hospitality and Tourism Research

Tourism Management

**c. Moderator and reviewer for international and national conferences**

Annual Conference of International ICHRIE (Council of Hotel, Restaurant, and Institutional Educators Conference)

Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism

Asia Pacific Tourism Association Annual Conference

**d. Book reviewer**

Berk, DeMarzo, & Harford. (2012). Fundamentals of Corporate Finance 2<sup>nd</sup> ed. Boston, MA: Pearson.

**e. Organization Involvement & Leadership**

Treasurer, ICHRIE Indiana Chapter, 2011-2012.

Professional Development and Education Committee, ICHRIE, 2010-2011.

Website Development Committee, Association of Financial Management Education, 2012.

Revenue management textbook and certificate, Hospitality and Tourism Revenue Management Educators

**Courses taught during past three years**

HTM 14100 Financial accounting for the service industries

Fundamental accounting principles and procedures applied to the hospitality and service industries. Includes study of the uniform system of accounts, financial statements, special purpose journals, and subsidiary ledgers unique to the hospitality and service industries.

HTM 24100 Managerial accounting and financial management in the hospitality operations

Managerial and financial analyses of numerical data used for decision-making. Consideration of systems, techniques, information types, and presentational forms used by hospitality management. Emphasis on situations oriented to the hospitality industry.

HTM 34100 Operations control and analysis in the hospitality industry

Application of cost controls; development of cost-reduction methods through management policy and decisions; examination of cost-control techniques for food, labor, and supplies in addition to the emphasis on beverage management control.

HTM 38100 Revenue management in the lodging industry

This course will add to and build upon the knowledge acquired in HTM 18100-Lodging Management. The course will provide a theoretical perspective on service management and how service management concepts can be applied to the

hospitality business. The course will also provide an understanding of revenue management's key concepts and applicability of revenue maximization strategies and their operational aspect. The components of effective revenue management will be analyzed and its effects on overall profitability. The course will also review the latest industry issues and trends affecting all aspects and segments of the lodging industry.

**HTM 54100 Advance hospitality accounting and finance systems**

This course is designed to install both fundamental finance concepts and in-depth understanding on hospitality finance issues in HTM M.S. students. The course is divided into three parts: financial statement analysis, corporate finance theories, and special topics in the hospitality and tourism industry. The goal is to ready students to pursue a career and/or conduct research related to hospitality finance.

**HTM 54200 Strategic revenue management**

In this course, we will treat revenue management as a strategic platform for maximizing property-wide incomes, thus property value. The course is designed to provide students the theoretical foundation, tactical tools, and practical applications of revenue management. At the end of the course, students should be able to identify the problems and challenges during the implementation of revenue management systems and anticipate future trends and prospects.

**HTM 60200 Research topics and methods seminar**

This is a research seminar for doctoral students. The goal is to prepare students to plan and publish a quality research project. To achieve the goal, participants will analyze and discuss past best conference and journal papers to learn what make best papers. The seminar will also introduce students to basic regression concepts and tools and provide hands-on practices.

### **Industry educational activities**

Key economic concepts for hospitality revenue management. STR-RevME Train the trainer seminar for hospitality and tourism revenue management educators. April 1, 2022.

Executive training on revenue management, Schotel Hotel. Suzhou, China. June, 2014.

Executive training on managerial accounting, Schotel Hotel. Suzhou, China. June, 2013.

"Managing revenue management," National Kaohsiung University of Hospitality and Tourism, Kaohsiung, Taiwan, June, 2012.

Executive training on revenue management, Shangri-la Hotel. Dalian, China. June, 2011.

"Measuring the value of sustainability," Career Development Academy, ICHRIE

conference, Denver, CO, 2011.

Revenue Management course: Zhejiang University – The Hong Kong Polytechnic University International Executive Development Masters Program. Hangzhou, China, Summers in 2011, 2013, and 2015.

Revenue Management course: Mainland China M.S. program, The Hong Kong Polytechnic University. Shenzhen, China, summers in 2012 and 2014.

**Service to university, college, and department**

HTM Scholarship and Awards Committee, Chair

CSR Associate Head Search Committee 2020, Chair

HTM Head Search Committee 2022, Chair

Faculty Search Committee 2022, member

HTM Strategic Planning Committee, member

HTM Alumni Golf Tournament Committee, member

HTM Undergraduate curriculum benchmarking committee, member

2011, 2012 United Way HTM Team Captain