

Sung W. Lee

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EDUCATION

The Pennsylvania State University

University Park, PA

2021 – 2025 *Ph.D. Candidate in Hospitality Management* (expected graduation: May 2025)

- Dissertation title: Determining hotel barometric price leaders: Internal operations and strategic drivers
- Co-advisors & committee chairs: Dr. Seoki Lee and Dr. Amit Sharma
- Committee members: Dr. Anna S. Mattila, Dr. Donna Quadri-Felitti, and Dr. Bing Pan

New York University

New York, NY

2003 – 2005 *M.S. in Hospitality Industry Studies*

- Concentration: Hospitality Investments

New York University

New York, NY

1999 – 2003 *B.S. in Hospitality and Travel Management*

- Concentration: Hotel Operation Analysis

RESEARCH / TEACHING INTERESTS

Research interests: Pricing, revenue management, distribution channel, hotel technology, and event

Teaching interests: Hospitality management, operation, finance, marketing, and strategic management

REFEREED JOURNAL ARTICLE

(Note. * = Corresponding author)

Lee, S. W. *, & Sharma, A. (2024). Beyond rate parity: Examining offer uniqueness and channel credibility in hotel pricing. *Tourism Economics*, 0(0).

<https://doi.org/10.1177/13548166241273881>

MANUSCRIPTS UNDER REVIEW / REVISION

(Note. * = Corresponding author)

Lee, S. W. *, Quadri-Felitti, D., Lee, S., & Sharma, A. Market signals and price setting:

Unveiling barometric price leader in the hotel sector. Under review at *Journal of Hospitality Financial Management*.

MANUSCRIPTS IN PROGRESS

(Note. * = Corresponding author)

Lee, S. W. *, Lee, S., Sharma, A., & Quadri-Felitti, D. (manuscript preparation). Barometric price leader in hotel competitor network – Index Construction. Target: *Annals of Tourism Research*.

Lee, S. W. *, Barruah, D., Sharma A., Lee, S., & Quadri-Felitti, D. (manuscript preparation). Hotel financial performance pre- and post-crisis: A comparative analysis. Target: *Journal of Hospitality & Tourism Education*.

Lee, S. W. *, Sharma, A., & Lee, S. (in progress). Would you trust AI-generated prices?. Target: *Tourism Economics (Special issue: The economics of artificial intelligence in tourism and hospitality)*.

Lee, S. W. *, Lee, S., & Sharma, A. (in progress). Are all businesses the same?. Target: *Tourism Management*.

Quadri-Felitti, D. *, Lee, S. W., & Hamm, D. (manuscript preparation). Location matters: Exploring name-badge placement and name recall amid post-pandemic conference attendance motivations of introverts. Target: *Journal of Convention & Event Tourism*.

TEACHING EXPERIENCES

The Pennsylvania State University

University Park, PA

2021 - 2024 *Teaching Assistant* - School of Hospitality Management

- HM 272: Introduction to Worksheet-Based Analysis and Modeling for Managerial Decision-Making
- HM 336: Hospitality Managerial Accounting
- HM 350: Hospitality Revenue and Profit Optimization
- HM 407: The Sustainable Fork Food Systems Decisions for Away-From-Home Eating
- HM 435: Hospitality Corporate Finance
- HM 483: Revenue Management
- HM 492: Advanced Professional Seminar in Hospitality Management

Fairleigh Dickinson University

Teaneck, NJ

2016 - 2017 *Adjunct Faculty* - International School of Hospitality and Tourism Management

- HRTM 7713: Managing Financial Systems in the Hospitality Industry

2008 - 2009 *Adjunct Faculty* - International School of Hospitality and Tourism Management

- HRTM 2211: Accounting for Hospitality Managers

AWARDS, & RECOGNITIONS

2024 **2024 ICHRIE Level Up A Revenue Management Competition**

- Ranking: 2nd place

2024 **2024 ICHRIE Hotel Management Challenge Award**

- Ranking: 3rd place

2024 **2024 Rapid Research Competition**, College of Health and Human Development, *The Pennsylvania State University*

- Topic: Barometric price leader in hotel competitor network – Index construction

2023 **2023 STR & ICHRIE Americas Student Market Study Competition**

- Ranking: Finalist
- Role: Faculty advisor

2022 **2022 STR Global Student Market Study Competition**

- Ranking: 3rd place (undergraduate)
- Role: Faculty advisor

REFEREED CONFERENCE PRESENTATIONS

- Lee, S. W., Lee, S., Sharma, A., & Quadri-Felitti, D. (2024, July). *Barometric price leader in hotel competitor Network – Index construction* [Paper presentation]. 2024 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. Montreal, ON. Canada.
- Lee, S. W., Sharma, A., & Lee, S. (2024, March). *Would you trust AI-generated prices?* [Poster presentation]. The 38th Penn State Graduate Exhibition. University Park, PA. United States.
- Lee, S. W., Sharma, A., & Lee, S. (2024, January). *Would you trust AI-generated prices?* [Poster presentation]. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Miami, FL. United States.
- Lee, S. W. & Sharma, A. (2023, November). *Make sure you are on rate parity!* [Poster presentation]. 2023 iAHFME Research Symposium. New York, NY. United States.
- Lee, S. W., Lee, S., & Sharma, A. (2023, October). *Are all businesses the same?* [Poster presentation]. EuroCHRIE Vienna 2023. Vienna, Austria.
- Lee, S. W., Sharma, A., & Lee, S. (2023, July). *Pay attention to competitors from all classes: Brand hierarchy pricing* [Poster presentation]. 2023 Annual International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) Summer Conference. Phoenix, AZ. United States.
- Lee, S. W., Lee, S., & Sharma, A. (2023, March). *Barometric price leader in hotel competitor network* [Poster presentation]. The 38th Penn State Graduate Exhibition. University Park, PA. United States.
- Lee, S. W., Lee, S., & Sharma, A. (2023, January). *Barometric price leader in hotel competitor network* [Poster presentation]. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Orange, CA. United States.

PROFESSIONAL EXPERIENCES

IHG Hotels and Resorts

- 2019 - 2020 *Regional Director of Revenue Management, New York Region*
- The portfolio included nine owned and managed IHG luxury, lifestyle, convention, and focus service brands, totaling over 3K room inventories and over 48K sq. ft. of function space.

Marriott International

- 2017 - 2018 *Market Director of Revenue Strategy - Hong Kong*
- The portfolio comprised nine managed Marriott luxury, core, airport, resort, and focus service brands, totaling over 3.6K room inventories and over 30K sq. ft. of function space.
- 2014 - 2017 *Director of Revenue Management - W New York - Times Square*
- As a part of the executive committee team, I continuously improved the RGI for three years in a declining market.

Hilton Worldwide

- 2011- 2014 *Director of Revenue Management - Conrad New York Downtown*

- As an executive committee member, I strategically positioned and opened a five-star luxury hotel in lower Manhattan.

HHM Hotels

2011 - 2011 *Area Director of Revenue Management - New York*

Hilton Worldwide

2009 - 2011 *Director of Revenue Management - Hilton Baltimore*

Warwick Hotels and Resorts

2007 - 2009 *Director of Revenue Management - Warwick New York*

Hilton Worldwide

2006 - 2007 *Revenue Management Analyst - Doubletree Guest Suites Times Square*

IHG Hotels and Resorts

2005 - 2006 *Accounting Group Coordinator - Crowne Plaza Times Square Manhattan*

CERTIFICATIONS

2024	Certified Hospitality Digital Marketer, <i>HSMIAI</i>
2024	Certification in Hospitality Business Acumen, <i>Russell Partnership</i>
2024	Certification in Course in College Teaching, Schreyer Institute for Teaching Excellence, <i>The Pennsylvania State University</i>
2024	Certified Revenue Management Executive, <i>HSMIAI</i>
2023	Certification in EPPIC Workshop Series “Research Writing in English”, Schreyer Institute for Teaching Excellence, <i>The Pennsylvania State University</i>
2023	Certification in Advanced Hospitality and Tourism Analytics, <i>The CoStar SHARE Center</i>
2023	Certification in Hotel Industry Analytics, <i>American Hotel & Lodging Association</i>
2010	Revenue Management University Certification, <i>Hilton Worldwide</i>
2010	Catering Revenue Management Certification, <i>Hilton Worldwide</i>

SCHOLARSHIPS

2021 - Present	Graduate Assistantship, <i>The Pennsylvania State University</i>
2024	HSMIAI Certification Scholarship, <i>Timothy S. Y. Lam Foundation</i>
2023	Berquist Accelerator Fund, <i>The Pennsylvania State University</i>
2022	Berquist Accelerator Fund, <i>The Pennsylvania State University</i>
2004	Dean’s Graduate Fellowship, <i>New York University</i>
2003	Dean’s Graduate Fellowship, <i>New York University</i>
1999	Hospitality Management Scholarship, <i>New York University</i>

SERVICE AND OUTREACH

2021 - Present	Member, Food Decisions Research Laboratory, <i>The Pennsylvania State University</i>
2024	Moderator, 2024 ICHRIE Montreal

- 2021- 2024 Treasurer, Hospitality Management Graduate Students Organization, *The Pennsylvania State University*
- 2024 Judge, 2024 Undergraduate Research Exhibition, *The Pennsylvania State University*
- 2023 Moderator, 2023 ICHRIE Phoenix
- 2023 Reviewer, 2023 EuroCHRIE Vienna
- 2023 Judge, 2023 Undergraduate Research Exhibition, *The Pennsylvania State University*