

Sung W. Lee

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EDUCATION

The Pennsylvania State University *University Park, PA*
2021–present *Ph.D. Candidate in Hospitality Management (ABD, expected graduation: August 2025)*

- Dissertation title: Unpacking hotel barometric price leaders: Insights into revenue performance and attributes
- 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: revenue management, distribution channel, hotel technology, and event management

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*, Advance online publication.
<https://doi.org/10.1177/13548166241273881>

MANUSCRIPTS UNDER REVIEW / REVISION

(Note. * = Corresponding author)

Lee, S. W. *, Quadri-Felitti, D., Lee, S., & Sharma, A. (revise & resubmit). Market signals and price setting: Unveiling barometric price leader in the hotel sector. *Journal of Hospitality Financial Management*.

Lee, S. W. *, Lee, S., Sharma, A., & Quadri-Felitti, D. (under review). Hotel barometric price leadership: Sharing market insights. *Journal of Travel Research*.

Lee, S. W. *, & Sharma, A. (under review). AI versus human-generated hotel pricing: Unpacking consumer perceptions of trustworthiness and fairness. *Tourism Economics*.

Quadri-Felitti, D. *, Lee, S. W., & Hamm, D. (under review). Optimizing networking success: Insights

into name recall, personality traits, and conference behaviors. *Journal of Convention & Event Tourism*.

MANUSCRIPTS IN PROGRESS

(Note. * = Corresponding author)

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. *, Lee, S. W., Russell, G., Sterner III, G. E., & Kang, K. H. (manuscript preparation). Problem gambling behaviors in the social context. Target: *Journal of Travel & Tourism Marketing*.

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

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

2025 **Grimes-Nicholson Technology Award**, *The Pennsylvania State University*

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., Barruah, D., Sharma, A., Lee, S., & Quadri-Felitti, D. (2025, January). *Hotel financial performance pre- and post-crisis: Comparative analysis* [Paper presentation]. The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. United States.
- Lee, S. W., Sharma, A., & Lee, S. (2025, January). *Hotel barometric price leaders: Internal operations and strategic drivers* [Poster presentation]. The 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Houston, TX. United States.
- Lee, S. W., Barruah, D., Sharma, A., Lee, S., & Quadri-Felitti, D. (2024, November). *Hotel financial performance pre- and post-crisis: Comparative analysis* [Paper presentation]. 2024 iAHFME Research Symposium. Virtual.
- 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 3,000 room inventories and over 48,000 square feet 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 3,600 room inventories and over 30,000 square feet of function space.

2014-2017 *Director of Revenue Management - W New York - Times Square*

- The hotel 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, participated in opening 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

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|------|---|
| 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	Education Scholarship, <i>Timothy S.Y. Lam Foundation</i>
2024	Barbara Howell Raphael Educational Equity Graduate Scholarship, <i>The Pennsylvania State University</i>
2024	HSMAI 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

2025–present	Ad-hoc Reviewer, <i>Tourism Economics</i>
2021–present	Member, Food Decisions Research Laboratory, <i>The Pennsylvania State University</i>
2025	Judge, 2025 Undergraduate Research Exhibition, <i>The Pennsylvania State University</i>
2024	Moderator, 2024 ICHRIE Montreal
2021–2024	Treasurer, Hospitality Management Graduate Students Organization, <i>The Pennsylvania State University</i>
2024	Judge, 2024 Undergraduate Research Exhibition, <i>The Pennsylvania State University</i>
2023	Moderator, 2023 ICHRIE Phoenix
2023	Reviewer, 2023 EuroCHRIE Vienna
2023	Judge, 2023 Undergraduate Research Exhibition, <i>The Pennsylvania State University</i>