

Karen (Lijia) Xie

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AREAS OF INTEREST

Topics	Business Strategies enabled by Technology Data Analytics in Hospitality Sharing Economy and Social Media Revenue Management
Methods	Business Analytics with Econometrics and Statistics Predictive Modeling and Forecasting Business Intelligence and Visualization

ACADEMIC APPOINTMENT

2013-	Assistant Professor of Hospitality Management, Daniels College of Business University of Denver
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ACADEMIC DEGREES

2013	Doctor of Philosophy (Ph.D.) in Business Administration, Temple University
2010	Master of Philosophy (M.Phil.) in Management, The Hong Kong Polytechnic University
2008	Bachelor of Management (with highest distinction), Fudan University

AWARDS AND HONORS

2016	Faculty Scholarship of Discipline Award Finalist, University of Denver Daniels College of Business
2016	Best Paper Award Finalist, China Summer Workshop on Information Management (CSWIM)
2016	Best Paper Award, West Federation CHRIE Conference
2015	Emerald Literati Network Award for Excellence
2015	Highly Commended Award, <i>International Journal of Contemporary Hospitality Management</i>
2015	Best Presentation Award, International Hospitality Information Technology Association (iHITA) Annual Research Conference
2015	Best Paper Award Finalist, iHITA Annual Research Conference
2014-2016	Merit Award, University of Denver Fritz Knoebel School of Hospitality Management
2014	Outstanding Scientific Paper Reviewer Award, International CHRIE Annual Research Conferences
2013	Tourism & Hospitality Technology Research Award, sponsored by <i>Journal of Hospitality and Tourism Technology</i>
2013	Best Paper Award, Graduate Student Research Conference in Hospitality and Tourism
2012&2014	Winner, Wharton Customer Analytics Initiative (WCAI) Research Opportunities
2011-2013	Interdisciplinary Young Scholar Award, Temple University Fox School of Business
2011	Best Paper Award, Caesars Hospitality Research Summit
2011	Travel Research Award, Travel & Tourism Research Association (TTRA)
2008	Distinguished Undergraduate Thesis Award, Fudan University
2007	Wangdao Distinguished Scholar Award, Fudan University
2007	Best Paper Award, China Tourism Forum

JOURNAL PUBLICATIONS

Information Systems

1. Xie, Karen & Lee, Young Jin (2015). Social media and brand purchase: Quantifying the effects of earned and owned social media in a two-stage decision making model. *Journal of Management Information Systems*, 32(2), 204-238.
 - Winer 2012, Wharton Customer Analytics Initiative (WCAI) Research Opportunity
 - Featured by *BizReport*, July 8, 2016

Hospitality Management

2. Thornhill, Mike, Xie, Karen, & Lee, Young Jin (2017). Social media advertising in a competitive market: Effects of earned and owned exposures on brand purchase. *Journal of Hospitality and Tourism Technology*. Forthcoming
3. Wu, Jiang, Ma, Panhao, & Xie, Karen (2017). In sharing economy we trust: The effects of host attributes on short-term rental purchases. *International Journal of Contemporary Hospitality Management*, 29(9). *The Special Issue of Sharing Economy*. Forthcoming
 - Best Paper Award 2016, The 15th Wuhan International Conference on E-Business
4. Xie, Karen, So, Kevin, & Wang, Wei (2017). Joint effects of management responses and online reviews on hotel financial performance: A data-analytics approach. *International Journal of Hospitality Management*, 62, 101-110.
5. Xie, Karen & Mao, Eddie (2017). The impacts of quality and quantity attributes of Airbnb hosts on listing performance. *International Journal of Contemporary Hospitality Management*, 29(9). *The Special Issue of Sharing Economy*. Forthcoming
6. Xie, Karen, Kwok, Linchi, & Wang, Wei (2017). Monetizing managerial response on TripAdvisor: Performance implications across hotel classes. *Cornell Hospitality Quarterly*. Forthcoming
 - Best Paper Award 2016, West Federation CHRIE Conference
 - Featured by *HospitalityNet*, September 30, 2016
 - Featured by *123-hotels*, September 30, 2016
 - Featured by *Veooz*, September 30, 2016
 - Featured by *kssait.ru*, September 30, 2016
 - Featured by *Pomonacanews*, October 1, 2016
 - Featured by *Tnooz*, October 4, 2016
 - Featured by *HSMAI*, October 4, 2016
 - Featured by *ApexHotelAdvisors*, October 4, 2016
 - Featured by *MultiBriefs: Exclusive*, January 16, 2017
7. Kwok, Linchi, Xie, Karen, & Richards, Tori (2017). Thematic framework of online review research: A systematic analysis of contemporary literature on seven major hospitality and tourism journals. *International Journal of Contemporary Hospitality Management*. 29(1), 307-354.
 - Featured by *MultiBriefs: Exclusive*, January 31, 2017
8. Kwok, Linchi & Xie, Karen (2016). Factors contributing to online review helpfulness: Do manager responses play a role? *International Journal of Contemporary Hospitality Management*. 28(10), 2156-2177.

- Best Paper Award Finalist 2015, iHITA Annual Research Conference
 - Featured by *MultiBriefs: Exclusive*, August 31, 2016
 - Featured by *KMRB AM1430*, September 1, 2016
9. Xie, Karen, Zhang, Zili, Zhang, Ziqiong, Singh, Amrik, & Lee, Seul Ki (2016). Effects of managerial response on consumer eWOM and hotel performance: Evidence from TripAdvisor. *International Journal of Contemporary Hospitality Management*, 28(9), 2013-2034.
 10. Xie, Karen, Chen, Chih-Chien, & Wu, Shin-Yi (2016). Online consumer review factors affecting offline hotel popularity: Evidence from TripAdvisor. *Journal of Travel and Tourism Marketing*, 33(2), 211-223.
 - Tourism & Hospitality Technology Research Award 2013, sponsored by *Journal of Hospitality and Tourism Technology*
 - Best Paper Award 2013, Graduate Student Research Conference in Hospitality and Tourism
 - Interdisciplinary Young Scholar Award 2011, Temple University Fox School of Business
 11. Xie, Karen, Xiong, Lina, Chen, Chih-Chien, & Hu, Clark (2015). Understanding active loyalty behavior in hotel reward programs through customers' switching costs and perceived program value. *Journal of Travel and Tourism Marketing*, 32(3), 308-324.
 12. Xie, Karen, Zhang, Zili, & Zhang, Ziqiong (2014). The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43(1), 1-12.
 13. Xie, Karen & Chen, Chih-Chien (2014). Hotel loyalty programs: How valuable is valuable enough? *International Journal of Contemporary Hospitality Management*, 26(1), 107-129.
 - Highly Commended Award 2015, *International Journal of Contemporary Hospitality Management*
 - Best Paper Award 2011, Caesars Hospitality Research Summit
 14. Xie, Karen & Lee, Jin Soo (2013). Toward the perspective of cognitive destination image and destination personality: The case of Beijing. *Journal of Travel and Tourism Marketing*, 30(6), 538-556.
 15. Xie, Karen & Chen, Chih-Chien (2013). Progress in loyalty program research: Facts, debates, and future research. *Journal of Hospitality Marketing & Management*, 22(5), 463-489.
 16. Chen, Chih-Chien & Xie, Karen (2013). Differentiation of cancellation policies in the U.S. hotel industry. *International Journal of Hospitality Management*, 34(1), 66-72.
 17. Zhong, Jianlan, Chen, Xueqiong, & Xie, Karen (2010). China hotel quality competitiveness assessment: A quality competition index approach. *Journal of China Tourism Research*, 6(2), 145-163.
 18. Xie, Karen & Guo, Yingzhi (2010). The MICE industry of Shanghai: Evaluating customer perception using the importance-performance analysis. *Tourism Tribune*, 25(3), 46-54.
 - Wangdao Distinguished Scholar Award 2006, Fudan University
 - Distinguished Undergraduate Thesis Award 2008, Fudan University
 19. Xie, Karen, Guo, Yingzhi, Ye, Yunxia, Wang, Kuo-Ching, & Hung, Ya-Fang (2009). Assessment of importance-performance analysis model on perceived features of the Shanghai convention and exhibition industry: An empirical application. *Journal of Tourism, Hospitality & Culinary Arts*, 1(3), 79-99.

WORKING PAPERS

Information Systems

- “Managerial intervention in responding to online WOM: Performance implications and varying effects” (with Young Jin Lee & Ali Besharat) *Submitting to Management Science*.
 - Best Paper Award Finalist 2016, China Summer Workshop on Information Management (CSWIM)
 - Featured by *Business News Daily*, June 27, 2016
 - Featured by *Daniels Press Release*, June 2, 2016
- “When earned WOM meets firm-initiated advertising: The effect of multi-channel marketing on brand purchase” (with Pei-Yu Chen) *Under revision for 2nd round review at Information Systems Research*.
 - Winner 2012, Wharton Customer Analytics Initiative (WCAI) Research Opportunity
 - Interdisciplinary Young Scholar Award 2013, Temple University Fox School of Business
- “An empirical study of market switching behavior of mobile app developers” (with Young Jin Lee, Hossein Ghasemkhani, & Yong Tan) *Submitting to Journal of Management Information Systems*.

Hospitality Management

- “Chinese travelers’ behavioral intentions toward room sharing platforms: The influence of motivations, perceived trust, and past experience” (with Jiang Wu & Minne Zeng) *Under revision for 3rd round review at International Journal of Contemporary Hospitality Management (Special Issue of Sharing Economy)*.
- “The influence of incidental affect and mood-changing price on online booking intention” (with Shuo Wang & Chih-Chien Chen) *Under 2nd round review at Journal of Hospitality and Tourism Technology*.
- “The effects of expert reviews on future reputation, popularity, and financial performance of hotels: Insights from data analytics” (with Kevin So) *Under 2nd round review at Journal of Hospitality & Tourism Research*.
- “Effect of economic recession and recovery on restaurant failures: The role of service attributes, service types and GIS factors” (with H.G. Parsa, Jean-Pierre van der Rest, Jackson Lamb, & Jeff Kreeger) *Under 2nd round review at Journal of Foodservice Business Research*.
- “Consumer valuation of Airbnb listings: A hedonic price approach” (with Yong Chen) *Under 2nd round review at International Journal of Contemporary Hospitality Management (Special Issue of Sharing Economy)*.
- “Impacts of host attributes and traveler experience on repeat purchase of home-sharing services” (with Jiang Wu and Linchi Kowk) *Under review at International Journal of Hospitality Management*.
- “To share or not to share: Effects of traveler experiences on the choice of accommodation sharing services” (with Chih-Chien Chen and Jiang Wu) *Under review at International Journal of Hospitality Management*.
- “Learning from peers: The effect of sales history disclosure on peer-to-peer short-term rental purchase” (with Eddie Mao and Jiang Wu) *Under review at Cornell Hospitality Quarterly*.
- “The effect of Airbnb’s price positioning on hotel performance” (with Linchi Kwok) *Under review at International Journal of Hospitality Management*.

- “Travelers’ preferences for short-term rentals and hotels” (with Cheri Young & David Corsun) *Under review at International Journal of Culture, Tourism, and Hospitality Research*.
- “Hotels at our fingertips: Consumer conversion from search, click-through, to book” (with Young Jin Lee) *Under review at Journal of Hospitality and Tourism Technology (Special Issue of Big Data)*.
 - Best Presentation Award 2015, iHITA Annual Research Conference
 - Featured by *Research at Daniels*, Spring 2016

WHITE PAPER

- Corsun, David, Xie, Karen, & Young, Cheri (2016). *Short-term rentals in Denver, CO*, invited by The Denver City Council, City and County of Denver.
 - Featured by *Denver Public Radio*, February 22, 2016
 - Featured by *DU Research & Scholarship Matters*, Winter 2016

BOOK CHAPTERS

- Zhong, Jianlan, Chen, Xueqiong, & Xie, Karen (2014). China hotel quality competitiveness assessment: A quality competition index approach. *Contemporary Perspectives on China Tourism*, edited by Xiao, H. G. London and New York: Routledge, pp.107-125. ISBN: 978-0-4156-9753-8.
- Xie, Karen (2012). Marketing on the move: Understanding the impact of mobile on consumer behavior, in *Marketing Science Institute Conference Summary*, edited by Keane, S., & Deighton, J. Boston, MA: Marketing Science Institution, No.12-301, pp.1-13.
- Guo, Yingzhi, Zang, Sengnan, Xie, Karen, & Ye, Yunxia (2009). Tourism demand of the Shanghai MICE industry, in *The Blue Book of MICE Industry: The Economic Development Report of the Chinese MICE Industry*, edited by Wang, F. H., & Guo, J. R. Beijing, China: Chinese Social Science Press, pp.209-224. ISBN: 978-7-5097-0727-2.
- Guo, Yingzhi, Xie, Karen, & Ye, Yunxia (2008). Tourist behavior and demand in outbound travel, in *Industry Growth and Strategy Management of Asian Enterprises*, edited by Rui, M. J., & Wang, M.Y. Shanghai, China: Fudan University Press, pp.138-149. ISBN: 978-7-3090-6195-6.

IN THE MEDIA

- “What we know about online reviews - and what we don’t,” by Linchi Kwok. *MultiBriefs: Exclusive*, January 31, 2017.
- “Responses to online reviews should vary based on hotel class,” by Linchi Kwok. *MultiBriefs: Exclusive*, January 16, 2017.
- “Websites for making last minute holiday travel,” by Mike Rice and Susan Witkin. *Colorado’s Afternoon News on KOA NewsRadio 850AM 94.1FM*, November 29, 2016, radio live streaming.
- “Getting to know Knoebel faculty,” by Anastasia Rotenberg and Carole Bellfi. *Knoebowl News*, Fall 2016, print copy.
- “Eyes on ethics in big data research,” by Qu Xiao. *The CHRIE Communiqué*, November 30, 2015.
- “In online reviews who responds and length of response are important,” by Linda Fox. *Tnooz*, October 4, 2016.

- “Do hotel managers’ responses to TripAdvisor reviews boost revenue? It depends,” by Kristal Griffith. *HospitalityNet*, September 30, 2016; *Veooz*, September 30, 2016; *kssait.ru*, September 30, 2016; *123-hotels.com*, September 30, 2016; *Pomonacanews.com*, October 1, 2016; *HSMAI.org*, October 4, 2016; *ApexHotelAdvisors.com*, October 4, 2016.
- “What can hotel managers do to make online consumer reviews more helpful?” by Linchi Kwok. *KMRB AM1430*, September 1, 2016, radio live streaming.
- “Online reviews: What can hotel managers do to make them more helpful?” by Linchi Kwok. *MultiBriefs: Exclusive*, August 31, 2016.
- “Study: Social isn't the selling tool some thing,” by Kristina Knight. *BizReport*, July 8, 2016.
- “Hold your fire: When to respond to online reviews,” by Chad Brooks. *Business News Daily*, June 27, 2016.
- “New research gives insight to businesses on how to respond to online reviews,” by Kristal Griffith. *Daniels Press Release*, June 2, 2016.
- “Rental by owner – a taxable industry?” by Corinne Lengsfeld. *DU Research & Scholarship Matters*, Winter 2016, print copy.
- “Study: Denver missing out on millions by not taxing short-term rentals,” by Nathaniel Minor. *Denver Public Radio*, February 22, 2016.
- “Maximizing customer conversion on the path to purchase,” by Michael Charles. *Research at Daniels*, Spring 2016, print copy.
- “Flipping the classroom for discussion-type undergraduate class,” by Rachel Chen. *The CHRIE Communiqué*, November 30, 2015.
- “Karen Xie joins the Knoebel School as Assistant Professor,” by Cynthia Pasquale. *Knoebel News*, Winter 2014, print copy.
- “Interdisciplinary young scholars,” *Temple University Fox News & Releases*, October 12, 2013.
- “Temple students ensure opportunities for tourism from China are not lost in translation,” by Joseph Labolito. *Temple Now*, March 28, 2013.
- “Young scholars forum launches cutting-edge research, bridges disciplines,” by Anonymous. *Temple University Fox News & Releases*, April 27, 2012.
- “Marketing on the move: Understanding the impact of mobile on consumer behavior,” by Karen Xie. *Marketing Science Institution*, December 12, 2012.
- “Local residents’ positive perception of mega-events will support Shanghai World Expo,” by Smith Zhao. *Travel Times*, December 3, 2008.

GRANTS & FUNDS

- Summer Research Grant, University of Denver Daniels College of Business. 2013-
- Travel Grants, University of Denver Knoebel School of Hospitality Management. 2013-

- Ethics Instruction Development (EID) Grant, University of Denver Daniels Fund Endowment. 2016
- One New Thing Mini Grant, University of Denver Office of Teaching & Learning. 2016
- Internationalization Grant, University of Denver Office of Internationalization. 2016
- Internationalization Grant, University of Denver Office of Internationalization. 2015
- Community-Engaged Learning Mini Grant, University of Denver Center for Community Engagement & Service Learning (CCESL). 2015
- Collection Development Grant, University of Denver University Library Association. 2014
- Partners in Scholarship (PinS) Research Grant, University of Denver Undergraduate Research Center. 2014
- Service Learning Engaged Practitioner Program, University of Denver Center for Community Engagement & Service Learning (CCESL). 2014
- Faculty Fund of Creating a Hybrid Course, University of Denver Office of Teaching & Learning. 2013
- Service Learning Scholars Program, University of Denver Center for Community Engagement & Service Learning (CCESL). 2013
- Travel Grants, Temple University Fox School of Business. 2010-2013
- Graduate Assistantships, Temple University Fox School of Business. 2010-2013
- Young Scholar Seeds Fund (Spring), Temple University Fox School of Business. 2013
- Young Scholar Seeds Fund (Spring), Temple University Fox School of Business. 2012
- Young Scholar Seeds Funds (Fall) (Two projects funded), Temple University Fox School of Business. 2011
- Young Scholar Seeds Fund (Spring), Temple University Fox School of Business. 2011
- Faculty Development Fund, George Washington University-Temple University Center for International Business Education and Research (CIBER). 2011
- Travel Research Grant, Travel & Tourism Research Association. 2011
- Summer Research Grant, Temple University Office of the Provost. 2011
- Grant-in-Aid, Temple University Office of the Provost. 2011
- Hong Kong Government Research Studentships. 2008-2010
- Travel Grants, The Hong Kong Polytechnics University. 2008-2010
- Hong Kong Government Research Studentships. 2008-2010

- Associated Funds, The Hong Kong Polytechnics University. 2008-2010
- Shanghai Planning Fund of Philosophy and Social Sciences. 2008
- National People's Fellowship for Undergraduate Academic Excellence. 2004-2008
- China National Petroleum Corporation (CNPC) Global Encouraging Scholarship for Outstanding Undergraduates. 2006

INTERNATIONAL COLLABORATION

- Funded Research. Ecole hôtelière de Lausanne. Lausanne, Switzerland (2016-2017)
- Funded Research. Wuhan University. Wuhan, China (2016-2017)
- Funded Research. Huaqiao University. Fujian, China (2016)
- Funded Research. Yunnan University of Finance and Economics. Kunming, China (2015)
- Funded Research. Harbin Institute of Technology. Harbin, China (2013-2014)

INVITED TALKS

Big Data Analytics in Hospitality

- "Big data analytics in hospitality," invited by Office of Internationalization, University of Denver. Denver, CO. April, 2016.
- "Big data! Hospitality analytics," invited by Colorado Hotel & Lodging Association. Colorado Springs, CO. November, 2015.
- "Hospitality & social media," invited by Colorado Hotel & Lodging Association. Colorado Springs, CO. November, 2015.
- "Big data analytics in hospitality research," invited by International CHRIE Career Academy. Orlando, FL. July, 2015.
- "Social media and brand purchase: Quantifying the effects of earned and owned social media in a two-stage decision making model," invited by Daniels College of Business. Denver, CO. October 10, 2014.
- "Do social media pay off in multi-channel marketing campaigns?" invited by Pamplin College of Business, Virginia Tech. February, 2013.
- "Incorporating data analytics into hospitality research," invited by Daniels College of Business. Denver, CO. January, 2013.

Data Analytics Software

- "Incorporating Tableau in the business forecasting and visualization curriculum," invited by Office of Teaching and Learning, University of Denver. Denver, CO. November, 2016.

Hospitality and Travel in China

- "The tourism and travel industry in China," invited by The Wharton School of Business, University of Pennsylvania. Philadelphia, PA. February, 2012.
- "Understanding how cognitive destination image characterizes destination personality and how destination personality impacts behavioral intentions: The case of Beijing," invited by The Graduate School, Kyunghee University. Seoul, South Korea. September, 2009.

CONFERENCE PRESENTATIONS

INFORMS Annual Meeting

- “Effects of quantity and quality of host attributes on Airbnb performance,” E-Business Cluster. Analytics in Social Media and Sharing Economy Session. Nashville, TN. November 13-16, 2016.
- “Entry of room sharing economy: Effects on destination tourism,” E-Business Cluster. Crowdsourcing and Sharing Economy Session. Nashville, TN. November 13-16, 2016.
- “Hotels at our fingertips: Consumer conversion from search, click-through, to book,” E-Business Cluster. Social Media and Open Innovation Session. Philadelphia, PA. November 1-4, 2015.

International Conference on Information Systems (ICIS)

- “Quantifying the impact of earned and owned social media exposures in a two-stage decision making model of brand purchase,” Auckland, New Zealand. December 14-17, 2014.

Production and Operations Management Society (POMS) Annual Conference

- “Platform and Third-party Endorsements in Room Sharing Economy,” Seattle, WA. May 5-8, 2017.

China Summer Workshop on Information Management (CSWIM)

- “Management response to online WOM: Helpful or detrimental?” Dalian, China. June 25-26, 2016. *Best Paper Award Finalist*

INFORMS Marketing Science Conference

- “Do we need a consumer-centric ranking system? Evidence from TripAdvisor.com,” Boston, MA. June 7-9, 2012.

International Hospitality Information Technology Association Annual Conferences (iHITA)

- “The world at our fingertips: Consumer conversion from search, click-through, to book,” Austin, TX. June 14, 2015. *Best Presentation Award*
- “The impact of manager response on the helpfulness of online reviews,” Austin, TX. June 14, 2015. *Best Paper Award Finalist*
- “How social media and advertising externality affect brand purchase,” Los Angeles, CA. June 22, 2014.
- “Location determinants of hotel review effect: Modeling multilevel and cross-level interactions,” Minneapolis, MN. June 23, 2013.
- “Name-Your-Own-Price or posted price? That is the question: A game theoretical perspective,” Austin, TX. June 19, 2011.

International Council on Hotel Restaurant and Institutional Education Annual Conferences (International CHRIE)

- “The joint effects of management responses and online reviews on financial performance: A data-analytics approach,” Dallas, TX. July 20-22, 2016.
- “An exploratory study of VRBO guests: The choice of hotels versus short-term rentals for business and leisure travel,” Dallas, TX. July 20-22, 2016.
- “Customers are from Mars, managers are from Venus: The effects of managerial response on consumer eWOM and hotel sales,” Orlando, FL. July 29-31, 2015.
- “Factors contributing to helpful online reviews: Do manager responses play a role?” Orlando, FL. July 29-31, 2015.

- “The affordable care act: The financial impact on restaurants,” Orlando, FL. July 29-31, 2015.
- “Effect of economic recession and recovery on restaurant failures: Role of operational attributes, service types and GIS factors,” San Diego, CA. July 30-August 1, 2014.
- “The influence of incidental effect on online booking decisions,” Providence, RI. August 1-4, 2012.
- “Understanding active loyalty in hotel reward programs through customers’ switching costs and perceived program value,” Denver, CO. July 27-30, 2011.

West Federation CHRIE Conference

- “Repeat purchase on room-sharing platforms: Effects of consumer experience and host attributes,” San Diego, CA. February 10-11, 2017.
- “Monetizing managerial response for hotel performance: Application of big data analytics,” Denver, CO. February 5-6, 2016. **Best Paper Award**
- “Affordable care act and the financial impact on restaurants: An empirical investigation,” San Francisco, CA. February 6-7, 2015.
- “What contributes to a helpful review? An analysis of consumer word-of-mouth on TripAdvisor.com,” San Francisco, CA. February 6-7, 2015.
- “Genetic damage in restaurants,” Long Beach, CA, February 7-8, 2014.

Graduate Student Research Conferences in Hospitality and Tourism

- “Leveraging the ranking power of hotels by consumer reviews,” Seattle, WA. January 3-5, 2013. **Best Paper Award**
- “Cognitive destination image, destination personality, and behavioral intentions: An integrated perspective of destination branding,” Huston, TX. January 6-8, 2011.
- “European tourist-based urban tourism image: A case study of Shanghai,” Washington, D.C. January 7-9, 2010.

Caesars Hospitality Research Summit

- “How valuable is valuable enough? Unveil the mystery of hotel loyalty programs,” Las Vegas, NV. June 8-10, 2011. **Best Paper Award**

China Tourism Forum

- “A study on the perceived impact of 2008 Beijing Olympic Games,” Kunming, China. December 15-18, 2007. **Best Paper Award**

TEACHING

University of Denver (2013-)

- *Hospitality Technology & Analytics* (new course development). Bachelor of Science in Business Administration (BSBA) Core
- *Hospitality Information Systems and Technology*. Bachelor of Science in Business Administration (BSBA) Core
- *Revenue Management Level II*. Bachelor of Science in Business Administration (BSBA) Elective
- *Revenue Management Level I*. Bachelor of Science in Business Administration (BSBA) Core
- *Lodging Sales Management*. Bachelor of Science in Business Administration (BSBA) Elective
- *Independent Study*. Bachelor of Science in Business Administration (BSBA) Elective
- *Exploring Hospitality Management* (guest-lecturer). Bachelor of Science in Business Administration (BSBA) Elective

Temple University (2011-2013)

- *Revenue Management*. Bachelor of Science in Tourism and Hospitality Management (BSTHM) Core
- *Hospitality Management Systems* (guest-lecturer). Bachelor of Science in Tourism and Hospitality Management (BSTHM) Core
- *Research Methodology* (teaching assistant). Bachelor of Science in Tourism and Hospitality Management (BSTHM) Core
- *International Hospitality Management* (guest-lecturer). Bachelor of Science in Tourism and Hospitality Management (BSTHM) Core

STUDENT ADVISING

Master of Science in Business Analytics (MSBA)

- Minne Zeng. Research Paper Advisor, 2016-2017
- Panhao Ma. *Initial Placement: Meituan.com*. Research Paper Advisor, 2016-2017
- Vicky Xia. *Initial Placement: Educational Measures*. Capstone Project Advisor, 2015-2016
- Deesa Dontamsetti. *Initial Placement: Arrow Electronics*. Research Paper Advisor, 2015-2016
- Zoe Xu. *Initial Placement: Acme Manufacturing Company*. Capstone Project Advisor, 2015-2016
- Claudia Alvarado. *Initial Placement: STR Analytics*. Capstone Project Advisor, 2014-2015

Master of Science in Finance (MSF)

- Mike Thornhill. *Initial Placement: Tourville Management*. Research Paper Advisor, 2013-2015

Bachelor of Science in Business Administration (BSBA)

- Michael Cunningham. *Initial Placement: Expedia, Inc*. Partners in Scholarship (PinS) Research Grant Advisor, 2013-2014
- Devin Delaney. *Initial Placement: Beverage Distributors*. Partners in Scholarship (PinS) Research Grant Advisor, 2013-2014
- Tori Richards. *Initial Placement: Devil's Thumb Ranch Resort & Spa*. Research Paper Advisor, 2013-2014

CONSULTANCY TO THE INDUSTRY

Data Analytics Projects

- Smith Travel Research. March 2016-May 2016
- Callan Associate Inc. January 2016-March 2016
- The Denver City Council. December 2015-February 2016
- Sage Hospitality. July 2015-March 2016
- Restaurant Solutions, Inc. October 2013-May 2014
- Mars, Incorporated. May 2012-March 2015
- Accenture Management Consulting. January 2008-June 2008

Marketing Projects

- Stonebridge Hotel Management Companies. March 2016-June 2016
- Aparium Hotel Group, LLC. March 2015-June 2015
- Holiday Inn Express. March 2013-June 2014
- UBS. December 2007
- Old Firehouse Winery. May 2008-October 2008
- Unilever. October 2006-October 2007

IT Re-engineering Project

- China Ocean Shipping (Group) Company (COSCO). January 2008-June 2008

SERVICE TO THE PROFESSION

Referee Services for Journals

- *Management Science* (2014-)
- *Information Systems Research* (2016-)
- *Journal of Management Information Systems* (2014-)
- *Cornell Hospitality Quarterly* (2016-)
- *Journal of Hospitality and Tourism Technology* (2016-)
- *International Journal of Hospitality Management* (2013-)
- *International Journal of Contemporary Hospitality Management* (2012-)
- *Journal of Foodservice Business Research* (2016-)
- *Journal of Travel & Tourism Marketing* (2011-)
- *Asia Pacific Journal of Tourism Research* (2011-)
- *Journal of China Tourism Research* (2009-)

Professional Organization Services

- Director of Research, West Federation CHRIE (2016-2018)
- Director of Education, West Federation CHRIE (2014-2016)
- Vice President, HFTP Hong Kong Chapter (2009-2010)
- Academy Secretariat, International Academy for the Study of Tourism (2008-2011)

Referee Services for Conferences

- West Federation CHRIE Conference (2017)
- Conference of Information Systems and Technology (CIST) (2016-)
- European Conference on Information Systems (ECIS) (2016-)
- International Conference on Information Systems (ICIS) (2015-)
- Workshop on Information Technologies and Systems (WITS) (2014-)
- West Federation CHRIE Conference (2014-)
- Academy of Management Annual Meeting (AoM) (2012-)
- TOSOK International Tourism Conference (2012-)
- IFITT ENTER eTourism Conference & PhD Workshop (2012-)
- International CHRIE Annual Conferences (2011-)
- Graduate Student Research Conferences in Hospitality and Tourism (2011-)
- Asian Pacific CHRIE Annual Conferences (2010-)
- International Convention and Expo Summit (2009)
- International Conference on Impact of Movies and Television on Tourism (2009)

Committee Services for Conferences

- Organizing Committee, West Federation CHRIE Conference (2017)
- Session Chair, China Summer Workshop on Information Management (CSWIM) (2016)
- Discussant, China Summer Workshop on Information Management (CSWIM) (2016)
- Session Moderator, International CHRIE Annual Conferences (2014-2015)
- Organizing Committee, Active America China Summit (2013)
- Scribe, Marketing Science Institution & Wharton Customer Analytics Initiative (2011)
- Organizing Committee, Shanghai Forum (2007-2008)

University/College/Department Services

- Faculty Search Committee, Business & Information Analytics Department, Daniels College of Business, University of Denver (2016-2017)
- Advisory Board of International Business Major, Daniels College of Business, University of Denver (2014-2016)
- Faculty Marshal of Graduation Commencements, University of Denver (2014-2015)
- Review Committee of Chicago Restaurant Show, Fritz Knoebel School of Hospitality Management, Daniels College of Business, University of Denver (2014-2015)
- Scholarship Committee, Fritz Knoebel School of Hospitality Management, Daniels College of Business, University of Denver (2014)
- Faculty Mentor of Daniels International Graduate Student Program, Daniels College of Business, University of Denver (2014)
- Review Committee of the Russell Grant, Fritz Knoebel School of Hospitality Management, Daniels College of Business, University of Denver (2014)
- Faculty Judge of World Business Challenge, Daniels College of Business, University of Denver (2014)
- Doctoral Student Committee, School of Tourism and Hospitality Management, Temple University (2011-2013)
- Tutor-in-Residence, The Hong Kong Polytechnic University Undergraduate Halls (2008-2010)

MEMBERSHIP & CERTIFICATES

- Beta Gamma Sigma International Honor Society for Collegiate Schools of Business (BGS)
- International Council of Hotel, Restaurant and Institutional Education (International CHRIE)
- West Federation of Council of Hotel, Restaurant and Institutional Education (West Federation CHRIE)
- Asia Pacific Council of Hotel, Restaurant and Institutional Education (Asian Pacific CHRIE)
- Asia Pacific Tourism Association (APTA)
- The International Hospitality Information Technology Association (iHITA)
- Hospitality Financial and Technology Professionals (HFTP)
- Cvent Supplier Network Certificate of Excellence
- Certification in Hotel Industry Analytics (CHIA)
- Certified Instructor of American Hotel & Lodging Educational Institute (AHLEI)