ZHANG Yongli (Renee)

EDUCATION

PhD Candidate in Hotel Administration **Sep, 2022 - Now**
Cornell Peter and Stephanie Nolan School of Hotel Administration
Area of Focus: Operations and Marketing Interface
Research Interests: Behavioral Operations, Auctions, Behavioral Research, Revenue Management
Advisor: Professor Christopher K. Anderson

Master of International Hospitality Management, School of Hotel and Tourism Management, The Hong Kong Polytechnic University **Sep, 2017 - Mar, 2019**

Bachelor of Tourism Management, Jinan University **Sep, 2013 - Jun, 2017**

PUBLICATIONS

1. Denizci Guillet, B., **Zhang, Y.**, Madanoglu, M., & Gao, L. (2026). Attribute-based pricing in hotels: Analyzing industry, customer, and behavioral insights. *International Journal of Hospitality Management*, *133*, 104445.

2. Hung, K., Ren, L., & **Zhang, Y.** (2023). Can Personality Influence People's Intention to Cruise? The Role of Personality in Chinese Propensity for Cruising. *Journal of China Tourism Research*, 1-27.

3. Hung, K., Liu, C., **Zhang, Y.**, & Denizci Guillet, B. (2022). Cruising preferences within and across cultures: The roles of past experience and trade-offs. *Journal of Travel & Tourism Marketing*, *39*(3), 271-289.

4. Hung, K., & **Zhang, Y.** (2022). Tourism consumption. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

5. Zhang, M., **Zhang, Y.**, & Liang, X. (2015). How to boost the establishment of tourism think tanks in Guangdong province. *Thesis Collection of the 4th Southern China Think Tank Forum in 2015.*

OTHER ACADEMIC EXPERIENCE

1. Information Transparency in Simultaneous Ascending Auctions: The Effects of Bidder Identity Disclosure on Tacit Collusion and Information Aggregation
Current dissertation project

2. What does future hold for attribute-based pricing of hotel rooms? Gleaning into customers' perspectives May, 2021 – June, 2022

3. From luxury goods to luxury service: Understanding experiential luxury consumption among Chinese travelers in Hong Kong Apr, 2019 – Apr, 2020

4. Identify essentials of SMART hotel room from travelers' perspective with segment focus on travelling millennials
Consultancy Project of Master's Degree Sep - Dec, 2018

5. A study on customer experience and its influencing factors in the background of SMART star hotel
Thesis of Bachelor's Degree (Outstanding Thesis Award) Dec, 2016 - May, 2017

PROFESSIONAL EXPERIENCE

The Hong Kong Polytechnic University Apr, 2020 - Mar, 2021; May, 2021 – June, 2022
Research Assistant / Associate (Full-time)

Rosewood Hong Kong Feb, 2019 - Mar, 2020
Front Desk Associate (Full-time)

JW Marriott Hotel Shenzhen Apr - Aug, 2016
Intern, Human Resources (Full-time Internship)