

Chih-Chien Chen, Ph.D.

Assistant Professor
William F. Harrah College of Hotel Administration



Office: [BEH](#) 464

Mail Code: 6021

Phone: 702-895-0875

Fax: 702-895-4872

Email: chih-chien.chen@unlv.edu

Biography

Chih-Chien Chen joined the William F. Harrah College of Hotel Administration in August 2014. Her research focuses on consumer aspects of revenue management where she explores issues related to hotel customers' willingness to pay in advanced booking setting, and the consequent impact on the performance of hotels' revenue management policies. Her work is published in top tier journals including the Journal of Travel Research, Journal of Hospitality and Tourism Research, International Journal of Hospitality Management, Cornell Hospitality Quarterly, International Journal of Contemporary Hospitality Management, Journal of Hospitality Marketing and Management, and Tourism Economics. Dr. Chen presented her research at national and international conferences. She has won several research awards, scholarships, and grants. She receives her Ph.D. from the University of Illinois at Urbana-Champaign in 2009. She holds her bachelor's degree in library and information science from the National Taiwan University.