



CHRIE FutureFund™ Introduces Sung Won Lee



Hello, ICHRIE members!

My name is Jae Eun, and I am currently a Ph.D. Candidate in Hospitality and Tourism Management at Purdue University. I'm excited to share my journey and achievements with you today!

As a lifelong travel enthusiast, I'm driven by the opportunity to understand and improve the creation of meaningful experiences, which ultimately led me to pursue a career in academic research.

After gaining professional experience at Deloitte, EY, and an e-commerce company, I embarked on graduate studies. My background in digital transformation projects at consulting firms, along with affiliate marketing in e-commerce, has directly fueled my research interests in service innovation, with a particular focus on consumer behavior on digital platforms.

Alongside my research, I serve as the instructor of record for Services Marketing and Revenue Management. This responsibility has not only strengthened my teaching experience but also deepened my passion for education.

As I am currently on the job market and preparing to graduate next summer, receiving the ICHRIE Best Dissertation Proposal Award has been a significant milestone. This honor is deeply encouraging and motivates me to continue striving for excellence as a researcher.

I would like to sincerely thank the CHRIE Future Fund for their support of this award, my advisor, Dr. Alei Fan, and the committee members, Drs. Kevin So, Wookjae Heo, and Laurie Wu, who have been instrumental in making my research and this achievement possible. Like them, I am eager to contribute to the advancement of hospitality and tourism scholarship and to collaborate with fellow ICHRIE members.

I look forward to continuing to grow as a scholar and to staying connected with you all through future opportunities!