



# 이채호 동국대학교 교수

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(2021.4.1 updated)

## 경력

동국대학교 경영학과, 부교수 (마케팅 전공)	2019-현재
동국대학교 인공지능학과, 겸임교수 (인공지능경영 전공)	2021-현재
울산과학기술원(UNIST) 경영학부, 조교수	2014-2019
서던 캘리포니아 대학교 (USC) 사회행동연구소, 연구원	2010-2014

## 학력

서던 캘리포니아 대학교 (USC), 경영학 박사 (마케팅 전공) (지도교수: Wendy Wood & Joseph Priester)	2014
서울대학교, 경영학 석사 (마케팅 전공) (지도교수: 이유제)	2010
고려대학교, 경영학 학사	2007

## 수상 및 업적

최우수교원상(연구부문), 동국대학교, 2021  
최우수교원상(연구부문), 울산과학기술원(UNIST), 2019  
논문 사회적 영향력 상위 4% 연구자, 알트메트릭(Altmetric): <https://sage.altmetric.com/details/42559614#score>

## 주요 연구 분야

소비자 경험 마케팅 (Experiential Marketing)  
소비 행복 (Consumer Happiness)  
인공지능(AI) 경영 (AI Experience)  
관광, 레저, 헬스케어 마케팅 (Travel and Hospitality Marketing)  
사회계층 (Social Class)  
기부 (Donation)  
ESG (Environment, Social, Governance) 경영

## 주요 논문 (경영학, 심리학, 광고학 분야별 최우수 학술지 등 국제학술지 논문 14 편 게재)

- Kim, Jungkeun, Marilyn Giroux, and **Jacob C. Lee** (2021), "When Do You Trust AI? The Effect of Number Presentation Detail on Consumer Trust and Acceptance of AI Recommendations," *Psychology & Marketing* (forthcoming).  
- 2019 SSCI IF: 2.37 (Q2, Top 36.10%)
- Kim, Jungkeun, ..., **Jacob C. Lee** (2021), "COVID-19 and Extremeness Aversion: The Role of Safety Seeking in Travel Decision-Making," *Journal of Travel Research* (forthcoming).  
- 2019 SSCI IF: 7.03 (Q1, Top 4.46%)
- Lee, Jacob C.**, Xue Wang, and Sara Kim (2021), "Anthropomorphizing Makes Material Goods as Happiness-inducing as Experiences," *Marketing Letters* (forthcoming).  
- 2019 SSCI IF: 1.28 (Q4, Top 81.91%)
- Kim, Jungkeun, Jihoon Jhang, Jooyoung Park, Jaeseok Lee, and **Jacob C. Lee** (2021), "The Impact of the COVID-19 Threat on the Preference for High versus Low Quality/Price Options," *Journal of Hospitality Marketing & Management* (forthcoming).  
- 2019 SSCI IF: 4.5 (Q1, Top 13.39%)

5. **Lee, Jacob C.**, Yuanyuan (Gina) Cui, Jungkeun Kim, Yuri Seo, and Hyunji Chon (2021), "Photo Taking Paradox: Contrasting Effects of Photo Taking on Travel Satisfaction and Revisit Intention," *Journal of Travel Research*, 60 (4), 833-845. [<pdf>](#)  
- 2019 SSCI IF: 7.03 (Q1, Top 4.49%)
6. Kim, Jungkeun, Marilyn Giroux, Jae-Eun Kim, Yung Kyun Choi, Hector Gonzalez-Jimenez, **Jacob C. Lee\***, Jooyoung Park, Seongsoo Jang, and Seongseop (Sam) Kim (2021), "The Moderating Role of Childhood Socio-Economic Status on the Impact of Nudging on the Perceived Threat of Coronavirus and Stockpiling Intention," *Journal of Retailing and Consumer Services*, 59, 102362. [<pdf>](#)  
- 2019 SSCI IF: 4.22 (Q2, Top 25.33%)
7. Kim, Jungkeun, Marilyn Giroux, Hector Gonzalez-Jimenez, Seongsoo Jang, Seongseop (Sam) Kim, Jooyoung Park, Jae-Eun Kim, **Jacob C. Lee**, and Yung Kyun Choi (2020), "Nudging to Reduce the Perceived Threat of Coronavirus," *Journal of Advertising*, 49 (5), 633-647. [<pdf>](#)  
- 2018 SSCI IF: 3.52 (Q1, Top 7.38%)
8. Kim, Jungkeun and **Jacob C. Lee\*** (2020), "Effects of COVID-19 on Preferences for Private Dining Facilities in Restaurants," *Journal of Hospitality and Tourism Management*, 45, 67-70. [<pdf>](#)  
- 2018 SSCI IF: 2.50 (Q2, Top 31.73%)
9. Hwang, Euejung, Jungkeun Kim, **Jacob C. Lee\***, and Saetbyeol Kim (2019), "To Do or to Have, Now or Later, in Travel: Consumption Order Preference of Material and Experiential Travel Activities," *Journal of Travel Research*, 58 (6), 961-976. [<pdf>](#)  
- 2017 SSCI IF: 5.17 (Q1, Top 3.00%)
10. Kim, Jungkeun, Euejung Hwang, Jooyoung Park, **Jacob C. Lee\***, and Jongwon Park (2019), "Position Effects of Menu Item Displays in Consumer Choices: Comparisons of Horizontal versus Vertical Displays," *Cornell Hospitality Quarterly*, 60 (2), 116-124. [<pdf>](#)  
- 2017 SSCI IF: 2.06 (Q1, Top 20.75%)
11. Yi, Youjae, **Jacob C. Lee\***, and Saetbyeol Kim (2018), "Altruistic Indulgence: People Voluntarily Consume High-Calorie Foods to Make Other People Feel Comfortable and Pleasant," *Social Influence*, 13 (4), 223-239. [<pdf>](#)  
- 2016 SSCI IF: 1.00 (Q4, Top 81.45%)  
- Selected Media Coverage: *The Guardian*, *The Times*, *Daily Mail*, *The Australian*
12. **Lee, Jacob C.\***, Deborah L. Hall, and Wendy Wood (2018), "Experiential or Material Purchases? Social Class Determines Purchase Happiness," *Psychological Science*, 29 (7), 1031-1039. [<pdf>](#)  
- 2016 SSCI IF: 5.67 (Q1, Top 5.67%)  
- Lead Article  
- Selected Media Coverage: *Associated Press (AP)*, *Science Daily*, *MedicalXpress*, *Psychology Today*
13. Hayes, Timothy, **Jacob C. Lee\***, and Wendy Wood (2018), "Ideological Group Influence: Central Role of Message Meaning," *Social Influence*, 13 (1), 1-17. [<pdf>](#)  
- 2016 SSCI IF: 1.00 (Q4, Top 81.45%)
14. **Lee, Jacob C.**, Jungkeun Kim, and Kyuseop Kwak (2018), "A Multi-attribute Examination of Consumer Conformity in Group-level Ordering," *Australasian Marketing Journal*, 26, 41-48. (Scopus) [<pdf>](#)

## 주요 언론 보도

### • 국제 주요 언론

- |  |  |
|--|--|
| 1. CNBC: <a href="#">&lt;link&gt;</a>                                  | 10. Medical Xpress: <a href="#">&lt;link&gt;</a>                           |
| 2. Associated Press: <a href="#">&lt;link&gt;</a>                      | 11. EurekAlert!: <a href="#">&lt;link&gt;</a>                              |
| 3. The Times: <a href="#">&lt;link&gt;</a>                             | 12. The Australian: <a href="#">&lt;link&gt;</a>                           |
| 4. The Guardian: <a href="#">&lt;link&gt;</a>                          | 13. Minnesota Post: <a href="#">&lt;link&gt;</a>                           |
| 5. Psychology Today: <a href="#">&lt;link&gt;</a>                      | 14. Philadelphia Inquirer: <a href="#">&lt;link&gt;</a>                    |
| 6. Association for Psychological Science: <a href="#">&lt;link&gt;</a> | 15. Spektrum der Wissenschaft-Gehirn & Geist: <a href="#">&lt;link&gt;</a> |
| 7. Daily Mail: <a href="#">&lt;link&gt;</a>                            | 16. Bigthink: <a href="#">&lt;link&gt;</a>                                 |
| 8. Research Digest: <a href="#">&lt;link&gt;</a>                       | 17. Medium: <a href="#">&lt;link&gt;</a>                                   |
| 9. Science Daily: <a href="#">&lt;link&gt;</a>                         |  |

### • 국내 주요 언론

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|--|---|
| 18. SBS 뉴스: <a href="#">&lt;link&gt;</a> | 20. 세계일보(네이버 랭킹 뉴스): <a href="#">&lt;link&gt;</a> |
| 19. 한국경제: <a href="#">&lt;link&gt;</a>   | 21. 연합뉴스(네이버 랭킹뉴스): <a href="#">&lt;link&gt;</a>  |

- 22. 중앙일보: <[link](#)>
- 23. 동아일보: <[link](#)>
- 24. SBS 뉴스: <[link](#)>

- 25. 코리아헤럴드: <[link](#)>
- 26. MBC TV 큐브뉴스: <[link](#)>
- 27. KBS 라디오 시사투데이

## 학술 활동

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- 마케팅학회 이사
- 마케팅관리학회 상임이사
- 서비스마케팅학회 총무이사
- 소비자학회 이사
- 소비문화학회 이사

## 교외봉사 및 자문

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### • 기업

삼표그룹, 자문교수, 2020-2021  
삼성전자 C-Lab, 2020  
삼성 SDS Xeed-Lab, 2020

### • 스타트업

넥스트 플레이어, 자문교수, 2021-  
CN 솔루션, 자문교수, 2020-2021  
뉴로티엑스, 자문교수, 2020-

### • 기관

사랑의열매 사회복지공동모금회, 자문위원, 2021-2022  
고려대학교 인공지능공학연구소, 대외협력교수, 2021  
한국장학재단(KOSAF), 창업자문교수, 2021-2021  
한국과학기술연구원 (KIST)  
국립재난안전연구원 (NDMI)  
한국해양수산개발원 (KMI)