

CHAEHO LEE

Dongguk University
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ACADEMIC POSITION

- 2019–present Associate Professor of Marketing
Dongguk University
- 2021–present Associate Professor of Artificial Intelligence
Dongguk University
- 2014–2019 Assistant Professor of Marketing & Management of Technology (MOT)
Ulsan National Institute of Science and Technology (UNIST)

EDUCATION

- 2014 Ph.D., Marketing, Marshall School of Business, *University of Southern California*
(Advisers: Wendy Wood and Joseph R. Priester)
- 2010 M.S., Marketing, School of Business Administration, *Seoul National University*
(Adviser: Youjae Yi)
- 2007 B.A., Business Administration, *Korea University*

WORK EXPERIENCE

- 2010–2014 USC Lab Researcher
Social Behavior Lab, *University of Southern California*
- 2007 Associate
Product Planning Team, *LG Electronics*

AWARDS

- Outstanding Faculty Award (Research Area), *Dongguk University* (2021)
- 1 of 13 award recipients across all disciplines
- Outstanding Faculty Award (Research Area), at *UNIST* (2019)
- 1 of 4 award recipients across all disciplines
- Altmetric Research Attention Score (Top 4%): <https://sage.altmetric.com/details/42559614#score>

RESEARCH INTERESTS

Artificial Intelligence (AI) Application and Acceptance
Experiential (vs. Material) Marketing
Branding and Marketing Strategy
Hospitality and Tourism Marketing
Consumer Social Class
Donation

PUBLICATIONS (*denotes corresponding author)

Published papers at leading academic journals of multiple research fields: *Psychological Science*, *Marketing Letters*, *Journal of Advertising*, and *Journal of Travel Research*.

1. 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%)
2. 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%)
3. **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%)
4. 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>](#)

MANUSCRIPTS UNDER REVISED AND RESUBMIT (R&R)

15. "Artificial Intelligence and Consumer Acceptance," *P&M*. (SSCI)
16. "Artificial Intelligence and Consumer Morality," *JBE*. (SSCI)
17. "Artificial Intelligence and Advertisement," *JBR*. (SSCI)
18. "COVID-19 and Brand Logo Preference," *EJM*. (SSCI)
19. "COVID-19 and Decision-making," *JTR*. (SSCI)
20. "COVID-19 and Consumer Stockpiling," *AMJ*. (Scopus)
21. "SES and Decision-making," *JTR*. (SSCI)

MANUSCRIPTS UNDER REVIEW

22. "Artificial Intelligence and Consumer Trust," *IJA*. (SSCI)
23. "Artificial Intelligence and Service," *CHQ*. (SSCI)
24. "Artificial Intelligence and COVID-19," *JR*. (SSCI)
25. "COVID-19 and Sustainability," *JHMM*. (SSCI)
26. "COVID-19 and Consumer Design Preference." (SSCI)
27. "Consumer Motive and Purchase Happiness." (SSCI)
28. "SES and Donation." (SSCI)

MEDIA COVERAGE

International media (selected)

1. *Medium* (Feb 2020): [<web>](#)
2. *Philadelphia Inquirer* (Nov 2019): [<web>](#)
3. *CNBC* (Oct 2019): [<web>](#)
4. *Associated Press* (Dec 2018): [<web>](#)
5. *The Times* (Nov 2018): [<web>](#)
6. *The Guardian* (Nov 2018): [<web>](#)
7. *Daily Mail* (Nov 2018): [<web>](#)
8. *The Australian* (Nov 2018): [<web>](#)
9. *Science Daily* (Oct 2018): [<web>](#)
10. *Medical Xpress* (Oct 2018): [<web>](#)
11. *EurekAlert!* (Oct 2018): [<web>](#)
12. *MinnPost* (Oct 2018): [<web>](#)
13. *Association for Psychological Science* (Oct 2018): [<web>](#)
14. *Research Digest* (Sep 2018): [<web>](#)
15. *Bigthink* (Sep 2018): [<web>](#)

16. *Psychology Today* (July 2018): <web>
17. *Spektrum der Wissenschaft-Gehirn & Geist* (July 2018): <web>

Korean media (selected)

18. *Korea Economics*: <web>
19. *Segye Ilbo* (Apr 2019; ranked news in Naver, Daum, & Nate): <web>
20. *Yonhap News* (Oct 2018; ranked news in Naver & Daum): <web>
21. *JoongAng Ilbo* (Oct 2018): <web>
22. *Dong-A Ilbo* (Oct 2018): <web>
23. *SBS News* (Oct 2018): <web>
24. *Korean Herald* (Oct 2018): <web>
25. *MBC TV News* (Oct 2018): <web>
26. *KBS Radio 7-minute Interview* (Oct 2018)

RESEARCH PRESENTATIONS

Invited Talks

- *Sungkyunkwan University*, Department of Marketing (April 2021)
- *KAIST*, Global Institute for Talented Education (July 2020)
- *Sungkyunkwan University*, Department of Marketing (June 2020)
- *KAIST*, Department of Marketing (November 2019)
- *Korea University*, Department of Marketing (June 2019)
- *Chinese University of Hong Kong (CUHK)*, Business School (March 2018)
- *Sungkyunkwan University*, Department of Marketing (March 2018)
- *Seoul National University*, Department of Psychology (November 2017)
- *Korea University (Sejong)*, Division of Business Administration (May 2017)
- *Korea University*, Department of Psychology (June 2016)
- *Korea University*, Department of Marketing (December 2014)

Conference Presentations

- *International Conference of Asian Marketing Association (ICAMA)*, Seoul, Korea (2020)
- *Journal of Marketing Research Development Workshop*, Hong Kong (2019)
- *Global Marketing Conference*, Tokyo, Japan (2018)
- *International Conference of Asian Marketing Association (ICAMA)*, Bangkok, Thailand (2018)
- *Association of Consumer Research*, San Diego, CA, USA (2017)
- *Global Fashion Management Conference*, Vienna, Austria (2017)
- *Korean Society of Consumer Studies*, Korea (2008, 2009, 2015, 2017, 2018)
- *Korean Marketing Association*, Korea (2017, 2018)
- *Korean Consumption Culture Association*, Korea (2017, 2018, 2019)

TEACHING EXPERIENCE

Undergraduate level

- Marketing Research (2019 Teaching Evaluation: 4.71; *UNIST* Average: 4.27)
- Consumer Behavior (2019 Teaching Evaluation: 4.59; *UNIST* Average: 4.27)
- Principles of Marketing

Graduate/MBA level

- Marketing
- Consumer Behavior Seminar
- Experiential Marketing, Master of Marketing (MOM) program
- Marketing Research and Analysis

PROFESSIONAL SERVICE

Journal Reviewer

- *Personality and Social Psychology Bulletin*
- *Social Psychological and Personality Science*

- *Internet Research*
- *International Journal of Advertising*
- *Australasian Marketing Journal*
- *PLoS One*
- *Korean Journal of Marketing*
- *Korean Journal of Consumer Studies*
- *Journal of Consumption Culture*

Board of Directors (member)

- *Korean Marketing Association (마케팅학회 이사)* (2017–present)
- *Korean Society of Consumer Studies (소비자학회 이사)* (2017–present)
- *Korean Marketing Management Association (마케팅관리학회 상임이사)* (2019–present)
- *Korean Services Marketing Association (서비스마케팅학회 총무이사)* (2020)
- *Korean Consumption Culture Association (소비문화학회 이사)* (2017–present)

Conference Organization Committee

- *2020 Service Marketing Association*, Seoul, Korea
- *2020 International Conference of Asian Marketing Associations (ICAMA)*, Seoul, Korea
- *Korean Consumption Culture Association* (2019 Spring Conference), Jeju, Korea
- *Korean Society of Consumer Studies* (Young scholar sessions; 2018 Spring Conference), Seoul, Korea

UNIVERSITY SERVICE

UNIST Admissions and Student Affairs Committee (2019)

UNIST Admissions Officer (2016–2017)

STUDENT RESEARCH ADVISING

Yong Joo Kwon (*Seoul National University*, Ph.D Committee)

Yoo Kyung Park (*Seoul National University*, Ph.D Committee)

Yejin Yoon (*Seoul National University*, Ph.D Committee)

Euejung Hwang (Ph.D student at *Auckland University of Technology*; co-author)

Hyunji Chun (Ph.D student at *UNIST*; research collaborator)

Saetbyeol Kim (M.S. student at *UNIST*; co-author)

Wang, Xue (Ph.D student at the *University of Hong Kong*; co-author)

RESEARCH COLLABORATORS (from 9 countries, 19 universities)

Korea

- Choi, Yung Kyun, *Dongguk University*
- Park, Jongwon, Professor of Marketing, *Korea University*
- Yi, Youjae, Professor of Marketing, *Seoul National University*

United States

- Wood, Wendy, Professor of Psychology and Business, *University of Southern California*
- Priester, Joseph R., Associate Professor of Marketing, *University of Southern California*
- Hall, Deborah L., Associate Professor of Psychology, *Arizona State University*
- Hayes, Timothy, Assistant Professor of Psychology, *Florida International University*
- Jhang, Jihoon, Assistant Professor of Marketing, *Oklahoma State University*
- Kim, Saetbyeol, Ph.D Student of Marketing, *University of Miami*
- Kang, Christine, Assistant Professor of Marketing, *California State University*
- Lee, Jaehoon, Assistant Professor of Marketing, *Florida International University*

Asia-Pacific

- Cui, Yuanyuan (Gina), Ph.D student of Marketing, *Auckland University of Technology* (New Zealand)
- Giroux, Marilyn, Senior Lecturer of Marketing, *Auckland University of Technology* (New Zealand)
- Kim, Jae-Eun, *University of Auckland* (New Zealand)

- Kim, Jungkeun, Senior Lecturer of Marketing, *Auckland University of Technology* (New Zealand)
- Kim, Sara, Associate Professor of Marketing, *University of Hong Kong* (Hong Kong)
- Kim, Seongseop (Sam), *The Hong Kong Polytechnic University* (Hong Kong)
- Park, Jooyoung, Assistant Professor of Marketing, *Peking University HSBC Business School* (China)
- Seo, Yuri, Senior Lecturer of Marketing, *University of Auckland* (New Zealand)
- Spence, Mark, *Bond University* (Australia)
- Hwang, Euejung, Lecturer of Marketing, *University of Otago* (New Zealand)
- Kwak, Kyuseop, Lecturer of Marketing, *University of Technology Sydney* (Australia)
- Lee, Jaeseok, Lecturer, *University of Auckland* (New Zealand)
- Wang, Xue Phyllis, Research Assistant Professor, *The Hong Kong Polytechnic University* (Hong Kong)

Europe

- Bastos, Wilson, Assistant Professor of Marketing, *CATÓLICA-LISBON* (Portugal)
- Gonzalez-Jimenez, Hector, *ESCP Business School–Madrid Campus* (Spain)
- Jang, Seonsoo, *Cardiff University* (United Kingdom)

CONSULTING

Corporations

- *Samsung Electronics (C-Lab)*
- *Samsung SDS (Xeed-Lab)*
- *Sampyo Group*

Startup companies

- *Next Player*
- *NueroTX*
- *CN Solution*

Government and other institutes

- *Community Chest of Korea*
- *AI Engineering Research (AIER) Center, Korea University*
- *Korea Student AID Foundation (KOSAF)*
- *한국과학기술연구원 Korea Institute of Science and Technology (KIST)*
- *National Disaster Management Research Institute (NDMI)*
- *Korea Maritime Institute (KMI)*