|  |  |
| --- | --- |
| **CHAEHO LEE**  *Dongguk University*  30 Pildong-ro 1-gil, Jung-gu, Seoul, 04620, Korea  (82) 2-2260-3291 | [chaeholee@dongguk.edu](mailto:chaeholee@dongguk.edu) | **C:\Users\USER\Desktop\이채호\5 퍼스널 Personal Files\사진\반명함사진.jpg** |

**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)  
 - One of four award recipients across all disciplines at *UNIST* (2018)

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, …, **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%)

1. **Lee, Jacob C.**, Xue Wang, and Sara Kim (2021), “Anthropomorphizing Makes Material Goods as Happiness-inducing as Experiences,” *Marketing Letters* (forthcoming).- 2019 SSCI IF: 2.14 (Q3)
2. 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: 2.14 (Q3)

1. **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.

*-* 2019 SSCI IF: 7.03 (Q1, Top 4.5%)

1. 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.

- 2019 SSCI IF: 4.22 (Q2, Top 25.3%)

1. 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.

- 2018 SSCI IF: 3.52 (Q1, Top 7.38%)

1. 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.

- 2018 SSCI IF: 2.50 (Q2, Top 31.7%)

1. 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.

- 2017 SSCI IF: 5.17 (Q1, Top 3%)

1. 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.

- 2017 SSCI IF: 2.06 (Q1, Top 20.8%)

1. 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*.*

- 2016 SSCI IF: 1.00 (Q4, Top 81.4%)

- Selected Media Coverage: *The Guardian, The Times, Daily Mail, The Australian*

1. **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.

- 2016 SSCI IF: 5.67 (Q1, Top 5.8%)

- Lead Article

- Selected Media Coverage: *Associated Press (AP),* *Science Daily, MedicalXpress, Psychology Today*

1. Hayes, Timothy, **Jacob C. Lee\***, and Wendy Wood (2018),“Ideological Group Influence: Central Role of Message Meaning,” *Social Influence,* 13 (1), 1–17.

- 2016 SSCI IF: 1.00 (Q4, Top 81.4%)

1. **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)

**MANUSCRIPTS UNDER REVISED AND RESUBMIT (R&R)**

1. “Artificial Intelligence and Consumer Acceptance,” *P&M.* (SSCI)
2. “Artificial Intelligence and Consumer Morality,” *JBE.* (SSCI)
3. “Artificial Intelligence and Advertisement,” *JBR.* (SSCI)
4. “COVID-19 and Brand Logo Preference,” *EJM.* (SSCI)
5. “COVID-19 and Decision-making,” *JTR.* (SSCI)
6. “COVID-19 and Consumer Stockpiling,” *AMJ.* (Scopus)
7. “SES and Decision-making,” *JTR.* (SSCI)

**MANUSCRIPTS UNDER REVIEW**

1. “Artificial Intelligence and Consumer Trust,” *IJA.* (SSCI)
2. “Artificial Intelligence and Service,” *CHQ.* (SSCI)
3. “Artificial Intelligence and COVID-19,” *JR.* (SSCI)
4. “COVID-19 and Sustainability,” *JHMM.* (SSCI)
5. “COVID-19 and Consumer Design Preference.” (SSCI)
6. “Consumer Motive and Purchase Happiness.” (SSCI)
7. “SES and Donation.” (SSCI)

**MEDIA COVERAGE**

International media (selected)

1. *Medium (Feb 2020):*[*<web>*](https://medium.com/age-of-awareness/7-ways-to-kill-that-urge-to-buy-new-stuff-8d4aec369d34)
2. *Philadelphia Inquirer (Nov 2019):*[*<web>*](https://www.inquirer.com/life/give-an-experience-as-a-gift-this-season-20191124.html)
3. *CNBC (Oct 2019):*[*<web>*](https://www.cnbc.com/2019/10/24/spending-money-on-objects-makes-us-happy-too.html?__source=sharebar%7Cemail&par=sharebar)
4. *Associated Press (Dec 2018):*[*<web>*](https://www.apnews.com/95636c744ca14b2abd42e38c8c7f08f8)
5. *The Times (Nov 2018):*[*<web>*](https://www.thetimes.co.uk/article/a-friend-in-greed-solidarity-makes-us-choosefatty-foods-kkh272xgz)
6. *The Guardian (Nov 2018):*[*<web>*](https://www.theguardian.com/commentisfree/2018/nov/19/lose-weight-blame-friends-impressionable-eater-research)
7. *Daily Mail (Nov 2018):*[*<web>*](https://www.dailymail.co.uk/health/article-6397831/Youre-likely-choosecalorific-junk-food-let-friend-order-first.html)
8. *The Australian (Nov 2018):*[*<web>*](https://www.theaustralian.com.au/subscribe/news/1/?sourceCode=TAWEB_WRE170_a&dest=https%3A%2F%2Fwww.theaustralian.com.au%2Fnews%2Fworld%2Fthe-times%2Fsolidarity-makes-us-choose-fatty-foods%2Fnews-story%2Ff2854f1efab0cf0dab4d8d51d3f092c5&memtype=anonymous&mode=premium&nk=fd375a34ff6efecdd753f06116500f1b-1591760545)
9. *Science Daily (Oct 2018):*[*<web>*](https://www.sciencedaily.com/releases/2018/10/181003134501.htm)
10. *Medical Xpress (Oct 2018):*[*<web>*](https://medicalxpress.com/news/2018-10-social-class-greater-happiness.html)
11. *EurekAlert! (Oct 2018):*[*<web>*](https://www.eurekalert.org/pub_releases/2018-10/afps-scd100318.php)
12. *MinnPost (Oct 2018):*[*<web>*](https://www.minnpost.com/second-opinion/2018/10/social-class-affects-whether-buying-things-or-experiences-makes-you-happier-study-suggests/)
13. *Association for Psychological Science (Oct 2018):*[*<web>*](https://www.psychologicalscience.org/news/releases/social-class-determines-whether-buying-experiences-or-things-makes-you-happier.html)
14. *Research Digest (Sep 2018):*[*<web>*](https://digest.bps.org.uk/2018/09/04/the-experiential-advantage-is-not-universal-the-less-well-off-get-equal-or-more-happiness-from-buying-things/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+BpsResearchDigest+%28BPS+Research+Digest%29)
15. *Bigthink (Sep 2018):*[*<web>*](https://bigthink.com/scotty-hendricks/is-buying-experiences-better-than-buying-things-not-for-everyone)
16. *Psychology Today (July 2018):*[*<web>*](https://www.psychologytoday.com/us/blog/ulterior-motives/201807/money-happiness-and-socioeconomic-status)
17. *Spektrum der Wissenschaft-Gehirn & Geist (July 2018):*[*<web>*](https://www.spektrum.de/magazin/wann-besitzdoch-gluecklich-macht/1573070)

Korean media (selected)

1. *Korea Economics: [<web>](http://naver.me/xH2i8nLM" \t "_blank)*
2. *Segye Ilbo (Apr 2019; ranked news in Naver, Daum, & Nate):*[*<web>*](https://news.nate.com/View/20190420n12149)
3. *Yonhap News (Oct 2018; ranked news in Naver & Daum):*[*<web>*](https://news.v.daum.net/v/20181031140240409?rcmd=rnhttps://v.kakao.com/v/20181031140240409?fro%20m=tgt)
4. *JoongAng Ilbo (Oct 2018):*[*<web>*](https://mnews.joins.com/article/23082570)
5. *Dong-A Ilbo (Oct 2018):*[*<web>*](http://news.donga.com/list/3/01/20181031/92664967/1)
6. *SBS News (Oct 2018):*[*<web>*](https://news.sbs.co.kr/news/endPage.do?news_id=N1004996517)
7. *Korean Herald (Oct 2018):*[*<web>*](http://news.heraldcorp.com/view.php?ud=20181031000480)
8. *MBC TV News (Oct 2018):*[*<web>*](https://www.youtube.com/watch?v=XgMnvT2jjOU)
9. *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)

Yeojin 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, *Oklamhoma 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 PROJECTS**

* *Sampyo Group*
* *Samsung Electronics (C-Lab)*
* *Samsung SDS (Xeed-lab)*
* *National Disaster Management Research Institute (국립재난안전연구원)*
* *Korea Maritime Institute (한국해양수산개발원)*
* *Korea Institute of Science and Technology (KIST) (한국과학기술연구원)*
* *Brownbag Coffee*
* *André Kim*
* *Tempus Studio*
* *Grasshopper International*