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**경력**

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| --- | --- |
| 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**

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| 서던 캘리포니아 대학교 (USC), 경영학 박사  *(지도교수: Wendy Wood & Joseph Priester)* | 2014 |
| 서울대학교, 경영학 석사  *(지도교수: 이유재)* | 2010 |
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논문 사회적 영향력 상위 4%, 알트메트릭(Altmetric): <https://sage.altmetric.com/details/42559614#score>

**주요 연구 분야**

인공지능(AI) 활용과 소비자 수용 (AI Application & Consumer Adoption)

경험 마케팅 (Experiential Marketing)

소비자 행복 (Consumer Happiness)

사회계층 마케팅 (Social Class)

관광 마케팅 (Travel and Hospitality Marketing)

기부 (Donation)

**주요 논문 (경영학, 심리학, 광고학 분야 최우수 학술지 포함SSCI 논문 12편 게재)**

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. [<pdf>](http://chaeho.com/Archive/4/Lee%20et%20al%20(2021)%20JTR_Photo%20Paradox.pdf)

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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. [<pdf>](http://chaeho.com/Archive/5/Kim%20et%20al%20(2021)%20JRCS_%20COVID%20SES%20Stockpiling.pdf)

- 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.[<pdf>](http://chaeho.com/Archive/6/Kim%20et%20al%20(2020)%20JA_Nudging%20to%20Reduce%20COVID%20Threat.pdf)

- 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. [<pdf>](http://chaeho.com/Archive/7/8%20Kim%20&%20Lee%20(2020)%20JHTM_COVID%20on%20Private%20Dining.pdf)

- 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.[<pdf>](http://chaeho.com/Archive/8/Hwang%20(2019)%20JTR_Experiential%20&%20Material%20Travel%20Schedule.pdf)

- 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. [<pdf>](http://chaeho.com/Archive/9/Kim%20et%20al%20(2019)%20CHQ_%20Menu%20Position%20Effects.pdf)

- 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*.* [<pdf>](http://chaeho.com/Archive/10/Yi%20et%20al%20(2018)%20SI_Altruistic%20Indulgence.pdf)

- 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. [<pdf>](http://chaeho.com/Archive/11/Lee%20et%20al%20(2018)%20PS_%20Social%20Class%20&%20Happiness.pdf)

- 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. [<pdf>](http://chaeho.com/Archive/12/Hayes%20et%20al%20(2018)%20SI_Group%20Influence%20&%20Message%20Meaning.pdf)

- 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) [<pdf>](http://chaeho.com/Archive/13/Lee%20et%20al%20(2018)%20AMJ_Consumer%20Conformity%20in%20Group%20Choice.pdf)

**주요 언론 보도**

*국제 주요 언론*

1. CNBC: [<link>](https://www.cnbc.com/2019/10/24/spending-money-on-objects-makes-us-happy-too.html?__source=sharebar%7Cemail&par=sharebar)
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3. The Times: [<link>](https://www.thetimes.co.uk/article/a-friend-in-greed-solidarity-makes-us-choosefatty-foods-kkh272xgz)
4. The Guardian: [<link>](https://www.theguardian.com/commentisfree/2018/nov/19/lose-weight-blame-friends-impressionable-eater-research)
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6. Association for Psychological Science: [<link>](https://www.psychologicalscience.org/news/releases/social-class-determines-whether-buying-experiences-or-things-makes-you-happier.html)
7. Daily Mail: [<link>](https://www.dailymail.co.uk/health/article-6397831/Youre-likely-choosecalorific-junk-food-let-friend-order-first.html)
8. Research Digest: [<link>](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)
9. Science Daily: [<link>](https://www.sciencedaily.com/releases/2018/10/181003134501.htm)
10. Medical Xpress: [<link>](https://medicalxpress.com/news/2018-10-social-class-greater-happiness.html)
11. EurekAlert!: [<link>](https://www.eurekalert.org/pub_releases/2018-10/afps-scd100318.php)
12. The Australian: [<link>](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)
13. Minnesota Post: [<link>](https://www.minnpost.com/second-opinion/2018/10/social-class-affects-whether-buying-things-or-experiences-makes-you-happier-study-suggests/)
14. Philadelphia Inquirer: [<link>](https://www.inquirer.com/life/give-an-experience-as-a-gift-this-season-20191124.html)
15. Spektrum der Wissenschaft-Gehirn & Geist: [<link>](https://www.spektrum.de/magazin/wann-besitzdoch-gluecklich-macht/1573070)
16. Bigthink: [<link>](https://bigthink.com/scotty-hendricks/is-buying-experiences-better-than-buying-things-not-for-everyone)
17. Medium:[<link>](https://medium.com/age-of-awareness/7-ways-to-kill-that-urge-to-buy-new-stuff-8d4aec369d34)

*국내 주요 언론*

1. SBS 뉴스 (SBS D 포럼)
2. 한국경제: [<link>](http://naver.me/xH2i8nLM)
3. 세계일보(네이버, 다음, 네이트 랭킹 뉴스): [<link>](http://news.naver.com/main/read.nhn?mode=LSD&mid=sec&sid1=001&oid=022&aid=0003356404)
4. 연합뉴스(네이버, 다음 랭킹뉴스 ): [<link>](https://news.v.daum.net/v/20181031140240409?rcmd=rnhttps://v.kakao.com/v/20181031140240409?fro%20m=tgt)
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8. 코리아헤럴드: [<link>](http://news.heraldcorp.com/view.php?ud=20181031000480)
9. MBC TV큐브뉴스: [<link>](https://www.youtube.com/watch?v=XgMnvT2jjOU)
10. KBS 라디오 시사투데이

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* 마케팅관리학회 상임이사
* 서비스마케팅학회 총무이사
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* 앙드레김
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* 그래스하퍼 인터내셔널