

Jennifer J. Lee, PhD

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EMPLOYMENT

Boston University

Assistant Professor of Marketing, Metropolitan College 2017 to present
Program Coordinator of M.S. in Global Marketing Management
Program Coordinator of B.S. in Business Management

- Updated online and in-person curricula to meet the current needs of a diverse student body.
- Advised 150+ students' curriculum and mentored 5 students in research projects.
- Developed and taught a new course in digital marketing with a marketing simulation project.
- Developed and taught a new course in platform business with a Python-based project.

EDUCATION

State University of New York (SUNY), Binghamton, NY

PhD in Marketing, School of Management 2017
Dissertation title: Opportunism, Distortions, and Governance in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence

Oregon State University, Corvallis, OR

M.A. in Retail Merchandising (Minor in Marketing) 2013
Thesis title: Deliver Knowledge or Touch the Mind? The Effect of Informational and Emotional Advertisement Strategy on Sportswear Brand Attitude and Recall

Yonsei University, Seoul, Korea

B.S. in Clothing and Textiles (Minor in Business Administration) 2011

JOURNAL PUBLICATIONS

Lee, Jennifer J., and Kim, Hyunuk "Conceptual articles may disrupt the field of marketing Evidence from a GPT-assisted study" Preprint: <https://arxiv.org/abs/2308.14724> (Under Review at Marketing Letters)

Lee, Jennifer J. "New Era Signals in Markets with Unobservable Quality" (Under Review at Journal of Consumer Marketing)

- Lee, Jennifer J., Cheong, Minyoung, and Ahn, Jaehyung “Task Autonomy and Employee Moral Disengagement: A Test of Evaluation-induced Employee Lock-in” (Under Review at Personnel Review)
- Lee, Jennifer J., and Ma, Zecong (2022). “How Do Consumers Choose Offline Shops on Online Platforms? An Investigation of Interactive Consumer Decision Processing in Diagnosis-and-Cure Markets.” *Journal of Research in Interactive Marketing*. Vol. 16 No. 2, pp. 277-291. <https://doi.org/10.1108/JRIM-03-2020-0046>
- Mookherjee, Satadruta, Lee, Jennifer J., and Sung, Billy. (2021). Multichannel Presence, Boon or Curse?: A Comparison in Price, Loyalty, Regret, and Disappointment. *Journal of Business Research*, 132, 429-440. <https://doi.org/10.1016/j.jbusres.2021.04.041>
- Chatterjee, Subimal, Mishra, Debi P., Lee, Jennifer J., and Shibly, Sirajul A. (2021), “Suspecting Service Overprovisions: How Market Signals Help Restore Personal Control and Reduce Decision Deferrals,” *Journal of Consumer Marketing*. 38 (7). 766-779. <https://doi.org/10.1108/JCM-12-2020-4280>
- Luo, Xueqing, Lee, Jennifer J. (2018), “The Effect of Different Post-Purchase Discount Formats on Consumers’ Perceptions of Loss and Their Willingness to Return the Product,” *Journal of Asian Finance, Economics, and Business*, 5(3).
- Lee, Jennifer J., and Burns, Leslie D. (2014), "Deliver Knowledge or Touch the Mind? The Effect of Informational and Emotional Advertisement Strategy on Fashion Sportswear Brand Attitude and Recall," *Journal of Global Fashion Marketing*, 5(2), 135-48.
- Lee, Jennifer J., and Song, Eun-Seung (2014), “Exploratory Study of Foodservice Strategies in Korean Senior Care Facilities: Applying Agency and Signaling Theories from Marketing Perspective,” *FoodService Industry Journal*, 10(4), 137-49.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- Kou, Xidan, Kim, Hyunuk, and Lee, Jennifer J. (2024, Aug), “Mapping and exploring areas where artificial intelligence meets the field of marketing in U.S. patented inventions” *American Marketing Association Summer Conference*, Boston, MA.
- Ambadi, Pratyush, Li, Xinyue, and Lee, Jennifer J. (2024, Apr), “How Uncertainty Impacts Biotechnology Firms’ Governance Decisions: A TCE Perspective” *Northeast Decision Sciences Institute 2024 Annual Conference*, Cambridge, MA.
- Lee, Jennifer J., and Mishra, Debi (2023, Aug), “Governing ‘Quantity’ Uncertainty in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence,” *American Marketing Association*, San Francisco, CA.

- Lee, Jennifer J., Cheong, Minyoung, and Ahn, Jaehyung (2023, Aug), "Autonomy and Opportunism: Exploring the Expropriation and Bonding Scenarios," *American Marketing Association*, San Francisco, CA.
- Lee, Jennifer J., and Kim, Hyunuk (2023, Jul), "Marketing Knowledge Disseminates to Disrupt Business Research: A Comparison of Conceptual and Empirical Articles," *Global Marketing Conference*, Seoul, Republic of Korea.
- Li, Xinyue, Tan, Erica, and Lee, Jennifer J. (2023, Jul), "A Platform Business Model for the Biotechnology Ecosystem: Learning from the EV Market," [Poster presentation] *Global Marketing Conference*, Seoul, Republic of Korea.
- Cheong, Minyoung, Lee, Jennifer J., and Ahn, Jaehyung (2022, Aug), "Task Autonomy and Employee Moral Disengagement: A Test of Evaluation-Induced Employee Lock-In," *Academy of Management*, Seattle, WA.
- Lee, Jennifer J., and Shibly, Sirajul (2020, Nov), "New Era Signals and Customer Review Platforms: Conceptual and Empirical Analysis," *Global Marketing Conference*, Online.
- Lee, Jennifer J., and Ma, Zecong (2020, Nov), "Consumer Behavior on an Online-to-Offline Platform: An Empirical Investigation of the Automotive Repair Service Market," *Global Marketing Conference*, Online.
- Lee, Jennifer J., and Mookherjee, Satadruta (2019, Jul), "Multichannel Presence, Boon or Curse?: A Comparison in Price, Loyalty, Regret, and Disappointment," *Global Fashion Marketing Conference*, Paris, France.
- Lee, Jennifer J., and Shibly, Sirajul (2018, Aug), "Conceptual and Empirical Analysis of New Era Signals in Markets with Unobservable Quality: A Cross-Disciplinary Study of Signaling, Agency and Power Theory," *American Marketing Association*, Boston, MA.
- Lee, Jennifer J. (2018, Jun), "Concept of Market Distortion in Diagnosis and Cure Service Context," *International Conference on Business and Economics*, Seoul, Republic of Korea.
- Luo, Xueqing, and Lee, Jennifer J. (2018, Jun), "The Effect of Different Post-Purchase Discount Formats on Consumers' Perceptions of Loss and Willingness to Return the Product," *International Conference on Business and Economics*, Seoul, Republic of Korea, *Winner of Best Paper Award*.
- Lee, Jennifer J. (2017, May), "Opportunism, Distortions, and Governance in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence," *Academy of Marketing Science*, Coronado, CA, *Mary Kay Best Doctoral Dissertation Award Finalist*.
- Mishra, Debi P., and Lee, Jennifer J. (2015, Aug), "Make, Buy, and Ally Decisions in Inter-Firm Marketing Relationships: Bridging the Academic-Practitioner Gap," *American Marketing Association*, Chicago, IL.

Lee, Jennifer J. (2014, Nov), "Customer Response to the Risks of Moral Hazard and Adverse Selection: Integrating Informal Leadership and Power Theory," *Society for Marketing Advances*, New Orleans, LA, *Winner of Best Paper Award in Marketing Strategy Track*.

Lee, Jennifer J., and Chatterjee, Subimal (2014, Oct), "Detecting and Comparing the Hidden Information and the Hidden Action Problems: Decision Difficulty in Asymmetric Information Markets," *Association for Consumer Research*, Baltimore, MD.

Lee, Jennifer J., and Burns, Leslie D. (2012, Jun), "Emotional Marketing: Case Studies and Marketing Implications," *Global Marketing Conference*, Seoul, Republic of Korea.

INVITED LECTURES

International go to market strategies for innovative startup firms: From marketing perspective, Korean Innovation Center at Washington DC (KICDC), May 2024
Platform business modeling at the organizational level, Kyung Hee University, Seoul, Korea, November 2022

RESEARCH AWARDS

Recipient, Chadwick Fellowship Award, Boston University, 2024-2025.
Best Paper Award, International Conference on Economics and Business, Seoul, Korea, June 26, 2018.
Finalist, Mary Kay Doctoral Dissertation Proposal Competition Award, Academy of Marketing Science, Coronado, CA, May 25, 2017.
Graduate Student Award for Excellence in Research, SUNY Binghamton, Mar 16, 2016.
Best Paper in Marketing Strategy Track, Society for Marketing Advances, New Orleans, LA, Nov 7, 2014.
Green Marketing Strategy Competition Winner, Awarded by Korean Ministry of Environment, Seoul, Korea, Nov 22, 2009.

SERVICES AND AFFILIATIONS

Associate Editor of Journal of Consumer Marketing, Dec 2022 to current
Korean Innovation Center at Washington DC (KICDC), Mentor and Consultant, Dec 2023 to current
Program Coordinator of MS in Global Marketing Management, Boston University
As the faculty member representing the marketing program, I revised and updated the curriculum and the courses based on the review of the changing demands in the education and workplace environments. In this position, I also recruited and managed adjunct instructors and provided student support as an academic advisor.
Program Coordinator of BS in Business Management, Boston University
Reviewer of American Marketing Association, Feb 2023 to current
Ad hoc reviewer of Journal of Business Research
Ad hoc reviewer of International Journal of Advertising
Ad hoc reviewer of American Journal of Business
Member of American Marketing Association

Member of Global Marketing Conference
Member of Academy of Management

TEACHING AND COURSE DEVELOPMENTS

COURSES TAUGHT:

Digital Platforms and Quantitative Marketing, Boston University, 2023-

- Platform business cases and Python-based basic data analysis and text analysis projects.

Innovative Marketing Techniques (equivalent to Digital Marketing), online and in-person formats,
Boston University, 2017-current

- Digital marketing theories and hands-on digital marketing simulation project.

Digital Marketing, CEU University San Pablo, Madrid, Spain, 2019-current

Marketing Analytics, both online and in-person formats, Boston University, 2017-2018

E-Commerce, both online and in-person formats, Boston University, 2017-2018

Retailing Management, SUNY Binghamton, 2016-2017

Intro to Marketing, SUNY Binghamton, 2016

COURSES DEVELOPED:

Digital platforms and quantitative marketing, Full development of online and in-person course formats,
Boston University.

Digital Marketing, Full development of online and in-person course formats, CEU University San Pablo.

Innovative Marketing Techniques (Digital Marketing), Full development of online and in-person course
formats, Boston University.

Market and Economic Research and Analysis, Full development of in-person course format, Boston
University.

Retailing Management, Full development of in-person course format, SUNY Binghamton.