

## Leonard Lee

Curriculum Vitae – August 2019

National University of Singapore (NUS)  
NUS Business School  
BIZ 1, 8-20, Mochtar Riady Building  
15 Kent Ridge Drive  
Singapore 119245

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Email: leonard.lee@nus.edu.sg

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- Employment**
- September 2014 – present.* Associate Professor (with tenure) and Dean's Chair, Department of Marketing, NUS Business School.
  - July 2014 – August 2014.* Visiting Associate Professor, Department of Marketing, NUS Business School.
  - July 2010 – June 2014.* Associate Professor, Marketing Division, Columbia Business School.
  - July 2011 – July 2012.* Visiting Associate Professor, Department of Marketing, NUS Business School.
  - July 2006 – June 2010.* Assistant Professor, Marketing Division, Columbia Business School.
  - 1999-2000.* Manager, Electronic Commerce, Infocomm Development Authority of Singapore, Singapore.
  - 1998-1999.* Senior Officer, Internationalization Office, National Computer Board, Singapore.
- Education**
- Ph.D., Marketing, September 2006.*  
Massachusetts Institute of Technology (MIT), Sloan School of Management, Cambridge, MA.  
Thesis title: "Money, Beer, and Toys: Essays in Consumer Decision Making"
  - M.S., Computer Science, June 1998.*  
Stanford University, Palo Alto, CA.  
(Concentration in Systems and Databases)
  - B.Sc. with Merit, Computer and Information Science, June 1996.*  
National University of Singapore (NUS), Singapore.
- Research Interests**
- Shopping behavior, affect and decision making, consumer psychology, marketing and public policy
- Publications (Journal Articles)**
1. Shaddy, Franklin and **Leonard Lee**, "Price Promotions Cause Impatience," *forthcoming at Journal of Marketing Research*.
  2. Suher, Jacob, Szu-Chi Huang, and **Leonard Lee**, "Planning for Multiple Shopping Goals in the Marketplace," *forthcoming at Journal of Consumer Psychology*.
  3. Chung, Jaeyeon and **Leonard Lee** (2019), "To Buy or to Resist? Divergent Effects of Upward Social Comparison on New Product Adoption," *Journal for the Association for Consumer Research*, 4(3), 280-92.

**Publications  
(Journal  
Articles,  
cont.)**

4. **Lee, Leonard**, J. Jeffrey Inman, Jennifer J. Argo, Tim Böttger, Utpal Dholakia, Tim Gilbride, Koert van Ittersum, Barbara Kahn, Ajay Kalra, Donald R. Lehmann, Leigh M. McAlister, Venkatesh Shankar, and Claire I. Tsai (2018), "From Browsing to Buying and Beyond: The Needs-Based Shopper Journey Model," *Journal of the Association for Consumer Research*, 3(3), 277-93.
5. Morales, Andrea, On Amir, and **Leonard Lee** (2017), "Keeping It Real in Experimental Research: Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior," *Journal of Consumer Research*, 44(2), 465-76.
6. Chen, Charlene Y., **Leonard Lee** and Andy J. Yap (2017), "Control Deprivation Activates Acquisition of Utilitarian Products," *Journal of Consumer Research*, 43(6), 1031-47.
7. Pham, Michel Tuan, Ali Faraji-Rad, Olivier Toubia, and **Leonard Lee** (2015), "Affective Evaluations Are More Ordinal." *Organizational Behavior and Human Decision Processes*, 131, 81-94.
8. **Lee, Leonard** (2015), "The Emotional Shopper: Assessing the Effectiveness of Retail Therapy," *Foundations and Trends in Marketing*, 8(2), 69-145.
9. **Lee, Leonard**, Michelle P. Lee, Marco Bertini, Gal Zauberaman, and Dan Ariely (2015), "Money, Time, and the Stability of Consumer Preferences." *Journal of Marketing Research*, 52(2), 184-99.
10. Neslin, Scott A., Kinshuk Jerath, Anand Badapati, Eric T. Bradlow, John Deighton, Sonja Gensler, **Leonard Lee**, Elisa Montaguti, Telang, Rahul Venkatesan, Peter C. Verhoef, and Z. John Zhang (2014), "The Interrelationships between Brand and Channel Choice," *Marketing Letters*, 25(3), 319-30.
11. Frederick, Shane, **Leonard Lee**, and Ernest Baskin (2014), "The Limits of Attraction," *Journal of Marketing Research*, 51(4), 487-507.
12. **Lee, Leonard** and Claire I. Tsai (2014), "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," *Journal of Consumer Research*, 40(5), 943-59.
13. Zwebner, Yonat, **Leonard Lee**, and Jacob Goldenberg (2014). "The Temperature Premium: Warmer Temperatures Increase Object Valuation," *Journal of Consumer Psychology*, 24(2), 251-59.
14. Zhao, Min, **Leonard Lee**, and Dilip Soman (2012), "Crossing the Virtual Boundary: The Effect of Incidental Cues on Task Accomplishment," *Psychological Science*, 23(10), 1200-7.
15. Pham, Michel Tuan, **Leonard Lee**, and Andrew T. Stephen (2012). "Feeling the Future: The Emotional Oracle Effect." *Journal of Consumer Research*, 39(3), 461-77.
16. Cheng, Chi-Ying, Roy Y. J. Chua, Michel W. Morris, and **Leonard Lee** (2012), "Finding the Right Mix: How the Composition of Self-Managing Multicultural Teams' Cultural Value Orientation Influences Performance Over Time," *Journal of Organizational Behavior*, 33(3), 389-411.

- Publications (cont.)**
17. **Lee, Leonard**, On Amir, and Dan Ariely (2009), "In Search of *Homo Economicus*: Cognitive Noise and the Role of Emotion in Preference Consistency," *Journal of Consumer Research*, 36(2), 173-87.
  18. **Lee, Leonard**, George Loewenstein, Dan Ariely, James Hong, and Jim Young (2008), "If I'm Not Hot, Are You Hot or Not? Physical Attractiveness Evaluations and Dating Preferences as a Function of Own Attractiveness," *Psychological Science*, 19(7), 669-77.
  19. **Lee, Leonard** and Dan Ariely (2006), "Shopping Goals, Goal Concreteness, and Conditional Promotions," *Journal of Consumer Research*, 33(1), 60-70.
  20. **Lee, Leonard**, Shane Frederick, and Dan Ariely (2006), "Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer," *Psychological Science*, 17(12), 1054-8.
- Publications (Edited Vol.)**
1. Schmitt, Bernd and **Leonard Lee** (2015), *The Psychology of the Asian Consumer*. New York, NY: Routledge.
- Publications (Book Chapter)**
1. **Lee, Leonard** and Tim Böttger (2017), "The Therapeutic Utility of Shopping: Retail Therapy, Emotion Regulation, And Well-Being," in *The Routledge Companion to Consumer Behavior* (pp. 66-90), New York, NY: Routledge.
  2. **Lee, Leonard** (2015), "Emerging Research Themes on the Asian Consumer," in *The Psychology of the Asian Consumer* (pp. 9-22), New York, NY: Routledge.
- Papers Under Review**
1. **Lee, Leonard**, Manoj Thomas, and Jasper Teow, "The Preference-Polarization Effect of Music: How Background Music Changes Preferences," *Revising for 3<sup>rd</sup> round review at Journal of Consumer Research*.
  2. Faraji-Rad, Ali and **Leonard Lee**, "Banking Happiness," *Revising for 3<sup>rd</sup> round review at Journal of Consumer Research*.
  3. Gal, David, Kartik Kalaigianam, Tarun Kushwaha, **Leonard Lee**, and Kapil Tuli, "Marketing Agility: Conceptualization, Research Propositions, and a Research Agenda" *Revising for 3<sup>rd</sup> round review at Journal of Marketing*.
  4. Chung, Jaeyeon, **Leonard Lee**, Donald Lehmann, and Claire I. Tsai, "How People Use Found Time," *Revising for 2<sup>nd</sup> round review at Journal of Consumer Research*.
  5. Li, Xiuping, Yeung, Catherine, **Leonard Lee**, and Mandy Hu, "Adding a Carrot to a Stick May Backfire: A Randomized Controlled Trial on the Effects of Surcharge Donation," *Under review at Journal of Marketing*.
- Working Papers and Research in Progress**
- "When More Is Not Merrier: The Effect of Feedback Frequency on Goal Performance" – with Isabel Ding
  - "Personalized Lifestyle Marketing in the Customer Journey: A Field Experiment and Application of Machine Learning" – with Tim Böttger, Tim, Oliver Emrich, and Dennis Herhausen
  - "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards" – with Haiyang Yang

**Working  
Papers and  
Research in  
Progress  
(cont.)**

- “The Joint Impact of Revenue-Based Loyalty Program and Promotions on Consumer Purchase Behavior.” – *with Jia Liu and Asim Ansari*
- “More People, More Possessions: The Effects of Social Density on Product Acquisition” – *with Charlene Chen and Andy Yap*
- “The Influence of Budgeting Approach on Budget Setting and Spending” – *with Miaolei (Liam) Jia and Xiuping Li*
- “The Feeling of Being Moved” – *with Xiong Ji and Yih Hwai Lee*
- “Increasing Service Productivity through Encouraging Self-Service Checkout” – *with Juin Kuan Chong, Ivan Png, Xiuping Li, Yan Zhang, and Yih Hwai Lee*
- “Energy-Saving Interventions Targeting at Young Children” *with Xiuping, Li., Yan Zhang, and Yih Hwai Lee*
- “Mobility as a Service: Achieving Sustainability in Public Transportation” – *with Nan Yang, Carmon Ziv, and Charlene Chen*
- “Consumer Lay Beliefs in Diabetes” – *with Isabel Ding, Angela Lee, Tai E-Shyong, and Yew Tong Wei*
- “Products as Consumption Companions: How Collectivism Influences Consumer Response to Anthropomorphic Products” – *with Rhonda Hadi and Sara Baskentli*
- “How Culture Affects Innovation Adoption: An Integrative Framework” – *with Michael Frese, Jasper Teow, and Yating Wang*

**Honors &  
Awards**

- Marketing Science Institute (MSI) Scholar, 2018.
- International Journal of Research in Marketing, Outstanding Editorial Review Board Member Award, 2017.
- Journal of Consumer Psychology, Outstanding Reviewer Award, 2017.
- Journal of Marketing Research, Paul Green Award, Finalist, 2015.
- Association for Consumer Research (ACR), Franco Nicosia Best Competitive Paper Award, Joint Winner, 2014.
- Consumer Insights Challenge, Georgetown Institute for Consumer Research, Winner, 2014.
- Journal of Consumer Research, Outstanding Reviewer Award, 2013.
- MSI-ACR Research Competition on *Shopper Marketing*, Winner, 2010.
- Advertising Educational Foundation (AEF) Visiting Professor Program (VPP) Fellow, 2008.
- Journal of Consumer Research, Robert Ferber Award (Honorable Mention), 2007.
- Zannetos Fund Fellowship, 2005 – 2006.
- MIT Goodwin Medal for Graduate Student Teaching (Finalist), 2004.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.
- MIT Presidential Graduate Fellowship, 2000 – 2005.
- Stanford Asia-Pacific Scholar, 1997 – 1998.
- AT&T Asia-Pacific Leadership Award, 1996.
- Lee Kuan Yew Gold Medal, 1996.
- Asia Life Gold Medal, 1996.
- Lim Soo Peng Book Prize, 1995.
- Dean’s List, NUS, 1993 – 1996.
- Singapore National Computer Board Undergraduate Scholarship, 1993 – 1996.

**Research Grants**

- “Enhancing Productivity of Innovations across Cultures for Singapore [EPICS],” Social Science Research Council (SSRC), Singapore, Co-PI, Dec 2018 – Dec 2021.
- “The Effects of Emotions on Consumer Preferences and Well-Being,” Singapore MOE AcRF Tier-1 Grant, PI, Mar 2018 – Apr 2020.
- “Behavioral Science in Chronic Disease Prevention,” NUS Health Innovation Program (HIP), Co-PI, Jan 2018 – Dec 2020.
- “Service Productivity and Innovation Research [SPIRE],” SSRC, Singapore, Co-PI, Jun 2017 – May 2022.
- “Providing Mobility as a Service: Public Acceptance and Behavioral Responses,” Behavioral Studies in the Energy, Water, Waste and Transportation Sections (BSEWWT), National Research Foundation (NRF), Singapore, Co-PI, Jun 2017 – May 2020.
- “Energy Saving Intervention Targeting at Young Children,” BSEWWT, NRF, Singapore, Co-PI, Dec 2016 – Nov 2019.
- “MRT Travel Study,” Land Transport Authority, Singapore, PI, Jul 2014 – May 2016.
- “Shopping Attitudes and Daily Decisions,” NUS Start-Up Grant, PI, Sep 2014 – Aug 2017.
- “The Shopping Experience and the Self,” CIBER Research Grant, Center for International Business and Research (CIBER), Columbia University, PI, 2010 –2012.

**Journal Editorship**

- Associate Editor, Journal of Consumer Research, Jun 2015 – present.
- Associate Editor, Journal of Consumer Psychology, Jan 2018 – present.
- Co-Editor, Journal of the Association for Consumer Research – Issue on “Consumer Emotions in the Marketplace” (Vol. 4, Issue 2), 2018-19.
- Area Editor, International Journal of Research in Marketing, May 2014 – Dec 2015.

**Editorial Review Board**

- Journal of Marketing, Jul 2018 – present.
- Journal of Consumer Psychology, Feb 2016 – Dec 2017.
- Journal of Retailing, Jan 2015 – Dec 2017.
- Customer Needs and Solutions, Jan 2014 – present.
- International Journal of Research in Marketing, Jan 2013 – present.
- Journal of Consumer Research, Jul 2012 – May 2015.
- Frontiers in Emotion Science, Jan 2012 – Jun 2015.

**Ad-Hoc Reviews***Journals:*

- Journal of Marketing Research, Marketing Science, Management Science, Psychological Science, Organizational Behavior and Human Decision Processes, Marketing Letters, Journal of Marketing Behavior, Journal of Experimental Psychology, Psychological Reports, Journal of Behavioral and Experimental Economics, Economics Letters, Journal of Socio-Economics, Visual Cognition, Appetite, Zeitschrift fuer Psychologie.

*Grant Applications:*

- Israel Science Foundation (ISF), Social Sciences and Humanities Research Council of Canada (SSHRC), Hong Kong Research Grants Council (RGC).

**Ad-Hoc  
Reviews  
(cont.)**

*Conferences:*

- ACR Annual Conference, SCP Winter Conference, European Marketing Academy Conference (EMAC), La Londe Conference, Global Marketing Conference.

*Awards:*

- JCP 2019 C.W. Park Award for Outstanding Contribution Award Committee, JCR 2016 Robert Ferber Award Committee, IJRM 2015 Steenkamp Long-Term Impact Award Committee, MSI Aiden G. Clayton Doctoral Dissertation Proposal Competition, AMA John A. Howard Doctoral Dissertation Award

**Media  
Mentions**

The New York Times, The Wall Street Journal, Financial Times, NBC, Forbes, The Washington Post, BusinessWeek, US News and World Report, Los Angeles Times, MSNBC, Fox News, Harvard Business Review, The Telegraph, Christian Science Monitor, The Straits Times, TODAY Singapore, China Daily, The Times of India, The Atlantic, New York Observer, New York Magazine, Calgary Herald, Canberra Times, Scientific American MIND, Ad Week, Slate Magazine, CBC News, The British Psychological Society, Men's Health, Yahoo! News, United Press International, Atlanta Journal Constitution, Association for Psychological Science Observer, Discovery Channel Canada, New York Daily News, Wired, Psychology Today, Ottawa Citizen, The Improper Bostonian.

**Media  
Publications**

- "Is a Minimalist Home the Route to Personal Success?" *Channel NewsAsia*, 11 Mar 2018.
- "Why Shopping Helps People Feel More In Control" *The Straits Times*, 12 Jun 2017
- "Does Your Date Still Look as Hot Today?" *The Straits Times*, 6 Mar 2016.
- "How Discounts Affect Enjoyment," *TODAY*, 16 Dec 2015.
- "Cash Tills Ring, Are you Listening?" *The Straits Times*, 6 Dec 2015.
- "How to Pitch Unpopular Policies," with Christopher Chong and Lee Yih Hwai, *TODAY*, 23 Oct 2015.
- "To Get Shoppers to Spend, Turn Up the Heat," *TODAY*, 3 Sep 2015.
- "The Value of Sports Sponsorship in Singapore," *TODAY*, 4 Jun 2015.

**Department/  
School/  
University  
Committees**

- Bachelor of Business Administration (BBA) Curriculum Review Committee 2017, NUS Business School, Co-Chair, 2016.
- Faculty Promotion and Tenure Committee (FPTC), NUS Business School, 2015-present.
- Faculty Recruitment Committee, NUS Business School, member 2016-2018; Co-Chair, 2018-present.
- Department Evaluation Committee (DEC), NUS Business School, 2015-present.
- Faculty Recruitment Committee, Columbia Business School, 2008.
- PhD Committee, Columbia Business School, 2006-2014.
- IT Committee, Columbia Business School, 2010-2014.

**Professional  
Committees**

- Co-Lead, Special Interest Group on Consumer Behavior, European Marketing Academy (EMAC), 2017 – present.
- Expert Advisory Panel, Ministry of Health (MOH), Singapore, 2017-19.
- Advisory Panel, Society for Consumer Psychology (SCP), 2015 –18.

**Professional  
Committees  
(cont.)**

- Associate Trainer, Civil Service College (CSC), Singapore, Jul 2019 – present.

**Conference  
Organization**

**2019**

- Conference Co-Chair, ACR Annual Conference, Atlanta, GA, USA.

**2018**

- Program Committee Member, ACR Annual Conference, Dallas, TX, USA.
- Program Committee Member, SCP Winter Conference, Dallas, TX, USA.

**2017**

- Associate Editor, AMA Winter Conference, Orlando, FL, USA.
- Program Committee Member, ACR Annual Conference, San Diego, CA, USA.
- Program Committee Member, SCP Winter Conference, San Francisco, CA, USA.

**2016**

- Associate Editor, ACR Annual Conference, Berlin, Germany.

**2015**

- Program Committee Member, SCP Winter Conference, Phoenix, AZ, USA.
- Program Committee Member, ACR Annual Conference, New Orleans, LA, USA.
- Committee Member, Student Travel Stipends Program, ACR Annual Conference, New Orleans, LA, USA.
- Program Committee Member, Asia-Pacific ACR Conference, Hong Kong, China.
- Program Committee Member, SCP International Conference, Vienna, Austria.
- Review Committee, La Londe Conference 2015, La Londe, France

**2014**

- Program Committee Member, SCP Winter Conference, Miami, Florida, USA.

**2013**

- Working Paper Session Co-Chair, ACR Annual Conference, Chicago, IL, USA.
- Program Committee Member, SCP Winter Conference, San Antonio, TX, USA.
- Program Committee Member, European ACR Conference, Barcelona, Spain.

**2012**

- Conference Co-Chair, Advertising and Consumer Psychology (ACP), Singapore, Singapore.
- Program Committee Member, SCP Winter Conference, Las Vegas, NV, USA.
- Program Committee Member, SCP International Conference, Florence, Italy.

**Conference Organization (cont.)**

- Program Committee Member, ACR Annual Conference, Vancouver, BC, Canada.

**2011**

- Program Committee Member, SCP Winter Conference, Atlanta, GA, USA.
- Program Committee Member, ACR Annual Conference, St Louis, MO, USA.

**2010**

- Program Committee Member, ACR Annual Conference, Jacksonville, FL, USA.

**2009**

- Program Committee Member, SCP Winter Conference, San Diego, CA, USA.

**Classes Taught**

*Doctoral:*

- BZD6012 – Experimental Methods for Behavioral Research (PhD Core), AY2014-15, AY2015-16, AY2016-17, AY2017-18, AY2018-19.
- Special Topics in Marketing: Consumer Insight (PhD Seminar), NUS Business School, AY2011-12.
- Research Workshop in Consumer Decision Making (PhD Seminar), NUS Business School, Summer 2008.

*Master/MBA/EMBA:*

- BMS5506 – Consumer Behavior, NUS Business School, AY2018-19
- B8601/B8607 – Strategic Consumer Insights (MBA Marketing Elective), Columbia Business School, Fall 2009, Fall 2010, Spring 2013, Fall 2013.
- B7699/B7607 – Strategic Consumer Insights (EMBA Marketing Elective), Columbia Business School, Fall 2010, Spring 2013, Fall 2013.
- B6601 – Marketing Strategy (MBA Marketing Core), Columbia Business School, Spring 2007, Spring 2008.
- B7601 – Marketing Strategy (EMBA Marketing Core), Columbia Business School, Spring 2008, Summer 2009.

*Undergraduate:*

- MKT3402/MKT3702 – Consumer Behavior, NUS Business School, AY2014-15, AY2015-16, AY2016-17, AY2017-18, AY2018-19.
- W3021 – Marketing Management, Columbia Business School, Fall 2007, Spring 2008, Spring 2009, Fall 2009, Fall 2010, Spring 2013, Fall 2013.

**Student Advising**

- Jasper Teow Hongjun (NUS Business School PhD, 2021 expected)
- Isabel Ding Lingzi (NUS Business School PhD, 2020 expected)
- Xiong Ji (NUS Business School PhD, 2018)
- Miaolei Jia (NUS Business School PhD, 2018)
- Nicole Lim Yun Yee (NUS Business School BBA Honours, 2018)
- Rebecca Chae (Columbia Business School MS, 2015)
- Fani Dimitriadi (Columbia Business School MS, 2015)
- Haoran Jiang (Columbia Business School MS, 2015)
- Franklin Shaddy (Columbia University MS, 2013)
- Ijeoma Ezeofor (New York University Psychology Master, 2008)



**PhD  
Dissertation  
Committees**

- Shaobo Li (Nanyang Business School PhD, 2019 expected)
- Arash Talebi (ESSEC Business School PhD, 2019 expected)
- Xixian Peng (NUS School of Computing PhD, 2019 expected)
- Jaeyeon Chung (Columbia Business School PhD, 2018)
- Shankha Basu (Nanyang Business School PhD, 2017)
- Wei (Joicey) Jie (NUS Business School PhD, 2016)
- Yonat Zwebner (Hebrew University PhD, 2015)
- Charlene Chen (Columbia Business School PhD, 2015)
- Valerie Khait (Columbia Teachers College PhD, 2014)
- Frank May (University of South Carolina PhD, 2014)
- Ana Margarida Barreto (Universidade NOVA de Lisboa PhD, 2013)
- Jeffrey Parker (Columbia Business School PhD, 2011)
- Peter Jarnebrant (Columbia Business School PhD, 2011)
- Eric Hamerman (Columbia Business School PhD, 2010)
- Maria Pease (Columbia Teachers College PhD, 2009)
- Hannah Chang (Columbia Business School PhD, 2008)
- Ray Weaver (MIT Sloan School PhD, 2008)
- Kristina Shampan'er (MIT Sloan School PhD, 2007)

**Invited Talks  
& Symposia**

**2019**

- AMA-Sheth Doctoral Consortium, New York, NY, USA.
- 11<sup>th</sup> Invitational Choice Symposium, Chesapeake Bay, VA, USA (workshop co-chair).
- 3<sup>rd</sup> Invitational Pricing Symposium, ESADE, Barcelona, Spain.
- Civil Service College, Singapore:
  - Behavioral Economics (BE) Symposium
  - Policy Design and Evaluation (PDE10) Workshop
- BI Expert Panel, National Environment Agency (NEA), Singapore
- Hong Kong University (Faculty of Business and Economics), Tsinghua University (School of Economics and Management), The University of Warwick (Warwick Business School), Deakin University (Deakin Business School), Waseda University (Waseda Business School)

**2018**

- 2<sup>nd</sup> NUDGE-A-THON, National Environment Agency (NEA), Singapore.
- 2<sup>nd</sup> Invitational Pricing Symposium, Ludwig Maximilian University of Munich, Munich, Germany.
- 6<sup>th</sup> Marketing Knowledge Innovation Forum, Sun Yat-Sen Business School, Guangzhou, China.
- HKUST Business School (Marketing Research Camp), IESE Business School (1<sup>st</sup> IESE Marketing Research Camp), Hong Kong Polytechnic University.

**2017**

- ACR Doctoral Consortium, San Diego, CA, USA.
- ACR Early Career Mentorship Program, San Diego, CA, USA.
- 1<sup>st</sup> Invitational Pricing Symposium, London Business School, London, UK.
- Civil Service College, "Policy Design and Evaluation" Workshop, Singapore.
- 2017 International Forum of Marketing Science and Applications (IFMSA), Changsha, China.

**Invited Talks  
& Symposia  
(cont.)**

- Oxford University (Said Business School), University of Technology Sydney (Marketing DG Research Camp), University of Cologne (Hamburg-Cologne Marketing Research Camp), University of Macau (Faculty of Business Administration), Monash University (Monash Business School Marketing Camp), Fudan University (School of Management).

**2016**

- 10<sup>th</sup> Invitational Choice Symposium, Alberta, Canada (workshop co-chair).
- ACR Mid-Career Mentorship Program, Berlin, Germany.
- SCP Doctoral Consortium, St Pete's Beach, FL, USA.
- Baker Retailing Conference, "Disruption in Retail," Wharton School, New York, NY, USA.
- Civil Service College, "Randomized Controlled Trials in Public Policy" Workshop, Singapore.
- Civil Service College, 12<sup>th</sup> Economics for Policy Analysts Program, Singapore.
- International Corporate Governance Conference, Hong Kong Baptist University, Hong Kong, China.
- Annual Research Meeting, Institute of Retail Management, University of St. Gallen, Switzerland.
- ESSEC (ESSEC Business School Marketing Winter Camp), HEC Paris, Sun-Yat Sen University Business School.

**2015**

- Financial Times-ACI Asia Business Summit, "The Future of Retail," Singapore.
- Civil Service College, 11<sup>th</sup> Economics for Policy Analysts Program, Singapore.
- ACR Mid-Career Faculty Mentorship Program, New Orleans, LA, USA.
- Johns Hopkins University (Carey Business School), Temple University (Fox School of Business), University of St. Gallen (Institute of Retail Management, Switzerland).

**2014**

- ACR Doctoral Consortium, Baltimore, MD, USA.
- SCP Doctoral Consortium, Miami, FL, USA.
- Marketing Science Institute (MSI) Conference, Marketing in a Multi-Channel and Multi-Screen World, Dallas, TX, USA.
- University of Florida (Warrington College of Business Administration Marketing Camp), IDC Herzliya, Israel (Arison School of Business), University of Manitoba (Asper School of Business), University of (Alberta School of Business Marketing Camp), University of Houston (Bauer College of Business), University of Chicago (Booth School of Business).

**2013**

- Judgment and Decision-Making Winter Symposium, Snowbird, UT, USA.
- Emotional Connections in Retailing Conference, Wharton School, PA, USA.
- 9<sup>th</sup> Invitational Choice Symposium, Noordwijk, Netherlands.
- ACR Invitational Conference on Emotions and Well-Being, Vancouver, BC, Canada.

**Invited Talks  
& Symposia  
(cont.)**

- Academic Symposium on Asian Markets and Asian Consumers, Singapore.
- Dartmouth College (Tuck School of Business Marketing Camp), New York University (Stern School of Business PhD Seminar), Binghamton University (School of Management), National University of Singapore (NUS Business School), Singapore Management University, Chulalongkorn University (Sasin Graduate Institute of Business Administration), Boston University (School of Management).

**2012**

- ACR Doctoral Consortium, Vancouver, BC, Canada.
- INSEAD, National Taiwan University, China-Europe International Business School (CEIBS), Baruch College (Zicklin School of Business PhD Seminar), University of Toronto (Rotman School of Management), UCLA (Anderson School of Management).

**2011**

- ACR Doctoral Consortium, St Louis, MO, USA.
- BRITE Conference 2011, Columbia University, New York, NY, USA.
- Hong Kong University (School of Business), University of Delaware (Alfred Lerner College of Business & Economics), University of Michigan (Ross School of Business), University of Chicago (Booth School of Business).

**2010**

- Chinese University of Hong Kong, Hong Kong University of Science and Technology, The Hebrew University of Jerusalem (School of Business Administration), Erasmus University (Rotterdam School of Management), London Business School, INSEAD, Singapore Management University (School of Social Sciences), Columbia University (Department of Psychology).

**2009**

- 1<sup>st</sup> SCP Doctoral Consortium, San Diego, CA, USA.
- Cornell University (The Johnson School), Indiana University-Purdue University Indianapolis (School of Public and Environmental Affairs).

**2008**

- *Publicis NY*, New York, NY, USA.

**2007**

- ACR Doctoral Consortium, Memphis, TN, USA.
- University of Pennsylvania (The Wharton School).

**2006**

- MIT Center for eBusiness Annual Sponsors' Conference and CIO Symposium, Cambridge, MA, USA.

**2005**

- INSEAD Fontainebleau, Columbia Business School, New York University (Stern School), Northwestern (Kellogg School of Management), University of Minnesota (Carlson School of Management), UCLA (Anderson School of Management), National University of Singapore (NUS Business School), Singapore Management University (Lee Kong Chian School of Business), University of Chicago GSB, University of Toronto (Rotman School).

**Invited Talks 2004**

**& Symposia  
(cont.)**

- National University of Singapore (NUS Business School).

**Conference 2019**

**Presentations**

Lee, L., Frese, M., Teow, J., & Wang, Y. "How Culture Affects Innovation Adoption: An Integrative Framework." *Frontiers in Service Conference*, Singapore.

Gal, D., Kalaignanam, K., Kushwaha, T., Lee, L., & Tuli, K. "Marketing Agility: Conceptualization, Research Propositions, and a Research Agenda." *Marketing Science*, Rome, Italy.

Yew, T., Tai, E., Ding, I, Lee, L. et al. "PACE-D Implementation: Partnering Patiences in Diabetes Through Care and Support Planning, Lessons from a Tertiary Centre for Primary Care." *7<sup>th</sup> Asia Pacific Primary Care Research Conference*, Penang, Malaysia.

Hadi, R., Baskentli, S., & Lee, L. "Products as Consumption Companions: How Collectivism Influences Consumer Response to Anthropomorphic Products." *SCP Winter Conference*, Savannah, GA, USA.

Suher, J., Huang, S., & Lee, L. "Planning for Multiple Shopping Goals in the Marketplace." *American Marketing Association (AMA) Winter Conference*, Austin, TX, USA.

Böttger, T., Emrich, O., Herhausen, D., & Lee, L. "Understanding Personalized Lifestyle Marketing: An Experimental Approach." *EMAC Annual Conference*, Hamburg, Germany.

**2018**

Faraji-Rad, A., & Lee, L. "Banking Happiness." *SCP Boutique Conference on Vice and Virtue*, Sydney, Australia.

**2017**

Lee, L., Yeung, C., & Li, X. "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Disincentives." *ACR Annual Conference*, San Diego, CA, USA.

Ding, I., & Lee, L. "The Effects of Feedback Frequency on Goal Performance." *ACR Annual Conference*, San Diego, CA, USA.

Xiong, J., Lee, L., & Lee, Y "The Feeling of Being Moved." *ACR Annual Conference*, San Diego, CA, USA.

Lee, L., Yeung, C., & Li, X. "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Disincentives." *Marketing and Public Policy Conference*, Washington DC, USA.

Faraji-Rad, A., & Lee, L. "Banking Happiness." *EMAC Annual Conference*, Groningen, Netherlands.

Lee, L., Yeung, C., & Li, X. "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Disincentives." *EMAC Annual Conference*, Groningen, Netherlands.

Jia, M., Johar, G., & Lee, L. "Seeking Indulgence by Involving Others." *SCP Winter Conference*, San Francisco, CA, USA.

**Conference Presentations (cont.)** Böttger, T., & Lee, L. "The Therapeutic Utility Of Shopping: Retail Therapy, Emotion Regulation, And Well-Being," SCP Winter Conference, San Francisco, CA, USA.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." SCP Winter Conference, San Francisco, CA, USA.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "Found Time." SCP Winter Conference, San Francisco, CA, USA.

### **2016**

Chen, R., Lee, L., & Zheng, Y. H. "The Reversed Endowment Effect in Living Goods Transaction." ACR Annual Conference, Berlin, Germany.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." ACR Annual Conference, Berlin, Germany.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "Found Time." ACR Annual Conference, Berlin, Germany.

Ding, I. & Lee, L. "The Influence of Goal Feedback on Motivation." ACR International Conference, Berlin, Germany.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." ACR Annual Conference, Berlin, Germany.

Jia, M., Johar, G., & Lee, L. "Seeking Indulgence by Involving Others." ACR Annual Conference, Berlin, Germany.

Faraji-Rad, A., & Lee, L. "Banking Happiness." SCP Winter Conference, St Pete's Beach, FL, USA.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." SCP Winter Conference, St Pete's Beach, FL, USA.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." EMAC Annual Conference, Oslo, Norway.

### **2015**

Chung, J., Lee, L., Lehman, D., & Tsai, C. "The Concept of Found Time." ACR Annual Conference, New Orleans, LA, USA.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "The Uses of Found Time." ACR Annual Conference, New Orleans, LA, USA.

Faraji-Rad, A., & Lee, L. "Banking Happiness." ACR Annual Conference, New Orleans, LA, USA.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." SCP International Conference, Vienna.

Chung, J. & Lee, L. "Escaping Envy: Envy Increases Psychological Social Distancing and Preference for Unique Products." SCP International Conference, Vienna.

Pham, M. T., Faraji-Rad, A., Toubia, O., & Lee, L. "Affect as an Ordinal System of Utility Assessment." SCP International Conference, Vienna.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." Asia-Pacific ACR Conference, Hong Kong, China.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." Asia-Pacific ACR Conference, Hong Kong, China.

**Conference Presentations (cont.)** Lee, L., "Conducting Field Experiments in Consumer Research." **Chair for Roundtable Session**. Asia-Pacific ACR Conference, Hong Kong, China.

Chen, R., Lee, L., & Zheng, Y. H. "The Reversed Endowment Effect in Living Goods Transaction." Asia-Pacific ACR Conference, Hong Kong, China.

Ansari, A., Liu, J., & Lee, L. "The Joint Impact of Revenue-Based Loyalty Program and Promotions on Consumer Purchase Behaviors." Annual INFORMS Marketing Science Conference, Baltimore, MD, USA.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." Association for Psychological Science (APS) Annual Conference, New York, NY, USA.

Pham, M. T., Faraji-Rad, A., Toubia, O., & Lee, L. "Affect as an Ordinal System of Utility Assessment." La Londe Conference, France.

Pham, M. T., Faraji-Rad, A., Toubia, O., & Lee, L. "Affect as an Ordinal System of Utility Assessment." SCP Winter Conference, Miami, FL, USA.

#### **2014**

Chung, J. & Lee, L. "Social Consequences of Envy." ACR Annual Conference, Baltimore, MD, USA.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." ACR Annual Conference, Baltimore, MD, USA.

Boettger, T., Emrich, O., Lee, L., & Rudolph, T. "Inspirational Personalization: Abstract and Concrete Levels of Personalization." ACR Annual Conference, Baltimore, MD, USA.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." ACR Annual Conference, Baltimore, MD, USA.

Chung, J. & Lee, L. "Social Consequences of Envy." APS Annual Conference, San Francisco, CA, USA.

#### **2013**

Lee, L. & Thomas, M. "The Preference-Polarization Effect of Music: How Background Music Changes Preferences." SCP Winter Conference, San Antonio, TX, USA.

#### **2012**

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." ACP Conference, Singapore.

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." ACP Conference, Singapore.

Shaddy, F. & Lee, L. "A Penny Saved is Another Penny Spurned: The Effect of Promotions on Consumer Impatience." Society for Judgment and Decision Making (SJDM) Annual Conference, Minneapolis, MI, USA.

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." ACR Annual Conference, Vancouver, BC, Canada.

Shaddy, F. & Lee, L. "A Penny Saved is Another Penny Spurned: The Effect of Promotions on Consumer Impatience." ACR Annual Conference, Vancouver, BC, Canada.

**Conference Presentations (cont.)**

Zwebner, Y., Lee, L., & Goldenberg, J. "The Temperature Premium: Warmer Temperatures Increase Object Valuations." ACR Annual Conference, Vancouver, BC, Canada.

Lee, L., Carmon, Z., Dhar, R., & Fishbach, A. "When Shopper Marketing Backfires." SCP International Conference, Florence, Italy.

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." SCP International Conference, Florence, Italy.

**2011**

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." SJDM Annual Conference, Seattle, WA, USA.

Lee, L., Carmon, Z., Dhar, R., & Fishbach, A. "When Shopper Marketing Backfires." ACR Annual Conference, St Louis, MO, USA.

Reinholtz, N., Lee, L., & Pham, M. "Sunny Days, Risky Ways: Sunlight Increases Risk Taking." ACR Annual Conference, St Louis, MO, USA.

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time- versus Money-Based Product Evaluations." Conference, France.

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time- versus Money-Based Product Evaluations." SCP Winter Conference, Atlanta, GA, USA.

Min, Z., Lee, L., & Soman, D. "The Effect of Incidental Cues on Waiting." Asia-Pacific ACR Conference, Beijing, China.

**2010**

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time versus Money Valuations." SJDM Annual Conference, St Louis, MO, USA.

Olivola, C., Mochon, D., & Lee, L. "Martydom in the Marketplace: When Objects Gain Value from Being Associated with Aversive Experiences." SJDM Annual Conference, St Louis, MO, USA.

Lee, L. & Son, L. "Holistic versus Analytical Processing in Preference Transitivity." 51<sup>st</sup> Meeting of the Psychonomic Society, St Louis, MO, USA.

Lee, L., Yoon, S., & Ariely, D. "The Effects of Emotional vs. Cognitive Processing on Short-Term versus Long-Term Preference Consistency." ACR Annual Conference, Jacksonville, FL, USA.

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." ACR Annual Conference, Jacksonville, FL, USA. **Chair for Symposium:** "In (or Out of) Control: The Effect of Perceived Influence on Consumer Behavior, Decisions, and Satisfaction."

Zhao, M., Lee, L., & Soman, D. "Crossing the Virtual Boundary: The Effect of Incidental Cues on Task Accomplishment." ACR Annual Conference, Jacksonville, FL, USA. **Chair for Symposium:** "The Effects of Incidental Cues on Goals and Motivation"

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." SCP Winter Conference, St. Pete Beach, FL, USA.

**Conference Presentations (cont.)** Pham, M. T., Lee, L., & Stephen, A. "Should We Trust or Not Trust Our Feelings When Predicting the Future?" SCP Winter Conference, St. Pete Beach, FL, USA. **Co-chair for Symposium:** "Emotions, Predictions, and Decisions."

#### **2009**

Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." SCP Winter Conference, San Diego, CA, USA.

Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." ACR Annual Conference, Pittsburgh, PA, USA. **Co-chair for Symposium:** "Are Crowds Always Wiser?"

Lee, L. & Thomas, M. "The Effect of Music on Retrieved and Constructed Preferences." ACR Annual Conference, Pittsburgh, PA, USA. **Co-chair for Symposium:** "How Environmental Cues Impact Consumer Judgments"

Lee, L., Lee, M., & Zauberman, G. "The Stability of Time versus Money Valuations." ACR Annual Conference, Pittsburgh, PA, USA.

Chang, H., Cho, C., & Lee, L. "Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search." ACR Annual Conference, Pittsburgh, PA, USA.

Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." SJDM Annual Conference, Boston, MA, USA. **Co-chair for Symposium:** "Are Crowds Always Wiser?"

#### **2008**

Norton, M. & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." SCP Winter Conference, New Orleans, LA, USA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." FUR 2008, XIII International Conference on the Foundations and Applications of Utility, Risk, and Decision Theory, Barcelona, Spain.

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." ACR Annual Conference, San Francisco, CA, USA. **Chair for Special Session:** "Experiential and Informational Perspective of Consumer Preference Consistency."

Norton, M. & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." ACR Annual Conference, San Francisco, CA, USA.

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SJDM Annual Conference, Chicago, IL, USA.

#### **2007**

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SCP Winter Conference, Las Vegas, NV, USA. **Co-chair for Special Session:** "Money Matters: Psychological Perspectives of Money and Product Valuation."

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Marketing Science Annual Conference, Singapore.



**Conference Presentations (cont.)** Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." ACR Annual Conference, Memphis, TN, USA.

Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. "If I'm Not Hot, Are You Hot or Not? Attractiveness Adaptation and Dating Preferences." ACR Annual Conference, Memphis, TN, USA.

Frederick, S. & Lee, L. "Attribute Representation and the Attraction Effect." ACR Annual Conference, Memphis, TN.

#### **2006**

Lee, L. & Norton, M. "Members Only: The Effects of Membership Fees on Consumer Spending." SCP Winter Conference, Carnival Cruise from Port of Miami, FL, USA. **Co-chair for Special Session:** "Committed Consumers: Psychological Investment and Consumer Behavior."

Frederick, S., & Lee, L. "Attribute Representation and the Attraction Effect." SCP Winter Conference, Carnival Cruise from Port of Miami, FL, USA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." ACR Annual Conference, Orlando, FL, USA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." SJDM Annual Conference, Houston, TX, USA.

Frederick, S. & Lee, L. "Attribute Representation and the Attraction Effect." SJDM Annual Conference, Houston, TX, USA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." Affect, Motivation, and Decision Making Conference, Dead Sea, Israel.

#### **2005**

Lee, L. & Ariely, D. "Are Consumers Getting the Best Deal? Transaction Utility versus Spending Goals in Promotional Coupon Redemption." SCP Winter Conference, St. Pete Beach, FL, USA.

Lee, L., Frederick, S., Ariely, D. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." SCP Winter Conference, St. Pete Beach, FL, USA.

Lee, L., Frederick, S., Ariely, D. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." ACR Annual Conference, San Antonio, TX, USA.

#### **2004**

Lee, L. & Ariely, D. "The Goal-Driven Shopper: The Influence of Goal Setting and Goal Completion on Consumer Spending." SCP Winter Conference, San Francisco, CA, USA.

Lee, L. & Ariely, D. "Conditional Coupons: Preference Uncertainty and Spending Goals." ACR Annual Conference, Portland, OR, USA. **Chair for Special Session:** "The Influence of Primary and Secondary Goals on Consumer Decision Making."

Lee, L., Frederick, S., Ariely, D. "The Long and Short of It: Visualizing Set Properties." SJDM Annual Conference, Minneapolis, MN, USA.