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EDUCATION

Ph.D., University of North Carolina at Chapel Hill, Kenan Flagler Business School
Marketing, 1998

BBA Honours, National University of Singapore
Marketing, 1993

RESEARCH INTERESTS

Advertising Effects
Incongruity Theories
Cognitive and Affective Information Processing

RESEARCH

1. Elison Lim, Yih Hwai Lee, and Maw Der Foo (2017), "Frontline employees' nonverbal cues in service encounters: a double-edge sword," *Journal of the Academy of Marketing Science*, 45(5), 657-676.
2. Siew Meng Leong, Swee Hoon Ang, Joseph A. Cote, Yih Hwai Lee, and Michael J. Houston (2016), "What is Consumer Well-Being to Asians?" *Social Indicators Research*, 126(2), 777-793.
3. Thorbjornsen, H, M Dahlen, and Yih Hwai Lee (2016), "The Effect of New Product Preannouncements on the Evaluation of Other Brand Products," *Journal of Product Innovation Management*, 33(3), 342-355.
4. Elison Lim, Doreen Kum, and Yih Hwai Lee (2015), "Understanding how Changes within Service Experiences impact Prospective versus Retrospective Time Judgments," *Journal of the Academy of Marketing Science*, 43(6), 730-745.
5. Swee Hoon Ang, Siew Meng Leong, Yih Hwai Lee, and Seng Lee Lou (2014), "Necessary But Not Sufficient: Beyond Novelty in Advertising Creativity," *Journal of Marketing Communications*, 20(3), 214-230.
6. Anirban Som and Yih Hwai Lee (2012), "The Joint Effects of Choice Assortment and Regulatory Focus on Choice Behavior," *International Journal of Research in Marketing*, 29(2), 202-209.

7. Doreen Kum, Lars Bergkvist, Leong Siew Meng, and Yih Hwai Lee (2012), "Brand Personality Inference: The Moderating Role of Product Meaning," *Journal of Marketing Management*, 28(11-12), 1291-1304.
8. Doreen Kum and Yih Hwai Lee (2011), "The Joint Effects of Advertising and Product Trial: A Source-monitoring Perspective," *Marketing Letters*, 22(3), 213-226.
9. Doreen Kum, Yih Hwai Lee, and Cheng Qiu (2011), "Testing to Prevent Bad Translation: Brand Name Conversions in Chinese-English Contexts," *Journal of Business Research*, 64(6), 594-600.
10. Yih Hwai Lee and Elison Lim (2010), "When Good Cheer Goes Unrequited: How Emotional Receptivity Affects Evaluation of Expressed Emotion," *Journal of Marketing Research*, 47(6), 1151-1161.
11. Yih Hwai Lee and Qiu Cheng (2009), "When Uncertainty Brings Pleasure: The Role of Outcome Imageability and Mental Imagery," *Journal of Consumer Research*, 36(4), 624-633.
12. Yih Hwai Lee, Lim Ai Ching, Elison, Swee Hoon Ang, and Siew Meng Leong (2009), "Processing Idioms in Advertising Discourse: Effects of Familiarity, Phase Type, and Compositionality on Consumer Ad Response," *Journal of Pragmatics*, 41(9), 1778-1793.
13. Cheng Qiu, Yih Hwai Lee, and Catherine W.M. Yeung (2009), "Suppressing feelings: A double-edged sword to consumer judgment and choice," *Journal of Consumer Psychology*, 19(3), 427-439.
14. Lee Yih Hwai and E Lim (2008), "What's Funny and what's not: The moderating role of cultural orientation in ad humor". *Journal of Advertising*, 35(2), 71-84.
15. Lee Yih Hwai, Swee Hoon Ang, and Siew Meng Leong (2007), "The Ad Creativity Cube: Conceptualization and Initial Validation". *Journal of the Academy of Marketing Science*, 35(2), 220-232.
16. Lee Yih Hwai and Hean Tat Keh (2006), "Do Reward programs build loyalty for services? The moderating effect of satisfaction on type and timing of rewards". *Journal of Retailing*, 82(2), 127-139.
17. Lee Yih Hwai and Nader Tavassoli (Nov 2003), "The Differential Interaction of Auditory and Visual Advertising Elements with Chinese and English," *Journal of Marketing Research*, 40(4), 468-480.
18. Lee Yih Hwai and Swee Hoon Ang (2003), "Interference of Picture and Brand Name in a Multiple Linkage Ad Context," *Marketing Letters*, 14(4), 273-288.
19. Lee Yih Hwai and Kim Soon Ang (2003), "Brand Name Suggestiveness: A Chinese Language Perspective," *International Journal of Research in Marketing*, 20(4), 323-335.
20. Lee Yih Hwai and Han Cheun Yuen (2002), "Partitioned Pricing in Advertising: Effects on Brand and Retailer Attitudes," *Marketing Letters*, 13(1), 27 - 40.
21. Lee Yih Hwai (2000), "Manipulating Ad Message Involvement through Information Expectancy: Effects on Attitude Evaluation and Confidence," *Journal of Advertising*, 29(2), 29 - 43.
22. Lee Yih Hwai and Charlotte Mason (1999), "Responses to Information Incongruity in Advertising: The Role of Expectancy, Relevancy, and Humor," *Journal of Consumer Research*, 26(2), 156 - 169.

TEACHING INTERESTS

Advertising Management, Marketing Research, Consumer Behavior

TEACHING

Principles of Marketing

Marketing Theory & Research