

Leonard Lee
Curriculum Vitae – July 2026

National University of Singapore (NUS)
NUS Business School
BIZ 1, 8-26, Mochtar Riady Building
15 Kent Ridge Drive
Singapore 119245

Phone: +65 6601-2098
Fax: +65 6779-5941
Email: leonard.lee@nus.edu.sg

Employment

July 2023 – present. Director and Lloyd's Register Foundation Professor in Public Understanding of Risk, Lloyd's Register Foundation Institute for the Public Understanding of Risk (IPUR), NUS.

- *January 2020 – June 2023.* Deputy Director, IPUR, NUS.

July 2019 – present. Professor, Department of Marketing, NUS Business School

- *January 2020 – June 2021.* Deputy Head (Research), Department of Marketing.

September 2014 – June 2019. 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, 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, 1998.

Stanford University, Palo Alto, CA.

(Concentration in Systems and Databases)

B.Sc. with Merit, Computer and Information Science, 1996.

National University of Singapore (NUS), Singapore.

Research Interests

Consumer psychology, affect and decision making, marketing and public policy, risk perception and risk communication, shopping behavior.

**Publications
(Journal
Articles)**

1. Yeung, Catherine, Xiuping Li, Mandy Mantian Hu, and Leonard Lee (2026). "The Surcharge Donation Paradox and the Restorative Power of Choice," *Journal of the Academy of Marketing Science*, forthcoming.
2. Tan, Li Feng, Jasper R. Senff, Shuna Shiann Khoo, Sanjula Singh, Reshma A. Merchant, Yee Wei Lim, Leonard Lee et al. (2026), "Association Between Brain Care Score and Cognitive Performance: Findings from a Community-Based Cohort in Singapore," *Brain and Behavior*, 16(5), e71449.
3. Chia-Wen, Wang, Carolyn Lo, Alex R. Cook, Leonard Lee, Wei Lun Yuen, and Yiyun Shou (2026). "Associations Between Mental Health Services and Individuals' Worry about Harm from Mental Health Issues: An International Perspective," *Journal of Mental Health*, 35(1), 14-24.
4. Wei Lun, Yuen, Ziv Carmon, Charlene Y. Chen, Wai Yan Leong, Wen Wei Chong, Kai Xuan Ng, and Leonard Lee (2025). "Perceived accessibility of public transport predicts intention to give up car ownership whereas objective accessibility does not," *Journal of Transport Geography*, 129, 104418.
5. Tan, L. F., Le How, A., Lee, X. X., Tan, B. Y., Lim, Y. W., Lee, L., ... & Merchant, R. A. (2025). Intrinsic Capacity Deficits Across the Lifespan in a Nationally Representative Community Cohort: Findings from the Queenstown Study. *Archives of Gerontology and Geriatrics*, 106031.
6. Chia-Wen, Wang, Trinh Thi Tra, Carolyn Lo, Olivia Jensen, Reuben Ng, Leonard Lee, and Yiyun Shou (2025). "How do people perceive media-reported risks: Risk networks and profiles of segments," *Risk Analysis*, 45(10), 3296-3314.
7. Lo, Carolyn, Olivia Jensen, and Leonard Lee (2025). "Risk Targets: To What Extent Does 'Who' is at Risk Influence Risk Perception?" *Journal of Risk Research*, 28(3-4), 313-329.
8. Mende, Martin, Abhishek Borah, Maura Scott, Lisa Bolton, and Leonard Lee (2024). "People, Peace, Prosperity, and the Planet: JCR's Contribution to Sustainable Development," *Journal of Consumer Research*, 51(1), 91-103.
9. Lo, Carolyn, Leonard Lee, Weichang Yu, E Shyong Tai, Tong Wei Yew, and Isabel Ding (2023). "Mindsets and Self-Efficacy Beliefs among Individuals with Type 2 Diabetes," *Scientific Reports*, 13(1), 20383
10. Baskentli, Sara, Rhonda Hadi, and Leonard Lee (2023), "How Culture Shapes Consumer Responses to Anthropomorphic Products," *International Journal of Research in Marketing*, 40(3), 495-512.
11. Huang, Szu-chi, and Leonard Lee (2023), "The 5's of Consumer Health: A Framework and Curation of JCR Articles on Health and Medical Decision Making," *Journal of Consumer Research*, 49(5), 926-39.
12. Chung, Jaeyeon, Leonard Lee, Donald R. Lehmann, and Claire I. Tsai (2022), "Spending Windfall ('Found') Time on Hedonic versus Utilitarian Activities," *Journal of Consumer Research*, 49(6), 1118-39.

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

13. Faraji-Rad, Ali, and Leonard Lee (2022), "Banking Happiness," *Journal of Consumer Research*, 49(2), 336-58.
14. Lee, Angela Y., Jiaqian Wang, Ulf Böckenholt, Leonard Lee, Rafal Ohme, Dorota Reykowska, and Catherine Yeung (2022), "The Enthusiasts and the Reluctants of COVID-19 Vaccine Uptake: A Cluster Analysis," *Journal of the Association for Consumer Research*, 7(2), 222-234.
15. Shultz, Clifford, Janet Hoek, Leonard Lee, Wai Yan Leong, Raj Srinivasan, Madhu Viswanathan, and Klaus Wertenbroch (2022), "JPPM's Global Perspective and Impact: An Agenda for Research on Marketing and Public Policy," *Journal of Public Policy & Marketing*, 41(1), 34-50.
16. Kalaighnam, Kartik, Kapil Tulil, Tarun Kushwaha, Leonard Lee, and David Gal (2021), "Marketing Agility: The Concept, Antecedents, and a Research Agenda," *Journal of Marketing*, 85(1), 35-58.
17. Tomaino, Geoff, Jasper Teow, Ziv Carmon, Leonard Lee, Moshe Ben-Akiva, Charlene Chen, Wai Yan Leong, Shanjun Li, Nan Yang, and Jinhua Zhao (2020), "Mobility as a Service (MaaS): The Importance of Transportation Psychology," *Marketing Letters*, 31, 419-28.
18. Shaddy, Franklin and Leonard Lee (2020), "Price Promotions Cause Impatience," *Journal of Marketing Research*, 57(1), 118-33.
19. Suher, Jacob, Szu-Chi Huang, and Leonard Lee (2019), "Planning for Multiple Shopping Goals in the Marketplace," *Journal of Consumer Psychology*, 29(4), 642-51.
20. Chung, Jaeyeon and Leonard Lee (2019), "To Buy or to Resist: When Upward Social Comparison Discourages New Product Adoption," *Journal of the Association for Consumer Research*, 4(3), 280-92.
21. 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.
22. 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.
23. 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.
24. 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.
25. Lee, Leonard (2015), "The Emotional Shopper: Assessing the Effectiveness of Retail Therapy," *Foundations and Trends in Marketing*, 8(2), 69-145.
26. Lee, Leonard, Michelle P. Lee, Marco Bertini, Gal Zauberman, and Dan Ariely (2015), "Money, Time, and the Stability of Consumer

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

- Preferences.” *Journal of Marketing Research*, 52(2), 184-99.
27. 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.
 28. Frederick, Shane, Leonard Lee, and Ernest Baskin (2014), “The Limits of Attraction,” *Journal of Marketing Research*, 51(4), 487-507.
 29. 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.
 30. Zwebner, Yonat, Leonard Lee, and Jacob Goldenberg (2014). “The Temperature Premium: Warmer Temperatures Increase Object Valuation,” *Journal of Consumer Psychology*, 24(2), 251-59.
 31. 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.
 32. 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.
 33. 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.
 34. 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.
 35. 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.
 36. Lee, Leonard and Dan Ariely (2006), “Shopping Goals, Goal Concreteness, and Conditional Promotions,” *Journal of Consumer Research*, 33(1), 60-70.
 37. 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
Chapters)**

1. Lee, Leonard & Wong, Weng Yek (2026), “Consumer Health and Medical Decision Making,” *Oxford Bibliographies*, forthcoming.
2. Wong, Weng Yek, Carolyn Lo, Trinh Thi Tra, Olivia Jensen, and Leonard Lee (2026), “Enabling Individuals to Effectively Manage Risks: A Study of Risk Attitudes in China, Singapore, and South Korea” in *Handbook of Public Policy and Marketing*, forthcoming.

**Publications
(Book
Chapters,
cont.)**

3. Jensen, Olivia, Leonard Lee, Carolyn Lo, and Trinh Thi Tra (2025) "Disaster Risk Perception and Communication: A Behavioral Science Perspective" in *Oxford Research Encyclopedia of Natural Hazard Science*. Oxford University Press.
4. Koh. Chan Ghee, Leonard Lee, Carolyn Lo, Catherine Mei Ling Wong, and Janson Yap (2020) "A Socio-Psychological Perspective" in *World Economic Forum Insight Report: Challenges and Opportunities in the Post-COVID-19 World* (pp. 44-48). Geneva: World Economic Forum.
5. 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.
6. Lee, Leonard (2015), "Emerging Research Themes on the Asian Consumer," in *The Psychology of the Asian Consumer* (pp. 9-22), New York, NY: Routledge.

**Selected
Working
Papers and
Research in
Progress**

- "Personalized Lifestyle Marketing in the Customer Journey: A Field Experiment and Application of Machine Learning" – *with Tim Böttger, Tim, Oliver Emrich, and Dennis Herhausen*
- "The Feeling of Being Moved" – *with Xiong Ji and Yih Hwai Lee*
- "Self-Conscious Emotions Affect Self-Checkout Usage: Field Evidence from FMCG Industry" – *with Juin Kuan Chong, Xiuping Li, Yan Zhang, and Yih Hwai Lee*
- "Energy-Saving Interventions Targeting at Young Children" *with Shiwen Gao, Xiuping, Li, Yan Zhang, and Yih Hwai Lee*
- "How Culture Affects Innovation Adoption: An Integrative Framework" – *with Jasper Teow, Sylvia Hubner, and Michael Frese*
- "Back to Basics: Increasing Choice Variety Leads to Selection of Prototypical Choice Options" – *with Jasper Teow*

**Honors &
Awards**

- Sheth Foundation/Journal of Marketing Award, Finalist, 2026.
- Teaching Excellence Award, NUS Business School, 2026.
- Best MBA (Elective) Teaching, NUS Business School, 2024/25.
- Journal of Marketing, Outstanding Reviewer Award, 2020
- 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, 2014.
- Consumer Insights Challenge, Georgetown Institute for Consumer Research, 2014.
- Journal of Consumer Research, Outstanding Reviewer Award, 2013.
- MSI-ACR Research Competition on *Shopper Marketing*, 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.

**Honors &
Awards
(cont.)**

- 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.
- National Computer Board Undergraduate Scholarship, 1993 – 1996.

**Research
Grants**

- “Social Resilience: Pilot and Evaluation of the Aspirational Storylines Methods,” NUS Cities Grand Challenge, PI, Apr 2026 – Mar 2028.
- “Consumer Acceptance of Sustainable Proteins,” Bezos Earth Fund, Co-PI, May 2025 – May 2030.
- “A Co-Development Approach to Integrated Senior Housing Typologies,” Urban Redevelopment Authority (URA) of Singapore, Collaborator, Jun 2024 – Jun 2027.
- “Evaluating Demand and Feasibility for Mobility-as-a-Service (MaaS) at an Urban Scale,” Singapore MOE AcRF Tier-2 Grant, Collaborator, Feb 2025 – Feb 2028.
- “Gamifying and Carbon Scoring Urban Mobility for a Greener Singapore: A Randomized Control Trial,” NUS-IPUR, Collaborator, Jul 2024 – Jun 2025.
- “The Impact of Financial Constraints on Patient Preference for Treatment Options,” NUS-IPUR, PI, Apr 2023 – Mar 2024.
- “Baseline Study for Health District,” NUS, Co-I, Feb 2023 – Jul 2025.
- “Developing a Growth Mindset Intervention for People with Type 2 Diabetes: Conducting Evidence-Based Preparatory Research,” Humanities and Social Sciences (HSS) Seed Fund, NUS, PI, Nov 2022 – May 2024.
- “Enhancing Productivity of Innovations across Cultures for Singapore [EPICS],” Social Science Research Council (SSRC), Singapore, Co-I, Dec 2018 – Dec 2021.
- “The Effects of Emotions on Consumer Preferences and Well-Being,” Singapore MOE AcRF Tier-1 Grant, PI, Mar 2018 – Aug 2020.
- “Behavioral Science in Chronic Disease Prevention,” NUS Health Innovation Program (HIP), Co-PI, Jan 2018 – Jan 2022.
- “Service Productivity and Innovation Research [SPIRE],” SSRC, Singapore, Co-I, Jun 2017 – Nov 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, PI, Jun 2017 – Sep 2021.
- “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 2015 – 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 Psychology, Jan 2018 – present.
 - Journal of Public Policy and Marketing, May 2020 – present.
- Co-Editor, Journal of Public Policy and Marketing – Issue on “Mitigating Misinformation,” 2024-26.
- Associate Editor, Journal of Consumer Research, Jun 2015 – Jun 2022.
- 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.

**Professional
Committees**

- Academic Committee, Asia-Pacific Marketing Academy (APMA), Co-Chair, 2024 – present.
- At-Large Director, Association for Consumer Research (ACR), 2024 – 2026.
- Urban Mobility Innovation (UMI) Technical Evaluation Panel (TEP), Land Transport Authority (LTA), Singapore, 2024 – 2026.
- Lancet-LSHTM Commission on the Emotional Determinants of Health, 2022 – present.
- Associate Trainer, Civil Service College (CSC), Singapore, Jul 2019 – present.
- Co-Lead, Special Interest Group on Consumer Behavior, European Marketing Academy (EMAC), 2017 – 2020.
- Expert Advisory Panel, Ministry of Health (MOH), Singapore, 2017–2020.
- Advisory Panel, Society for Consumer Psychology (SCP), 2015 – 2018.

**Editorial
Review Board
Membership**

- Risk Sciences, June 2024 – present.
- Journal of Marketing Research, July 2023 – present.
- Foundations and Trends in Marketing, June 2023 – present.
- Marketing Letters, Jan 2021 – present.
- Journal of Marketing, Jul 2018 – present.
- Customer Needs and Solutions, Jan 2014 – present.
- Journal of Consumer Research, Jul 2012 – present (Associate Editor, Jun 2015 – Jun 2022).
- Journal of Consumer Psychology, Feb 2016 – Dec 2017.
- Journal of Retailing, Jan 2015 – Dec 2017.
- International Journal of Research in Marketing, Jan 2013 – Jun 2021 (Area Editor, May 2014 – Dec 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, Vaccine, Zeitschrift fuer Psychologie.

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

Grant Applications:

- Israel Science Foundation (ISF), Social Sciences and Humanities Research Council of Canada (SSHRC), Hong Kong Research Grants Council (RGC), ACR/Sheth Foundation Dissertation Grants, Singapore Social Science Research Thematic Grants (SSRTG), Singapore Ministry of Education (MOE) Tier-2 Grants, NUS HSS Faculty Research Fellowship.

Conferences:

- ACR Annual Conference, SCP Winter Conference, European Marketing Academy Conference (EMAC), La Londe Conference, Global Marketing Conference, AMA Marketing and Public Policy Conference (MPPC)

Awards/Competitions:

- SCP 2023 Early Contribution Award Committee, SCP 2023 Climate Change Challenge, ACR 2022 Early Career Award Committee, 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, ACR 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**

- "How Open Data and Gamification Can Make Singapore's Urban Travel Greener," with Alberto Salvo, *The Business Times*, 16 Sep 2023.
- "Commuter Psychology is Vital When Rolling Out New Services," *South China Morning Post*, 29 Oct 2020.
- "Is Social Comparison an Answer to Better Marketing?" *PR Week*, 31 Aug 2020.
- "Outbreaks of Diseases Make Us Exaggerate or Under-Estimate Risks," *Channel NewsAsia*, 20 Feb 2020.
- "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?" *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,” <i>TODAY</i>, 4 Jun 2015.
Department/ School/ University Committees	• AI-Know Advisory Council, NUS, 2025 – present. • University Sustainability and Climate Action Council Working Committee on Sustainability Research, NUS, 2025 – 2027. • Social Science Research Council Review Panel, NUS, 2025 – present. • University Research Committee (URC) Expert Panel, NUS, 2024 – 2026. • 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 – 2019. • Faculty Recruitment Committee (Marketing), NUS Business School, member 2016 – 18; Chair/Co-Chair, 2018, 2020 – present. • Department Evaluation Committee (Marketing), NUS Business School, member 2015 – 2019; Chair, 2020 – present. • PhD Committee (Marketing), NUS Business School, Chair, 2020 – 2021. • Faculty Recruitment Committee, Columbia Business School, 2008. • PhD Committee, Columbia Business School, 2006 – 2014. • IT Committee, Columbia Business School, 2010 – 2014.
Conference Organization/ Reviewing	2027 • Member, Organising Committee, Society for Risk Analysis ANZ/Pacific Conference, Sydney, Australia. 2026 • Conference Co-Chair, IBDS X IPUR Conference on Health, Risk, and Decision-Making 2026, Hong Kong and Shenzhen, China. • Member, Scientific Advisory Committee, Behavioural and Implementation Sciences in Health, Asia Conference 2026 (BISHAC 2026), Singapore. 2024 • Conference Co-Chair, Risk Quotient 2024, Melbourne, Australia. • Associate Editor, ACR Annual Conference, Paris, France. • Review Committee Member, SCP Winter Conference, Nashville, TN, USA. 2023 • Program Committee Member, SCP Winter Conference, San Juan, Puerto Rico. • Program Committee Member, European ACR, Amsterdam, Netherlands. • Paper Review Committee Member, Asia-Pacific Marketing Academy (APMA) Annual Conference, Guangzhou, China. 2022 • Program Committee Member, SCP Winter Virtual Conference. 2021 • Program Committee Member, SCP Winter Virtual Conference. 2019 • Conference Co-Chair, ACR Annual Conference, Atlanta, GA, USA.

**Conference
Organization/
Reviewing
(cont.)**

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.
- 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.

Conference Organization/ Reviewing (cont.)	2010 • Program Committee Member, ACR Annual Conference, Jacksonville, FL, USA. 2009 • Program Committee Member, SCP Winter Conference, San Diego, CA, USA.
Classes Taught	<i>Doctoral:</i> • BZD6012 – Experimental Methods for Behavioral Research (PhD Core), AY2014-15, AY2015-16, AY2016-17, AY2017-18, AY2018-19, AY2019-20, AY2021-22, AY2023-24, AY2025-26. • 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. <i>Master/MBA/EMBA:</i> • BMK5103 – Consumer Insights, NUS Business School, AY2022-23. • BMA5502 – Understanding & Influencing Consumers, NUS Business School, AY2021-22, AY2024-25. • BMS5506 – Consumer Behavior, NUS Business School, AY2018-19, AY20-21. • 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. <i>Undergraduate:</i> • 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	• Wei Lun Yuen (NUS Business School PhD, 2026 expected) • Jasper Teow Hongjun (NUS Business School PhD, 2022) • Isabel Ding Lingzi (NUS Business School PhD, 2020) • 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	• Haoyu Liu (Nanyang Business School PhD, 2028 expected) • Samantha Sim (NUS Business School PhD, 2024) • Jumana Hashim (Saw Swee Hock School of Public Health, NUS, PhD, 2024) • Hyoseok Kim (University of Alberta PhD, 2021) • Arash Talebi (ESSEC Business School PhD, 2020) • Shaobo Li (Nanyang Business School PhD, 2019) • Xixian Peng (NUS School of Computing PhD, 2019) • 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 Shamp'an'er (MIT Sloan School PhD, 2007)
Invited Talks & Symposia	2026 • 13th Invitational Choice Symposium, Colorado, USA (<i>Workshop Co-Chair</i>). • Conference on AI and Social Science Research, Singapore. • AMA-Sheth Doctoral Consortium, New York, NY, USA. • Society for Risk Analysis Asia Conference 2026, Taipei. • 4th Asia-Pacific Marketing Academy (APMA) Conference, Macau/Zhuhai, China. • Hong Kong Polytechnic University, Hong Kong, China. • Lingnan University, Hong Kong, China. • UCL School of Management, London, UK. 2025 • The Accelerator for Systemic Risk Assessment (ASRA) Network Symposium, France. (Workshop Co-Facilitator) • Empowering Consumers for Health Outcomes (ECHO) Summit, Melbourne, Australia. • National Healthcare Group (NHG) Risk Seminar for Leaders, Singapore. • Enterprise Risk Management Congress Singapore (ERMCS), Singapore. • 3rd Asia-Pacific Marketing Academy (APMA) Conference, Shenzhen, China. • Risk Sciences Annual Conference, Singapore. • HKUST Business School, Hong Kong University of Science and Technology, Hong Kong, China. • EDHEC Business School, France. • Macau University of Science and Technology, Macau, China.

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

- Nanjing University (School of Business), China.
- Zhejiang University (School of Management), China.
- Cheung Kong Graduate School of Business, China.

2024

- Understanding Risk 2024, Himeji City, Japan.
- Inaugural Asia-Pacific Responsible Research (RRBM) Summit, Tsinghua University, Beijing, China.
- MarkTech Conference, Columbia Business School, New York, USA.
- Annual National Medico-Legal Seminar, Singapore.
- NUS Cities Lecture Series (moderator), Singapore.
- International Conference on Resilient Systems, Singapore.
- 2nd Asia-Pacific Marketing Academy (APMA) Conference, Hong Kong, China.
- University of Melbourne (Faculty of Business and Economics, Eminent Research Scholar Scheme), Melbourne, Australia.
- HKU Business School Institute of Behavioral and Decision Science (IBDS) X IIM Conference, Hong Kong, China.
- Tsinghua University (School of Economics and Management, School of Public Policy and Management), Beijing, China.
- University of Macau (Faculty of Business Administration), Macau, China.
- Zhejiang University (School of Management), China.

2023

- 1st APMA Conference, Guangzhou, China.
- ACR Doctoral Consortium, Seattle, USA.
- 12th Invitational Choice Symposium, Fontainebleau, France (**Workshop Co-Chair**).
- American Marketing Association Winter Conference, TN, USA.
- Chinese University of Hong Kong, Hong Kong, China.
- Behavioral Insights and Leadership in Public Policy (Lee Kuan Yew School of Public Policy, NUS):
 - Home Team Academy, Singapore.
 - Singapore Civil Defence Force.

2022

- Understanding Risk 2022, London, UK.
- Leadership and Governance in Communications, Lee Kuan Yew School of Public Policy, NUS, Singapore.
- EuroScience Open Forum (ESOF), Hybrid/Leiden, The Netherlands.
- AMA-Sheth Doctoral Consortium, Austin, TX, USA.
- China Marketing International Conference (CMIC), Hybrid, China.
- ACR Doctoral Consortium, Denver, CO, USA.
- SCP Doctoral Consortium, Virtual, USA.
- Social Sciences & Technology HTPO Seminar Series, A*STAR, Singapore.
- Future Health Technologies Seminar Series, Singapore-ETH Centre.
- 5th NUDGE-A-THON, National Environment Agency (NEA), Singapore.

2021

- 4th NUDGE-A-THON, National Environment Agency (NEA), Singapore.
- NUS-Tsukuba Joint-Online-Workshop on Sustainable Management and Data Sciences
- ESSEC Business School, Vrije Universiteit Amsterdam (School of

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

Business and Economics), The University of Sydney Business School, City University of Hong Kong

2020

- University of Toronto (Rotman School of Management), Iowa State University (Ivy College of Business), Kyungnam University (Department of Psychology), KAIST

2019

- AMA-Sheth Doctoral Consortium, New York, NY, USA.
- 11th Invitational Choice Symposium, Chesapeake Bay, VA, USA (**Workshop Co-Chair**).
- 3rd Invitational Pricing Symposium, ESADE, Barcelona, Spain.
- Civil Service College, Singapore, Behavioral Economics (BE) Symposium
- BI Expert Panel, National Environment Agency (NEA), Singapore
- Hong Kong University (Faculty of Business and Economics), WU Vienna, The University of Warwick (Warwick Business School), Deakin University (Deakin Business School), Monash University (Monash Business School), Waseda University (Waseda Business School)

2018

- 2nd NUDGE-A-THON, National Environment Agency (NEA), Singapore.
- 2nd Invitational Pricing Symposium, Ludwig Maximilian University of Munich, Munich, Germany.
- 6th Marketing Knowledge Innovation Forum, Sun Yat-Sen Business School, Guangzhou, China.
- HKUST Business School (Marketing Research Camp), IESE Business School (1st 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.
- 1st Invitational Pricing Symposium, London Business Sch., London, UK
- 2017 International Forum of Marketing Science and Applications (IFMSA), Changsha, China.
- 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

- 10th 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.
- 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.

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

2015

- Financial Times-ACI Asia Business Summit, “The Future of Retail,” 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 & Decision-Making Winter Symposium, Snowbird, UT, USA.
- Emotional Connections in Retailing Conference, Wharton School, PA, USA.
- 9th Invitational Choice Symposium, Noordwijk, Netherlands.
- ACR Invitational Conference on Emotions and Well-Being, Vancouver, BC, Canada.
- 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

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

University (Department of Psychology).

2009

- 1st 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).

2004

- National University of Singapore (NUS Business School).

**Conference
Presentations**

2025

Salvo, A., Lee, L., Yuen, W., & Leong, W. "Incentivized Personal Carbon Scores Lower the Carbon Intensity of Urban Mobility and Spill Over to Pro-Science Climate Attitudes." International Behavioral Public Policy Workshop, Singapore.

Salvo, A., Lee, L., Yuen, W., & Leong, W. "Incentivized Personal Carbon Scores Lower the Carbon Intensity of Urban Mobility and Spill Over to Pro-Science Climate Attitudes." Society for Risk Analysis ANZ Annual Meeting, Melbourne, Australia.

Jensen, O., Lei, J., Lo, C., Mende, M., Wilson, R., Wood, S., Lee, L., Clegg, R., Scott, M., & Tsai, C. "Meeting People Where They Are: Four Phenotypes for Risk Communication." Society for Risk Analysis ANZ Annual Meeting, Melbourne, Australia.

2024

Jensen, O., Lei, J., Lo, C., Mende, M., Wilson, R., Wood, S., Lee, L., Clegg, R., Scott, M., & Tsai, C. "Meeting People Where They Are: Four Phenotypes for Risk Communication." Society for Risk Analysis Annual Meeting, Austin, TX, USA.

Yuen, W., Lee, L., Leong, W., Carmon, Z., Chen, C., Ng, K., & Chong, W. "Perceived Accessibility of Public Transport Predicts Consumers' Car Ownership Intention but Objective Accessibility Does Not." Annual ACR Conference, Paris, France.

"Pursuing Excellence in Consumer Research: Wisdom from Varied Perspectives." Roundtable Forum, Asia-Pacific ACR Conference, Bali, Indonesia.

Conference 2023**Presentations
(cont.)**

Tsai, Cl. & Lee, L. "Shaping Consumers' Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps." **Co-Chair for Roundtable Session.** ACR Annual Conference, Seattle, WA, USA.

Yuen, W. * Lee, L. "From Perceived Control to Simplicity: The Need for Simplicity as a Compensatory Mechanism." ACR Annual Conference, Seattle, WA, USA.

Jensen, O., Lee, L., & Lo, C. "Dimensions of Risk Perception: A Multi-Risk Multi-Target Perspective." SRA Europe Meeting, Lund, Sweden.

2022

Jensen, O., Lee, L., & Lo, C. "A Conceptual Framework and Research Agenda for Risk Perception Gaps." Society for Risk Analysis (SRA) Annual Meeting, Tampa, FL, USA.

Jensen, O., Lee, L., & Lo, C. "Dimensions of Risk Perception: A Multi-Risk Multi-Target Perspective." SRA Annual Meeting, Tampa, FL, USA.

Lo, C, Lee, L, Tai, E., Yew, T. & Ding, I. "Understanding the Potential Effects of Health and Non-Health Beliefs on Outcomes in Individuals with Type 2 Diabetes." SRA Annual Meeting, Tampa, FL, USA.

Ng, Jomel Wei Xuan, Zhaoli Song, Michael Frese, Wei Deng, Sylvia Hubner, Ameek Kaur, Jomel Wei Xuan Ng, Jasper Teow, Ronak Gupta, Leonard Lee and Abrar Ali Sayed. "Advancing an Asia-Centric Perspective of Innovation." Academy of Management (AOM) Annual Conference, Seattle, USA.

Teow, Jasper, Sylvia Hubner, Michael Frese, and Leonard Lee. "Do Consumers Think About Improvement Potential? A New Way of Assessing How Consumers Evaluate Innovativeness." SCP Boutique Conference on "The Global Consumer," Singapore.

Yuen, Wei Lun, Leonard Lee, Leong Wai Yan, Wen Wei Chong, Kai Xuan Ng, Ziv Carmon, and Charlene Chen. "Perceived Accessibility of Public Transport Predicts Intention to Give Up Car Ownership whereas Objective Accessibility Does Not." Bridging Transportation Researchers (BTR) Conference, virtual.

Xiong, J., Lee, L., & Lee, Y "The Feeling of Being Moved." SCP Winter Conference, virtual.

2021

Ng, Jomel Wei Xuan, Sylvia Hubner, Jasper Teow, Ying Song, Yating Wang, Ameek Kaur, Michael Frese, Zhaoli Song, Leonard Lee, Takeshi Moriguchi, Preshita Rahate and Nico Surantha. "Development of Cultural Inventory on Asian Countries and Exploratory Approach to Predict Innovation." AOM Annual Conference, Virtual.

Yuen, Wei Lun, Kai Xuan Ng, Leonard Lee, Waiyan Leong, Wen Wei Chong and Edwin Tan. "From the Theory of Planned Behavior to Beyond: A Multi-Method Approach to Understanding Car Owners' Intention to Adopt Sustainable Transportation." APS Annual Conference.

2019

Lee, L., Lee, Y., Li, X., Zhang, Y., & Chong, J. "To Show Off or to Shy Away: The Effect of Self-Conscious Emotions on Self-Checkout Usage." ACR Annual Conference, Atlanta, GA, USA.

**Conference
Presentations
(cont.)**

Baskentli, S., Hadi, R., & Lee, L. "Products as Consumption Companions: How Collectivism Influences Consumer Response to Anthropomorphic Products." ACR Annual Conference, Atlanta, GA, USA.

Böttger, T., Emrich, O., Herhausen, D., & Lee, L. "Understanding Personalized Lifestyle Marketing: An Experimental Approach." ACR Annual Conference, Atlanta, GA, USA.

Suher, J., Huang, S., & Lee, L. "Planning for Multiple Shopping Goals in the Marketplace." ACR Annual Conference, Atlanta, GA, USA.

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 Patients in Diabetes Through Care and Support Planning, Lessons from a Tertiary Centre for Primary Care." 7th 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."

**Conference
Presentations
(cont.)**

SCP Winter Conference, San Francisco, CA, USA.

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., & Zauberma, G. "The Stability of Time- versus Money-Based Product Evaluations." Conference, France.

Lee, L., Lee, M., & Zauberma, 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., & Zauberma, 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." 51st 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 Special Session:** *"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 Special Session:** *"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.

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 Special Session:** *"Emotions, Predictions, and Decisions."*

**Conference
Presentations
(cont.)**

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 Special Session:** "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 Special Session:** "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.

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."

- Conference Presentations (cont.)** 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.