

Jeffrey K. Lee
Curriculum Vitae
September 2022

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Washington, DC 20016

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jefflee@american.edu

ACADEMIC POSITIONS

American University Kogod School of Business
Assistant Professor

Washington, DC
August 2019-Present

NYU Shanghai
Visiting Assistant Professor and Visiting Scholar

Shanghai, China
January 2017-June 2019

MIT Sloan School of Management
Post-Doctoral Associate

Cambridge, MA
June 2013-June 2016

EDUCATION

Harvard Business School
Doctor of Business Administration, Marketing

Boston, MA
June 2013

Duke University
Bachelor of Science in Economics and Sociology (High Distinction)
Phi Beta Kappa, Magna Cum Laude

Durham, NC

PAPERS

Kronrod, Ann, Gordeliy, Ivan and Lee, Jeffrey K., "Been There, Done That: How Episodic and Semantic Memory Affect the Language of Authentic and Fictitious Reviews," conditionally accepted at the *Journal of Consumer Research*.

Lee, Jeffrey K. and Junqué De Fortuny, Enric (2022), "Influencer-Generated Reference Groups," *Journal of Consumer Research*.

Lee, Jeffrey K. (2021), "Emotional Expressions and Brand Status," *Journal of Marketing Research*.

Lee, Jeffrey K. and Kronrod, Ann (2020), "The Strength of Weak Tie Consensus Language," *Journal of Marketing Research*.

Banker, Sachin, Gosline, Renee, and Lee, Jeffrey K. (2020), "Reversing the Placebo: Performance-Branded Experiences Can Undermine Consumer Performance," *Journal of Consumer Psychology*.

Gosline, Renee, Lee, Jeffrey K. and Urban, Glen (2017), "The Power of Consumer Stories in Digital Marketing," *Sloan Management Review*, 58(4), 10-13.

BOOK CHAPTERS AND OTHER ARTICLES

Lee, Jeffrey K. (2008), "Neuroeconomics." *International Encyclopedia of the Social Sciences*, 2nd Edition, edited by William A. Darity. Farmington Hills, MI: Macmillan.

Lee, Jeffrey K. (2008), "Intergenerational Transmission." *International Encyclopedia of the Social Sciences*, 2nd Edition, edited by William A. Darity. Farmington Hills, MI: Macmillan.

Lee, Jeffrey K. (2005), "How Wealthy is Our Intellectual Estate, and Does It Really Matter? Assessing Economic Knowledge and Its Diffusion in the Immigration Debate" [Electronic version]. *Duke Journal of Economics*, 17.

AWARDS AND HONORS

Harvard-China Government Scholarship

Phi Beta Kappa

Magna Cum Laude, Duke University

Graduation with High Distinction in Economics, Duke University

Honorable Mention, North Carolina Sociological Association Graduate Paper Contest

OTHER EMPLOYMENT

Initiative on the Digital Economy at MIT Sloan
Post-Doctoral Associate
Collaboration with BMW, Suruga, and MassMutual

Cambridge, MA
July 2015-June 2016

Disney Research
Research Consultant

Boston, MA
August 2012-March 2013

Corporate Executive Board
Research Analyst

Washington, DC
October 2006-May 2007

SELECTED MEDIA COVERAGE

Lee, Jeffrey K. "What type of person wears Nike?" *NYU Shanghai Center for Business Education and Research Opinion* (November 16, 2020).

Lee, Jeffrey K. "When a Brand Takes a Stand." *Kogod School of Business News* (August 13, 2020).

Gosline, Renee, Lee, Jeffrey K. and Urban, Glen. "The Man Who Convinced BMW to Rethink Social Media." *Fast Company* (November 13, 2014).

Gosline, Renee and Lee, Jeffrey K. "A Fashion Don't: Why Partnerships Between Luxury Brands and Mass Retailers Often Fizzle With Certain Style-conscious Shoppers." *Huffington Post* (October 15, 2012).

Gosline, Renee and Lee, Jeffrey K. "Something for the weekend." *Financial Times* (August 19, 2011).

Huang, Zhongqian, Lee, Jeffrey K., Lin, Shengdong, and Zhou, Xiaoyu. "Garment Brand Consuming Behavior Differences between China and the USA." *Modern Advertising* (May 2009): 74-5. [Chinese edition]

PRESENTATIONS

Lee, Jeffrey K. and Junqué De Fortuny, Enric (2021), *Influencer Typicality and Brand Reference Group Associations*. Paper presented at 2021 Association for Consumer Research, Seattle, Washington.

Lee, Jeffrey K. and Junqué De Fortuny, Enric (2020), *Influencer-Generated Reference Groups*. Paper presented at 2020 Association for Consumer Research, Paris, France.

Lee, Jeffrey K. (2019), *Status Branding and Emotional Expression*. Paper presented at 2019 Association for Consumer Research, Atlanta, GA.

Kronrod, Ann, Lee, Jeffrey K. and Gordeliy, Ivan (2018). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Paper presented at 2018 Marketing Science Conference, Philadelphia, PA.

Kronrod, Ann, Lee, Jeffrey K. and Gordeliy, Ivan (2018). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Paper presented at 2018 European Marketing Association Conference, Glasgow, Scotland.

Lee, Jeffrey K and Kronrod, Ann (2017). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Poster presented at 2017 Association for Consumer Research, San Diego, CA.

Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at 2016 Association for Consumer Research, Berlin, Germany.

- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at NYU Shanghai Business Department, Shanghai, China.
- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at NYU Stern Marketing Department, New York, NY.
- Lee, Jeffrey K and Kronrod, Ann (2015). *Who Said Everyone Likes This Movie? How Source Impacts the Influence of Consensus Words.* Paper presented at MIT Sloan School of Management, Cambridge, MA.
- Lee, Jeffrey K and Kronrod, Ann (2015). *Who Said Everyone Likes This Movie? How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions.* Poster presented at 2015 Association for Consumer Research, New Orleans, LA.
- Lee, Jeffrey K (2015). *Imagine All the People: The Consequences of Imagining Luxury Ownership.* Poster presented at Asia-Pacific 2015 Association for Consumer Research, Hong Kong, China.
- Gosline, Renee, Banker, Sachin, and Lee, Jeffrey K (2014). *Uncovering Reverse Placebo Effects: When Better Brands Lead to Worse Performance.* Paper presented at 2014 Society for Consumer Psychology Conference, Miami, FL.
- Gosline, Renee, Banker, Sachin, and Lee, Jeffrey K (2013). *Brand Status and Reverse Placebo Effects: High Status Products Inhibit Performance Despite Being Preferred.* Paper presented at 2013 Association for Consumer Research Conference, Chicago, IL.
- Lee, Jeffrey K (2012). *Imagine All the People: The Consequences of Imagining Luxury Ownership.* Paper presented at 2013 Society for Consumer Psychology Conference, San Antonio, TX.
- Gosline, Renee and Lee, Jeffrey K (2012). *Omnivores, Status Consumption and Self-Expression.* Paper presented at 2013 Society for Consumer Psychology Conference, San Antonio, TX.
- Gosline, Renee and Lee, Jeffrey K (2012). *Breaking Status Boundaries: When Interstatus Brand Collaborations Undermine Self-Expression by Omnivorous Consumers.* Paper presented at 2012 Association for Consumer Research North American Conference, Vancouver, CA.
- Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *Frenemies Like These: How Expectations of the Trustworthiness of Advice from Social Network Ties Impacts Decision Making.* Paper presented at 2011 Association for Consumer Research North American Conference, St. Louis, MO.
- Lee, Jeffrey K (2011). *The Dissociative Nature of Product Enthusiasts.* Poster presented at 2011 Association for Consumer Research North American Conference, St. Louis, MO.

Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *With Strangers like These, Who Needs Frenemies? The Weakness of Weak Ties in Tension-Filled Decision-Making*. Paper presented at 2011 Society for Consumer Psychology Conference, Atlanta, GA.

Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *With Ties Like These, Who Needs Frenemies? The Weakness of Weak Ties in Tension Filled Decision-Making*. Paper presented at 2011 Trans-Atlantic Doctoral Conference at the London Business School, London, UK.

Lee, Jeffrey K. and Gosline, Renee (2010). *The Company You Keep: Implications of Inter-status Co-branding Initiatives*. Paper presented at 2010 Trans-Atlantic Doctoral Conference at the London Business School, London, UK.

Darity, William A., Hamilton, Darrick, and Lee, Jeffrey K. (2005). *Racial Discrimination and Inequality in the USA Labor Market: Evidence from Censuses 1880-2000*. Paper presented at a joint session of the National Economic Association and the American Economic Association. Philadelphia, PA.

TEACHING EXPERIENCE

American University	Washington, DC
<i>Principles of Marketing</i>	Fall 2021
<i>Course Evaluation: 4.3/5 (Asynchronous)</i>	
<i>Fundamentals of Marketing and Business for Communications</i>	Spring 2020, 2021, 2022
<i>Course Evaluation: 4.4/5 (Online and in-person)</i>	
NYU Shanghai	Shanghai, China
<i>Digital Marketing (Developed New Course)</i>	Spring 2017-2019
<i>Course Evaluation: 4.6/5</i>	
<i>Marketing Research</i>	Spring 2018, 2019
<i>Course Evaluation: 4.7/5</i>	
MIT Sloan	Boston, MA
<i>Strategic Market Measurement</i>	Fall 2013
<i>Course Evaluation: 6.2/7</i>	
<i>Listening to the Customer</i>	
<i>Course Evaluation: 6.2/7</i>	

SELECTED SERVICE

Founding Organizer, Department "Blitz" Series, *American University*, 2019-Present
Organizer, Department Research Seminar Series, *American University*, 2019-Present
Faculty Library Advising Committee, *NYU Shanghai*, 2017-2019
Organizer, CBER and Data Science Research Seminar, *NYU Shanghai*, 2017-2019
Project Mentor, Analytics Lab: Action Learning Seminar on Analytics, Machine Learning and the Digital Economy, *MIT Sloan*, 2015

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research
American Sociological Association
Society for Consumer Psychology
Society for Personality and Social Psychology
INFORMS Society for Marketing Science