

Jeffrey K. Lee

Curriculum Vitae

February 2024

4400 Massachusetts Ave NW
Washington, DC 20016

202-885-1000
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

RESEARCH INTERESTS

Substantive: Branding, Generative AI, Social Media Influencers, Status, Word of mouth

Methodological: Natural Language Processing, Field Data and Experiments

Teaching Interests: Branding, Digital Marketing, Entrepreneurial Marketing, Luxury Marketing, Marketing Research, Marketing Strategy

PAPERS

Kronrod, Ann, Gordeliy, Ivan and Lee, Jeffrey K. (2023), "Been There, Done That: How Episodic and Semantic Memory Affect the Language of Authentic and Fictitious Reviews," *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*.

SELECTED WORKS IN PROGRESS

Tsay, Chia-Jung, Forti, Enrico, and Lee, Jeffrey K., "The Role of Autobiographical Descriptions in Crowdfunding Success," *under review at Proceedings of the National Academy of Sciences*

Lee, Jeffrey K. and Berger, Jonah, "Quantifying the Topography of Word of Mouth," *under review at the Journal of Marketing*

Junqué De Fortuny, Enric, and Lee, Jeffrey K., "Vector Embeddings for Topic Development," *under review at the Journal of Marketing*

Lee, Jeffrey K., "Mining Consumer Truths from Artificial Word of Mouth", *in preparation for submission to the Journal of Consumer Research*

Wang, Yusu, Lee, Jeffrey, and Wilcox, Keith, "Grinners Gain More Followers," *in preparation for re-submission to the Journal of Consumer Research*

Deng, Xiaoyan and Lee, Jeffrey K., "The Imagery of Brand Status"

BOOK CHAPTERS AND OTHER ARTICLES

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

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 Cambridge, MA
Post-Doctoral Associate July 2015-June 2016
Collaboration with BMW, Suruga, and MassMutual

Disney Research Boston, MA
Research Consultant August 2012-March 2013

Corporate Executive Board Washington, DC
Research Analyst 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 Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper to be presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- Wang, Yusu, Lee, Jeffrey, and Wilcox, Keith, *Grinners Gain More Followers*. Paper to be presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- Lee, Jeffrey K. and Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper presented at the 2023 Society for Consumer Psychology Conference, San Juan, PR.
- Lee, Jeffrey K. and Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper presented at the 2023 Society for Consumer Psychology Conference, San Juan, PR.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2022), *The Effects of Diverse Language in Reference Group Associations*. Paper presented at the 2022 Association for Consumer Research Conference, Denver, CO.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2021), *Influencer Typicality and Brand Reference Group Associations*. Paper presented at the 2021 Association for Consumer Research Conference, Seattle, WA.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2020), *Influencer-Generated Reference Groups*. Paper presented at the 2020 Association for Consumer Research Conference, Paris, France.
- Lee, Jeffrey K. (2019), *Status Branding and Emotional Expression*. Paper presented at the 2019 Association for Consumer Research Conference, 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 the 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 the 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 the 2017 Association for Consumer Research Conference, San Diego, CA.
- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at the 2016 Association for Consumer Research Conference, 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 the 2015 Association for Consumer Research Conference, New Orleans, LA.
- Lee, Jeffrey K (2015). *Imagine All the People: The Consequences of Imagining Luxury Ownership.* Poster presented at the Asia-Pacific 2015 Association for Consumer Research Conference, 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 the 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 the 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 the 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 the 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 the 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 the 2011 Association for Consumer Research North American Conference, St. Louis, MO.

Lee, Jeffrey K (2011). *The Dissociative Nature of Product Enthusiasts*. Poster presented at the 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 the 2011 Society for Consumer Psychology Conference, Atlanta, GA.

Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *With Ties Like These, Who Needs Frienemies? The Weakness of Weak Ties in Tension Filled Decision-Making*. Paper presented at the 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: 4.5/5 (Online and in-person)</i>	2023
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

Member, Undergraduate Curriculum Committee, *Kogod Business School (AU)*, 2022-Present
Founding Organizer, Department "Blitz" Series, *American University*, 2019-Present
Organizer, Department Research Seminar Series, *American University*, 2019-Present
Search Committee Member, IT and Analytics Department, *American University*, 2021-2022
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 Marketing Association
Society for Consumer Psychology
Society for Personality and Social Psychology
INFORMS Society for Marketing Science