Jennifer J. Lee, PhD

Email: leejen@bu.edu
Personal Website: https://jenniferjlee.owlstown.net
Mobile: +1-917-509-0567

Updated July, 2025

EMPLOYMENT

Boston University
Assistant Professor of Marketing, Metropolitan College — July, 2017–present
Program Coordinator of M.S. in Global Marketing Management
Program Coordinator of B.S. in Business Management

EDUCATION

State University of New York (SUNY), Binghamton, NY
PhD in Marketing, School of Management — May, 2017
Dissertation title: Opportunism, Distortions, and Governance in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence

Oregon State University, Corvallis, OR
M.A. in Retail Merchandising (Minor in Marketing) — June, 2013
Thesis title: Deliver Knowledge or Touch the Mind? The Effect of Informational and Emotional Advertisement Strategy on Sportswear Brand Attitude and Recall

Yonsei University, Seoul, Korea
B.S. in Clothing and Textiles (Minor in Business Administration) — February, 2011

JOURNAL PUBLICATIONS

Lee, Jennifer J., Cheong, M. and Ahn, J. (2025), "A Curvilinear Relationship between Task Autonomy and Employee Moral Disengagement: An Interdisciplinary Approach", *Personnel Review*, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/PR-02-2024-0137

Lee, Jennifer J., and Ma, Zecong (2022). "How Do Consumers Choose Offline Shops on Online Platforms? An Investigation of Interactive Consumer Decision Processing in Diagnosis-and-Cure Markets." *Journal of Research in Interactive Marketing.* Vol. 16 No. 2, pp. 277-291. https://doi.org/10.1108/JRIM-03-2020-0046

Mookherjee, Satadruta, Lee, Jennifer J., and Sung, Billy. (2021). Multichannel Presence, Boon or Curse?: A Comparison in Price, Loyalty, Regret, and Disappointment. *Journal of Business Research*, 132, 429-440. https://doi.org/10.1016/j.jbusres.2021.04.041

Chatterjee, Subimal, Mishra, Debi P., Lee, Jennifer J., and Shibly, Sirajul A. (2021), "Suspecting Service Overprovisions: How Market Signals Help Restore Personal Control and Reduce Decision Deferrals," *Journal of Consumer Marketing.* 38 (7). 766-779. https://doi.org/10.1108/JCM-12-2020-4280

Lee, Jennifer J., and Burns, Leslie D. (2014), "Deliver Knowledge or Touch the Mind? The Effect of Informational and Emotional Advertisement Strategy on Fashion Sportswear Brand Attitude and Recall," *Journal of Global Fashion Marketing*, 5(2), 135-48. https://doi.org/10.1080/20932685.2013.878109

WORKS IN PROGRESS

Lee, Jennifer J., and Kim, Hyunuk "Conceptual articles may disrupt the field of marketing: Evidence from a GPT-assisted study" Preprint: https://arxiv.org/abs/2308.14724 (Under Review at International Journal of Research in Marketing)

Lee, Jennifer J. "New Era Signals in Markets with Unobservable Quality" (In preparation for submission to Journal of Relationship Marketing)

Mishra, Debi P., and Lee, Jennifer J. "Determinants of African-American Participation in the Performing Arts: Theory and Empirical Evidence" (In preparation for submission to Management Research Review)

Lee, Jennifer J. and Ambadi, Pratyush "How Uncertainty Impacts Biotechnology Firms' Governance Decisions: A TCE Perspective" (In data collection stage)

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Kou, Xidan, Kim, Hyunuk, and Lee, Jennifer J. (2024, Aug), "Mapping and exploring areas where artificial intelligence meets the field of marketing in U.S. patented inventions" *American Marketing Association-GAMMA Joint Symposium* at AMA Summer Conference, Boston, MA.

Ambadi, Pratyush, and Lee, Jennifer J. (2024, Apr), "How Uncertainty Impacts Biotechnology Firms' Governance Decisions: A TCE Perspective" *Northeast Decision Sciences Institute* 2024 Annual Conference, Cambridge, MA.

Lee, Jennifer J., and Mishra, Debi (2023, Aug), "Governing 'Quantity' Uncertainty in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence," *American Marketing Association*, San Francisco, CA.

Lee, Jennifer J., Cheong, Minyoung, and Ahn, Jaehyung (2023, Aug), "Autonomy and Opportunism: Exploring the Expropriation and Bonding Scenarios," *American Marketing Association*, San Francisco, CA.

Lee, Jennifer J., and Kim, Hyunuk (2023, Jul), "Marketing Knowledge Disseminates to Disrupt Business Research: A Comparison of Conceptual and Empirical Articles," *Global Marketing Conference*, Seoul, Republic of Korea.

Li, Xinyue, Tan, Erica, and Lee, Jennifer J. (2023, Jul), "A Platform Business Model for the Biotechnology Ecosystem: Learning from the EV Market," [Poster presentation] *Global Marketing Conference*, Seoul, Republic of Korea.

Cheong, Minyoung, Lee, Jennifer J., and Ahn, Jaehyung (2022, Aug), "Task Autonomy and Employee Moral Disengagement: A Test of Evaluation-Induced Employee Lock-In," *Academy of Management*, Seattle, WA.

Lee, Jennifer J., and Shibly, Sirajul (2020, Nov), "New Era Signals and Customer Review Platforms: Conceptual and Empirical Analysis," *Global Marketing Conference,* Online.

Lee, Jennifer J., and Ma, Zecong (2020, Nov), "Consumer Behavior on an Online-to-Offline Platform: An Empirical Investigation of the Automotive Repair Service Market," *Global Marketing Conference,* Online.

Lee, Jennifer J., and Mookherjee, Satadruta (2019, Jul), "Multichannel Presence, Boon or Curse?: A Comparison in Price, Loyalty, Regret, and Disappointment," *Global Fashion Marketing Conference*, Paris, France.

Lee, Jennifer J., and Shibly, Sirajul (2018, Aug), "Conceptual and Empirical Analysis of New Era Signals in Markets with Unobservable Quality: A Cross-Disciplinary Study of Signaling, Agency and Power Theory," *American Marketing Association,* Boston, MA.

Lee, Jennifer J. (2018, Jun), "Concept of Market Distortion in Diagnosis and Cure Service Context," *International Conference on Business and Economics,* Seoul, Republic of Korea.

Luo, Xueqing, and Lee, Jennifer J. (2018, Jun), "The Effect of Different Post-Purchase Discount Formats on Consumers' Perceptions of Loss and Willingness to Return the Product," *International Conference on Business and Economics*, Seoul, Republic of Korea, **Winner of Best Paper Award**.

Lee, Jennifer J. (2017, May), "Opportunism, Distortions, and Governance in Asymmetric Buyer-Seller Relationships: Theory and Empirical Evidence," *Academy of Marketing Science*, Coronado, CA, **Mary Kay Best Doctoral Dissertation Award Finalist**.

Mishra, Debi P., and Lee, Jennifer J. (2015, Aug), "Make, Buy, and Ally Decisions in Inter-Firm Marketing Relationships: Bridging the Academic-Practitioner Gap," *American Marketing Association,* Chicago, IL.

Lee, Jennifer J. (2014, Nov), "Customer Response to the Risks of Moral Hazard and Adverse Selection: Integrating Informal Leadership and Power Theory," *Society for Marketing Advances,* New Orleans,

LA, **Winner of Best Paper Award in Marketing Strategy Track**.

Lee, Jennifer J., and Chatterjee, Subimal (2014, Oct), "Detecting and Comparing the Hidden Information and the Hidden Action Problems: Decision Difficulty in Asymmetric Information Markets," *Association for Consumer Research,* Baltimore, MD.

Lee, Jennifer J., and Burns, Leslie D. (2012, Jun), "Emotional Marketing: Case Studies and Marketing Implications," *Global Marketing Conference*, Seoul, Republic of Korea.

INVITED LECTURES

Platform businesses and their digital transformation, Kyung Hee University, Seoul, Korea, April 30, 2025.

Keynote session "The Sustainability of Platform Innovation" at International Conference on Management and Business (ICOMB) Yogyakarta, Indonesia, October 31, 2024.

International go-to-market strategies for innovative startup firms: From a marketing perspective, Korean Innovation Center at Washington DC (KICDC), May 2024.

Platform business modeling at the organizational level, Kyung Hee University, Seoul, Korea, November 16, 2022.

RESEARCH AWARDS

Recipient, Chadwick Research Fellowship Award, Boston University, 2024-2025.

Best Paper Award, International Conference on Economics and Business, Seoul, Korea, June 26, 2018.

Finalist, Mary Kay Doctoral Dissertation Proposal Competition Award, Academy of Marketing Science, Coronado, CA, May 25, 2017.

Graduate Student Award for Excellence in Research, SUNY Binghamton, Mar 16, 2016.

Best Paper in Marketing Strategy Track, Society for Marketing Advances, New Orleans, LA, Nov 7, 2014.

Green Marketing Strategy Competition Winner, Awarded by Korean Ministry of Environment, Seoul, Korea, Nov 22, 2009.

PROFESSIONAL SERVICES

Associate Editor, Journal of Consumer Marketing, Dec 2022–present

- Oversee peer-review process for 50+ submissions annually.
- Provide constructive feedback to authors to improve manuscript quality.
- Collaborate with Editor-in-Chief and other Associate Editors on editorial strategy.

Program Coordinator of MS in Global Marketing Management, Boston University, Dec 2018–present

- Serve in a leadership role in revising and repositioning the curriculum and courses for the program in response to changing demands in the education and workplace environments.
- Recruit and advise adjunct instructors, delegating classroom-specific tasks to them.
- Advise 200+ students' curriculum and career annually, and mentor 5+ students in research projects.

Program Coordinator of BS in Business Management, Dec 2022–Dec 2024, Boston University
Korean Innovation Center at Washington DC (KICDC), Mentor and Consultant, Dec 2023–present
Reviewer of American Marketing Association, Feb 2023–present
Ad hoc reviewer of Journal of Business Research
Ad hoc reviewer of International Journal of Advertising
Ad hoc reviewer of American Journal of Business
Member of American Marketing Association
Member of Global Marketing Conference
Member of Academy of Management

TEACHING AND COURSE DEVELOPMENTS

COURSES TAUGHT:

Digital Marketing, CEU University San Pablo, Madrid, Spain, Mar 2019–present.

- Appointed as a visiting scholar to deliver a two-month intensive course at a partner university.

Digital Platforms and Quantitative Marketing, Boston University, online and in-person modalities, Boston University, Fall 2023–present.
Innovative Marketing Techniques (equivalent to Digital Marketing), online and in-person modalities, Boston University, Fall 2017–present.
Marketing Analytics, online and in-person modalities, Boston University, Spring 2017–Fall 2018.
E-Commerce, online and in-person modalities, Boston University, Spring 2017-Fall 2018.
Retailing Management, SUNY Binghamton, Fall 2016-Fall 2017.
Intro to Marketing, SUNY Binghamton, Fall 2016.

COURSES DEVELOPED:

Digital Marketing, Full development of online and in-person course formats, CEU University San Pablo, Madrid, Spain.
Digital platforms and quantitative marketing, Full development of online and in-person course formats, Boston University.

- Platform business theory, cases, and Python-based basic data analysis and text analysis projects.

Innovative Marketing Techniques, Full development of online and in-person course formats, Boston University.

- Digital marketing theories and hands-on digital marketing simulation projects.

Market and Economic Research and Analysis, Full development of in-person course format, Boston University.
Retailing Management, Full development of in-person course format, SUNY Binghamton.