

Leonard Lee
Curriculum Vitae – March 2017

National University of Singapore (NUS)
NUS Business School
BIZ 1, 8-20, Mochtar Riady Building
15 Kent Ridge Drive
Singapore 119245

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

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- Employment** *September 2014 – present.* 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, September 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, June 1998.
Stanford University, Palo Alto, CA.
(Concentration in Systems and Databases)
B.Sc. with Merit, Computer and Information Science, June 1996.
National University of Singapore (NUS), Singapore.
- Research Interests** Shopping behavior, affect and decision making
- Publications (Refereed Articles)** Morales, A., Amir, O., & Lee, L. (forthcoming). "Keeping It Real in Experimental Research: Understanding When, Where, and How to Enhance Realism and Measure Consumer Behavior" *Journal of Consumer Research*.
Chen, C., Lee, L., & Yap, A. (2017). "Control Deprivation Activates Acquisition of Utilitarian Products." *Journal of Consumer Research*, 43, 1031-1047.
Pham, M. T., Toubia, O., Faraji-Rad, A., & Lee, L. (2015). "Affective Evaluations Are More Ordinal." *Organizational Behavior and Human Decision Processes*, 131, 81-94.

- Publications
(Refereed
Articles,
con't)**
- Lee, L. (2015). "The Emotional Shopper: Assessing the Effectiveness of Retail Therapy." *Foundations and Trends in Marketing*, 8(2), 69-145.
- Lee, L., Lee, M., Bertini, M., Zauberma, G., & Ariely, D. (2015). "Money, Time, and the Stability of Consumer Preferences." *Journal of Marketing Research*, 52(2), 184-199.
- Neslin, S. A., Jerath, K., Badapati, A., Bradlow, E. T., Deighton, J., Gensler, S., Lee, L., Montaguti, E., Telang, R., Venkatesan, R., Verhoef, P. C., & Zhang, J. (2014). "The Interrelationships between Brand and Channel Choice." *Marketing Letters*, 25(3), 319-330.
- Frederick, S., Lee, L., & Baskin, E. (2014). "The Limits of Attraction." *Journal of Marketing Research*, 51(4), 487-507.
- Lee, L. & Tsai, C. (2014). "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." *Journal of Consumer Research*, 40(5), 943-959.
- Zwebner, Y., Lee, L., & Goldenberg, J. (2013). "The Temperature Premium: Warmer Temperatures Increase Object Valuation." *Journal of Consumer Psychology*, 24(2), 251-259.
- Zhao, M., Lee, L., & Soman, D. (2012). "Crossing the Virtual Boundary: The Effect of Incidental Cues on Task Accomplishment." *Psychological Science*, 23(10), 1200-1207.
- Pham, M. T., Lee, L., & Stephen, A. (2012). "Feeling the Future: The Emotional Oracle Effect." *Journal of Consumer Research*, 39(3), 461-477.
- Cheng, C., Chua, R. Y. J., Morris, M. W., & Lee, L. (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.
- Lee, L., Amir, O., & Ariely, D. (2009). "In Search of *Homo Economicus*: Cognitive Noise and the Role of Emotion in Preference Consistency," *Journal of Consumer Research*, 36(2), 173-187.
- Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. (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), 669-677.
- Lee, L. & Ariely D. (2006). "Shopping Goals, Goal Concreteness, and Conditional Promotions." *Journal of Consumer Research*, 33(1), 60-70.
- Lee, L., Frederick, S., & Ariely D. (2006). "Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer." *Psychological Science*, 17(12), 1054-1058.
- Publications
(Edited Vol.)**
- Schmitt, B. & Lee, L. (2015). *The Psychology of the Asian Consumer*. New York, NY: Routledge.
- Publications
(Book
Chapter)**
- Lee, L. & Böttger, T. (forthcoming). "The Therapeutic Utility Of Shopping: Retail Therapy, Emotion Regulation, And Well-Being," in *The Routledge Companion to Consumer Behavior*, New York, NY: Routledge.

Publications (Book Chap.) (con't)	Lee, L. (2015). "Emerging Research Themes on the Asian Consumer," in <i>The Psychology of the Asian Consumer</i> (pp 9-22), New York, NY: Routledge.
Working Papers	<p>Lee, L. & Thomas, M. "The Preference-Polarization Effect of Music: How Background Music Changes Preferences." <i>Being prepared for (invited) 3rd round review at Journal of Consumer Research</i>.</p> <p>Faraji-Rad, A. & Lee, L. "Banking Happiness." <i>Being prepared for (invited) 2rd round review at Journal of Consumer Research</i>.</p> <p>Shaddy, F. & Lee, L. "Exposure to Price Promotions Causes Impatience." <i>Being prepared for (invited) 2rd round review at Journal of Marketing Research</i>.</p> <p>Chung, J., Lee, L., Lehmann, D., & Tsai, C. "How People Use Found Time." Under review at <i>Journal of Consumer Research</i>.</p> <p>Chen, C., Lee, L., & Yap, A. "More People, More Possessions: The Effects of Social Density on Product Acquisition."</p> <p>Chung, J. & Lee, L. "The Two Faces of Innovation Adoption: How Envy Affects Consumers' Evaluation of Innovative Products."</p>
Research in Progress	<ul style="list-style-type: none"> • "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards" – <i>with Haiyang Yang</i> • "The Feeling of Being Moved" – <i>with Xiong Ji and Yih Hwai Lee</i> • "Mental Budgeting and Shopping" – <i>with Miaolei Jia and Xiuping Li</i> • "Social Consumption of Vices" – <i>with Miaolei Jia and Gita Johar</i> • "The Joint Impact of Revenue-Based Loyalty Program and Promotions on Consumer Purchase Behaviors" – <i>with Jia Liu and Asim Ansari</i> • "Subway Travel in Singapore" – <i>with Xiuping Li and Catherine Yeung</i> • "The Effects of Feedback Frequency on Goal Performance" – <i>with Isabel Ding</i> • "Incidental Exposure to Price Promotions Motivates Self-Improvement" – <i>with Zheshuai Yang</i> • "Inspirational Personalization: Abstract and Concrete Levels of Personalization" – <i>with Tim Böttger, Oliver Emrich, & Thomas Rudolph</i>
Honors & Awards	<ul style="list-style-type: none"> • Journal of Consumer Psychology (JCP), Outstanding Reviewer Award, 2016-17. • Journal of Marketing Research (JMR), Paul Green Award, Finalist, 2015. • Association for Consumer Research (ACR) Franco Nicosia Best Competitive Paper Award, Winner, 2014 • Consumer Insights Challenge, Georgetown Institute for Consumer Research, Winner, 2014. • Journal of Consumer Research (JCR), Outstanding Reviewer Award, 2013. • Marketing Science Institute (MSI)-ACR Research Competition on <i>Shopper Marketing</i>, Winner, 2010. • CIBER Research Grant, Columbia University Center for International Business and Research (CIBER), 2010 – 2012.

Honors & Awards (con't)	<ul style="list-style-type: none"> • Advertising Educational Foundation (AEF) Visiting Professor Program (VPP) Fellow, 2008. • JCR Robert Ferber Award (Honorable Mention), 2007. • Zannetos Fund Fellowship, 2005 – 2006. • MIT Goodwin Medal for graduate student teaching (Finalist), 2004. • 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. • Singapore National Computer Board Undergraduate Scholarship, 1993 – 1996.
Associate Editor	<ul style="list-style-type: none"> • Journal of Consumer Research (JCR) (June 2015 – present)
Area Editor	<ul style="list-style-type: none"> • International Journal of Research in Marketing (IJRM) (May 2014 – Dec 2015)
Editorial Review Board	<ul style="list-style-type: none"> • Journal of Consumer Psychology (Feb 2016 – present) • Journal of Retailing (Jan 2015 – present) • Customer Needs and Solutions (Jan 2014 – present) • IJRM (January 2013 – present) • JCR (July 2012 – present) • Frontiers in Emotion Science (Jan 2012 – Jun 2015)
Ad-Hoc Reviews	<ul style="list-style-type: none"> • <u>Journals</u>: Journal of Marketing Research, Marketing Science, Management Science, Psychological Science, Journal of Marketing, 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, Zeitschrift fuer Psychologie. • <u>Grant Applications</u>: Israel Science Foundation (ISF), Social Sciences and Humanities Research Council of Canada (SSHRC), Hong Kong Research Grants Council (RGC) • <u>Conferences</u>: ACR Annual Conference, SCP Winter Conference, European Marketing Academy Conference (EMAC), La Londe Conference, Global Marketing Conference • <u>Awards</u>: JCR 2016 Robert Ferber Award, IJRM 2015 Steenkamp Long-Term Impact Award, MSI Aiden G. Clayton Doctoral Dissertation Proposal Competition, AMA John A. Howard Doctoral 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

Media Mentions (con't)	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	<ul style="list-style-type: none"> • "Does Your Date Still Look as Hot Today?" <i>The Straits Times</i>, 6 Mar 2016 • "How Discounts Affect Enjoyment," <i>TODAY</i>, 16 Dec 2015 • "Cash Tills Ring, Are you Listening?" <i>The Straits Times</i>, 6 Dec 2015 • "How to Pitch Unpopular Policies," with Christopher Chong and Lee Yih Hwai, <i>TODAY</i>, 23 Oct 2015 • "To Get Shoppers to Spend, Turn Up the Heat," <i>TODAY</i>, 3 Sep 2015 • "The Value of Sports Sponsorship in Singapore," <i>TODAY</i>, 4 Jun 2015
Classes Taught	<ul style="list-style-type: none"> • BZD6012 Experimental Methods for Behavioral Research (Doctoral Core), AY2014-15, AY2015-16, AY2016-17 • MKT3402 Consumer Behavior, NUS Business School, AY2014-15, AY2015-16, AY2016-17 • Research Seminar in Consumer Insight (Doctoral Seminar), NUS Business School, Fall 2011 • Research Workshop in Consumer Decision Making (Doctoral Seminar), NUS Business School, Summer 2008 • 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 • W3021 – Marketing Management, Columbia Business School, Fall 2007, Spring 2008, Spring 2009, Fall 2009, Fall 2010, Spring 2013, Fall 2013
Conference Organization	<p>2017</p> <ul style="list-style-type: none"> • Associate Editor, AMA Winter Conference, Orlando. • Program Committee Member, ACR Winter Conference, San Diego. • Program Committee Member, SCP Winter Conference, San Francisco. <p>2016</p> <ul style="list-style-type: none"> • Associate Editor, ACR Annual Conference, Berlin. <p>2015</p> <ul style="list-style-type: none"> • Program Committee Member, SCP Winter Conference, Phoenix. • Program Committee Member, ACR Annual Conference, New Orleans. • Committee Member, Student Travel Stipends Program, ACR Annual Conference, New Orleans. • Program Committee Member, Asia-Pacific ACR Conference, Hong Kong, China.

Conference Organization (con't)	<ul style="list-style-type: none"> • Program Committee Member, SCP International Conference, Vienna, Austria • Review Committee, La Londe Conference 2015, France <p>2014</p> <ul style="list-style-type: none"> • Program Committee Member, SCP Winter Conference, Miami. <p>2013</p> <ul style="list-style-type: none"> • Working Paper Session Co-Chair, ACR Annual Conference, Chicago. • Program Committee Member, SCP Winter Conference, San Antonio. • Program Committee Member, European ACR Conference, Barcelona, Spain. <p>2012</p> <ul style="list-style-type: none"> • Conference Co-Chair, Advertising and Consumer Psychology (ACP), Singapore, Singapore. • Program Committee Member, SCP Winter Conference, Las Vegas. • Program Committee Member, SCP International Conference, Florence, Italy. • Program Committee Member, ACR Annual Conference, Vancouver, British Columbia, Canada. <p>2011</p> <ul style="list-style-type: none"> • Program Committee Member, SCP Winter Conference, Atlanta. • Program Committee Member, ACR Annual Conference, St Louis. <p>2010</p> <ul style="list-style-type: none"> • Program Committee Member, ACR Annual Conference, Jacksonville. <p>2009</p> <ul style="list-style-type: none"> • Program Committee Member, SCP Winter Conference, San Diego.
Department/ University Committees	<ul style="list-style-type: none"> • Bachelor of Business Administration (BBA) Curriculum Review Committee, NUS Business School, Co-Chair • Faculty Promotion and Tenure Committee (FPTC), NUS Business School • Faculty Recruitment Committee, NUS Business School • Department Evaluation Committee (DEC), NUS Business School • PhD Committee, NUS Business School • Faculty Recruitment Committee, Columbia Business School • PhD Committee, Columbia Business School • IT Committee, Columbia Business School
Dissertation Committees	<ul style="list-style-type: none"> • Kristina Shampan'er (MIT Sloan School PhD, 2007) • Hannah Chang (Columbia Business School PhD, 2008) • Ray Weaver (MIT Sloan School PhD, 2008) • Ijeoma Ezeofor (NYU Psychology Master, 2008, advisor) • Maria Pease (Columbia Teachers College PhD, 2009) • Eric Hamerman (Columbia Business School PhD, 2010) • Jeffrey Parker (Columbia Business School PhD, 2011) • Peter Jarnebrant (Columbia Business School PhD, 2011) • Ana Margarida Barreto (Universidade NOVA de Lisboa PhD, 2013) • Valerie Khait (Columbia Teachers College PhD, 2014) • Frank May (University of South Carolina PhD, 2014)

- Dissertation Committees (con't)**
- Charlene Chen (Columbia Business School PhD, 2015)
 - Rebecca Chae (Columbia Business School MS, 2015, advisor)
 - Fani Dimitriadi (Columbia Business School MS, 2015, advisor)
 - Haoran Jiang (Columbia Business School MS, 2015, advisor)
 - Yonat Zwebner (Hebrew University PhD, 2015 expected)
 - Wei (Joicey) Jie (NUS Business School PhD, 2016 expected)
 - Shankha Basu (Nanyang Business School PhD, 2017 expected)
 - Xiong Ji (NUS Business School PhD, 2017 expected; advisor)
 - Miaolei Jia (NUS Business School PhD, 2018 expected; co-advisor)
 - Xixian Peng (NUS School of Computing PhD, 2019 expected)
 - Isabel Ding Lingzi (NUS Business School PhD, 2020 expected; advisor)
- Professional Membership**
- Advisory Panel, Society for Consumer Psychology (SCP)
 - Research Fellow, Institute for Asian Consumer Insight (ACI)
 - Association for Consumer Research (ACR)
 - Society for Judgment and Decision Making (SJDM)
- Invited Academic Talks**
- 2017**
- ACR Doctoral Consortium, San Diego
 - Faculty representative, ACR Early Career Mentorship Program, San Diego
 - 2nd Monash Business School Marketing Camp
 - Fudan University (School of Management)
- 2016**
- Faculty representative, ACR Mid-Career Mentorship Program, Berlin
 - Faculty representative, SCP Doctoral Consortium, St Pete's Beach, FL
 - 10th Invitational Choice Symposium, Alberta (workshop co-chair)
 - ESSEC Business School Marketing Winter Camp
 - HEC Paris, Sun-Yat Sen University Business School
 - Corporate Governance Conference, Hong Kong Baptist University
 - Annual Research Meeting, Institute of Retail Management, University of St. Gallen, Switzerland
 - Civil Service College, "Randomized Controlled Trials in Public Policy" Workshop
 - Civil Service College, 12th Economics for Policy Analysts Programme
- 2015**
- Faculty representative, ACR Mid-Career Faculty Mentorship Program, New Orleans, LA.
 - Financial Times-ACI Asia Business Summit, "The Future of Retail," Singapore
 - Johns Hopkins University (Carey Business School), Temple University (Fox School of Business), University of St. Gallen, Institute of Retail Management, Switzerland.
 - Civil Service College, 11th Economics for Policy Analysts Programme
- 2014**
- Faculty representative, ACR Doctoral Consortium, Baltimore, Maryland
 - Faculty representative, SCP Doctoral Consortium, Miami, Florida

**Invited
Academic
Talks (con't)**

- Marketing Science Institute (MSI) Conference, Marketing in a Multi-Channel and Multi-Screen World, Dallas, Texas
- University of Florida (Warrington College of Business Administration), IDC Herzliya, Israel (Arison School of Business), University of Manitoba (Asper School of Business), Alberta School of Business, University of Houston (Bauer College of Business), University of Chicago (Booth School of Business)

2013

- Judgment and Decision-Making Winter Symposium, Snowbird, Utah
- Emotional Connections in Retailing Conference, Wharton School
- 9th Invitational Choice Symposium, Noordwijk, Netherlands
- ACR Conference on Emotions and Well-Being, Vancouver, Canada
- Academic Symposium on Asian Markets and Asian Consumers, Singapore
- Dartmouth College (Tuck School of Business), NYU (Stern School of Business) PhD Seminar, Binghamton University (School of Management), National University of Singapore, Singapore Management University, Chulalongkorn University (Sasin Graduate Institute of Business Administration), Boston University (School of Management)

2012

- Faculty representative, ACR Doctoral Consortium, Vancouver, BC
- 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

- Faculty representative, ACR Doctoral Consortium, St Louis.
- 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)
- BRITE Conference 2011, Columbia University

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 University (Department of Psychology)

2009

- Faculty representative, SCP Doctoral Consortium, San Diego.
- Cornell University (The Johnson School), Indiana University-Purdue University Indianapolis (School of Public and Environmental Affairs)

2008

- *Publicis, NY*

2007

- Faculty representative, ACR Doctoral Consortium, Memphis.

**Invited
Academic
Talks (con't)**

- University of Pennsylvania (The Wharton School)

2006

- MIT Center for eBusiness Annual Sponsors' Conference and CIO Symposium

2005

- INSEAD Fontainebleau, Columbia Business School, NYU (Stern School), Northwestern (Kellogg School of Management), University of Minnesota (Carlson School of Management), UCLA (Anderson School of Management), National University of Singapore, Singapore Management University (Lee Kong Chian School of Business), University of Chicago GSB, University of Toronto (Rotman School)

**Conference
Presentations 2017**

Böttger, T., & Lee, L. "The Therapeutic Utility Of Shopping: Retail Therapy, Emotion Regulation, And Well-Being," SCP Winter Conference, San Francisco.

Jia, M., Johar, G., & Lee, L. "Seeking Indulgence by Involving Others." Society for Consumer Psychology (SCP) Winter Conference, San Francisco.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." SCP Winter Conference, San Francisco.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "Found Time." SCP Winter Conference, San Francisco.

2016

Chen, R., Lee, L., & Zheng, Y. H. "The Reversed Endowment Effect in Living Goods Transaction." Association for Consumer Research (ACR) Annual Conference, Berlin.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." ACR Annual Conference, Berlin.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "Found Time." ACR Annual Conference, Berlin.

Ding, I. & Lee, L. "The Influence of Goal Feedback on Motivation." ACR International Conference, Berlin.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." ACR Annual Conference, Berlin.

Jia, M., Johar, G., & Lee, L. "Seeking Indulgence by Involving Others." ACR Annual Conference, Berlin.

Faraji-Rad, A., & Lee, L. "Banking Happiness." SCP Winter Conference, St Pete's Beach, FL.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." SCP Winter Conference, St Pete's Beach, FL.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." European Marketing Academy Conference (EMAC), Oslo, Norway.

Conference 2015**Presentations
(con't)**

Chung, J., Lee, L., Lehman, D., & Tsai, C. "The Concept of Found Time." ACR Annual Conference, New Orleans.

Chung, J., Lee, L., Lehman, D., & Tsai, C. "The Uses of Found Time." ACR Annual Conference, New Orleans.

Faraji-Rad, A., & Lee, L. "Banking Happiness." ACR Annual Conference, New Orleans.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." Society for Consumer Psychology (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.

Lee, L., "Conducting Field Experiments in Consumer Research." Roundtable Session Chair. Asia-Pacific ACR Conference, Hong Kong.

Chen, R., Lee, L., & Zheng, Y. H. "The Reversed Endowment Effect in Living Goods Transaction." Asia-Pacific ACR Conference, Hong Kong.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." Asia-Pacific ACR Conference, Hong Kong.

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.

Chung, J. & Lee, L. "How Feelings of Envy Promote Innovation Adoption." Association for Psychological Science (APS) Annual Conference, New York.

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.

2014

Chung, J. & Lee, L. "Social Consequences of Envy." ACR Annual Conference, Baltimore, MD.

Yang, H. & Lee, L. "Instantaneously Hotter: The Dynamic Revision of Beauty Assessment Standards." ACR Annual Conference, Baltimore, MD.

Boettger, T., Emrich, O., Lee, L., & Rudolph, T. "Inspirational Personalization: Abstract and Concrete Levels of Personalization." ACR Annual Conference, Baltimore, MD.

Jia, M., Li, X., & Lee, L. "The Influence of Categorical Framing on Budgeting." ACR Annual Conference, Baltimore, MD.

Chung, J. & Lee, L. "Social Consequences of Envy." APS Annual Conference, San Francisco, CA.

Conference 2013**Presentations
(con't)**

Lee, L. & Thomas, M. "The Preference-Polarization Effect of Music: How Background Music Changes Preferences." SCP Winter Conference, San Antonio, TX.

2012

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." Advertising and Consumer Psychology (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.

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." ACR Annual Conference, Vancouver, British Columbia, Canada.

Shaddy, F. & Lee, L. "A Penny Saved is Another Penny Spurned: The Effect of Promotions on Consumer Impatience." ACR Annual Conference, Vancouver, British Columbia, Canada.

Zwebner, Y., Lee, L., & Goldenberg, J. "The Temperature Premium: Warmer Temperatures Increase Object Valuations." ACR Annual Conference, Vancouver, British Columbia, 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.

Lee, L., Carmon, Z., Dhar, R., & Fishbach, A. "When Shopper Marketing Backfires." ACR Annual Conference, St Louis, MO.

Reinholtz, N., Lee, L., & Pham, M. "Sunny Days, Risky Ways: Sunlight Increases Risk Taking." ACR Annual Conference, St Louis, MO.

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time- versus Money-Based Product Evaluations." Conference, France.

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time- versus Money-Based Product Evaluations." SCP Winter Conference, Atlanta, GA.

Min, Z., Lee, L., & Soman, D. "The Effect of Incidental Cues on Waiting." Asia-Pacific ACR Conference, Beijing, China.

2010

Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time versus Money Valuations." SJDM Annual Conference, St Louis, MO.

- Conference Presentations (con't)** 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.
- Lee, L. & Son, L. "Holistic versus Analytical Processing in Preference Transitivity." 51st Meeting of the Psychonomic Society, St Louis, MO.
- 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.
- Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." ACR Annual Conference, Jacksonville, FL. *Chair for Symposium: "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. *Chair for Symposium: "The Effects of Incidental Cues on Goals and Motivation"*
- 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. *Co-chair for Symposium: "Emotions, Predictions, and Decisions."*
- Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." SCP Winter Conference, St. Pete Beach, FL.
- 2009**
- Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." SCP Winter Conference, San Diego, CA.
- Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." ACR Annual Conference, Pittsburgh, PA. *Co-chair for Symposium: "Are Crowds Always Wiser?"*
- Lee, L. & Thomas, M. "The Effect of Music on Retrieved and Constructed Preferences." ACR Annual Conference, Pittsburgh, PA. *Co-chair for Symposium: "How Environmental Cues Impact Consumer Judgments"*
- Lee, L., Lee, M., & Zauberaman, G. "The Stability of Time versus Money Valuations." ACR Annual Conference, Pittsburgh, PA.
- 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.
- Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." SJDM Annual Conference, Boston, MA. *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.
- 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.

- Conference Presentations (con't)** Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." ACR Annual Conference, San Francisco, CA. – *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.
- Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SJDM Annual Conference, Chicago, IL.
- 2007**
- Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SCP Winter Conference, Las Vegas, NV. – *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.
- 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." ACR Annual Conference, Memphis, TN.
- 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. – *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.
- Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." ACR Annual Conference, Orlando, FL.
- Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." SJDM Annual Conference, Houston, TX.
- Frederick, S. & Lee, L. "Attribute Representation and the Attraction Effect." SJDM Annual Conference, Houston, TX.
- 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.

Conference Presentations (con't) Ariely, D., Frederick, S., & Lee L. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." SCP Winter Conference, St. Pete Beach, FL.

Ariely, D., Frederick, S., & Lee L. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." ACR Annual Conference, San Antonio, TX.

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.

Lee, L. & Ariely, D. "Conditional Coupons: Preference Uncertainty and Spending Goals." ACR Annual Conference, Portland, OR. – 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