

Sangwon Lee

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QUALIFICATIONS

- Ph.D. Business Administration
University of Central Florida 2010
Major: Marketing
- M.B.A. Business Administration
Kansas State University
- B.A. English Language and Literature
Chung Ang University, Seoul, South Korea

ACADEMIC EXPERIENCE

- Associate Professor of Marketing at Ball State University (2017 – Present).
- Assistant Professor of Marketing at Ball State University (2010 – 2017).
- Graduate Instructor, University of Central Florida, Orlando, Florida (2005-2010).

RESEARCH EXPERIENCE

Refereed Articles

Lee, Sangwon, 2019, "Does Brand Logo Matter in Social Media Marketing? The Moderating Role of Brand Logo and Brand Equity in Brand Evaluation", *Journal of Digital and Social Media Marketing*, 6 (4), 371-383.

This study explores the effects of brand logo adaptation (vs. standardization) and brand equity on brand evaluation in specific social media settings (e.g. Facebook ad.). Employing theoretical underpinnings from processing fluency theory, this study demonstrates that brand logo and brand equity jointly affect global brand evaluations in social media. Consumer individual difference (e.g. involvement) also affects the brand logo effect on global brand evaluation.

Lee, Sangwon, 2019, "When is the Atypical Design Not Penalized? Moderating Role of Product Innovativeness and Technological Sophistication in Consumer's Evaluation of New Products", *American Journal of Business*, 34 (3/4), 169-188.

This paper examines the individual and joint effects of the two design dimensions: form design and functional design and moderating role of product innovativeness and technological sophistication in consumer's evaluation of new products.

Employing theoretical underpinnings from categorization theory, this paper investigates two major research questions. First, what type of form is more advantageous for a radically new product or an incrementally new product? Second, is there an individual difference in consumer evaluations to innovative products with various form designs?

Lee, Sangwon, 2019, "When Does the Developing Country Brand Name Alleviate the Brand Origin Effect? Interplay of Brand Name and Brand Origin," *International Journal of Emerging Markets*, 15 (2), 387-402.

This paper examines how developing country brand name and brand origin affect the customer's evaluation of the brand in radically new high-tech products.

Using processing fluency as a theoretical underpinning, this study can answer the following questions: (1) does foreign brand name (developed vs. developing Asian brand name) affect the customer's attitude toward the brand? (2) does the brand origin (developed vs. developing country) moderate the effect of foreign brand name on attitude toward the brand? and (3) does the individual difference (knowledge and technological sophistication) matter in determining the brand origin and fit effect on willingness to buy?

Lee, Sangwon and Zachary Johnson, 2017, "The Effect of New Product Design and Innovation on South Korean Consumer's Willingness to Buy," *Asia Pacific Journal of Marketing and Logistics*, 29 (1), 98-113.

Using categorization theory as a foundation for study, this research examines how consumers' willingness to buy is influenced by two essential design elements: form and functional design. Form design refers to appearance and can be categorized as typical or non-typical. Function design relates to product features and can be the basis of whether a new product is perceived as a radically new product (RNP) versus an incrementally new product (INP). An interaction between form (typical versus non-typical) and function (RNP versus INP) was hypothesized and examined based on consumers' knowledge of a product category and level of technological innovativeness. Findings reveal that form design has a minimal impact on consumers' evaluations of INPs, but less typical form design is preferred over typical form design for RNPs. Moreover, form design matters more to consumers who are technologically more innovative (vs. less innovative) and more knowledgeable (vs. less knowledgeable).

Lee, Sangwon, 2017, "The Interplay of Brand Sound Meaning and Brand Origin on New High-Tech Product Evaluation," *Journal of Global Scholars of Marketing Science*, 27 (1), 16-30.

This study explores the effects of brand sound meaning and brand origin on attitude toward really new high-tech product. Employing theoretical underpinnings from processing fluency theory, this study demonstrates that brand sound meaning and brand origin independently and jointly affect new product evaluations. Individual consumer differences (e.g. technological sophistication and perceived newness) also affects the brand sound meaning and brand origin effect on new product evaluation.

Results from the experiments conducted demonstrate that (1) brand sound meaning matters more to the consumers who feel a lower perceived newness level to the new products than consumers who feel a higher perceived newness level, (2) brand origin effect is more pronounced if the consumers are technologically more sophisticated and (3) brand sound meaning and brand origin interact at different perceived newness level to determine the attitude toward the product such that in low perceived newness level, brand sound meaning matters more in developed country brand origin.

Jindal, Rupinder P., Kumar R. Sarangee, Raj Echambadi and Sangwon Lee, 2016, "Design to Succeed: Dimensions of Product Design and Their Impact on Market Share," *Journal of Marketing*, 80(4), 72-89.

This research examines the relationship between product design and market share: a topic of considerable significance that has not been addressed in the published literature.

Drawing from diverse disciplines such as marketing, industrial design, and engineering, authors conceptualize design as being composed of three distinct product-level dimensions – function, form, and ergonomics. Furthermore, the authors examine the interplay among these design dimensions and their impact on the market share of a product. Empirical results using integrated repeated cross-sectional data obtained from several different sources in the U.S. light vehicle industry reveal an important strategic trade-off concerning design capabilities. Firms can either design for satisfaction by investing in both function and ergonomics, or design for delight by investing in form design capabilities so as to reap share rewards. Authors also show that older generation vehicles with superior form designs do much better in terms of share than corresponding generation vehicles with higher levels of either function or ergonomics. Implications of these results for academic researchers and managers are discussed.

Johnson, Zachary, Yichao Tian and Sangwon Lee, 2016, "Country of Origin Fit: When does A Discrepancy Between Brand Origin and Country of Manufacture Reduce Consumer's Product Evaluations?" *Journal of Brand Management*, 23(4), 403-418.

Country of Origin, which may refer to where a brand is based (brand origin) or where a product is manufactured (country of manufacture), is an important cue consumers consider when making product evaluations. For products offered by multinational brands, brand origin and country of manufacture are often different, and we assert that this difference can act as a source of ambiguity that reduces consumers' product evaluations. We refer to this consistency or lack of consistency between brand origin and country of manufacture as Country of Origin (COO) fit. In two studies, we demonstrate that a lack of fit between brand origin and country of manufacture can reduce consumers' new product evaluations, even when the brand origin and country of manufacture are equally capable. In the first

study, we establish this effect and show that it is moderated based on consumer traits. In the second, we identify brand positioning strategies that can shield brands from the ill effects of a lack of COO fit.

Mariadoss, Babu John, Chad Milewicz, Sangwon Lee, and Arvin Sahaym, 2014, "Salesperson Competitive Intelligence and Performance: The Role of Product Knowledge and Sales Force Automation Usage," *Industrial Marketing Management*, 43 (1), 136-145.

This research models and tests the relationship between a salesperson's product knowledge, competitive intelligence behaviors (SCIB), and performance. Moreover, the research examines how a salesperson's use of a sales force automation (SFA) system influences the knowledge-SCIB-performance relationship. Our model and empirical evidence suggest that a salesperson's product knowledge influences performance indirectly through SCIB, and that this indirect influence is moderated by salesperson SFA use. Results show that the indirect positive influence of salesperson product knowledge on salesperson performance through SCIB is attenuated as SFA use increases, and enhanced when SFA use decreases. Theoretical and managerial implications are presented, followed by a discussion of limitations and future research.

Lee, Sangwon and Chad Milewicz, 2014, "Investigating Product Form and Function Influences on Follower Products' Performance," *Marketing Management Journal*, 24 (2), 136-148.

This research investigates how product form and product function influence a follower firm's product performance. Specifically, it draws on categorization theory to theorize how a follower product's form and functionality combine to influence consumers' willingness to buy a follower's product. An experiment exploring these relationships finds that, on average, consumers are more willing to buy a follower product with superior functionality relative to a pioneer. Furthermore, the influence of superior functionality is enhanced when the product's form is similar to the pioneer product's form. This research discusses the managerial and theoretical implications of these findings and highlights opportunities for future research.

Lee, Sangwon and Daniel Baack, 2014, "Meaning or Sound? The Effects of Brand Name Fluency on Brand Recall and Willingness to Buy," *Journal of Promotion Management*, 20 (5), 521-536.

This research argues that both meaning fluency (conceptual fluency) and sound fluency (perceptual fluency) of a brand name affect brand evaluations. Specifically, this research investigates the effects of brand name meaning and sound fluency through an application of information processing fluency theory. The results provide insight into previously unexplained findings in the brand management literature. Two experiments demonstrate that perceptually more fluent brand names lead to higher brand recall, for perceptually less fluent brands names, high conceptual fluency leads to higher brand recall and in cases of low consumer involvement, high perceptual fluency leads to higher willingness to buy.

Lee, Sangwon and Xin He, 2014, “The Interplay of Brand Origin and Product Origin on Persuasion,” *Asian Journal of Marketing*, 8(1), 44-53.

This research examines the interaction between two types of country of origin—brand origin and product origin—on persuasion as well as the underlying psychological processes. Results from two experiments show that brand origin moderates the effect of product origin on consumer attitude. When the brand origin is of high quality country, consumers actively process information on the product origin such that high-quality product origin leads to more positive attitudes than low-quality product origin. In contrast, when the brand origin is of a low quality country, information on the product origin becomes less relevant and has little influence on consumer judgment. Mediation analysis further demonstrates that consumer involvement drives the interaction between two types of country of origin on product evaluations. Overall, this research highlights the importance of integrating both brand origin and product origin as well as the interaction between the two in managerial decisions.

Lee, Sangwon and Rajani Ganesh Pillai, 2013, “More to Form than Meets the Eye? The Impact of Form and Functional Design on Attitude towards New Products,” *Journal of Managerial Issues*, 25(4), 345-359.

In this paper, we examine the individual and joint effects of the two design dimensions: form and function, on consumer evaluations of new products. Results from two experiments demonstrate that: (1) more typical form design leads to more positive attitudes toward the product than less typical form design, and (2) a more typical design compensates for lower functionality of the product and hence a product with lower functionality is evaluated as well as highly functional products. In a less typical design condition, a product with high functionality leads to lower consumer attitudes towards the product.

Lee, Sangwon, 2013, “The Impact of Form and Functional Design on New Product Evaluations: A Case of South Korean Women,” *Journal of International Consumer Marketing*, 25(4), 250-261.

This study explores the effects of new product form and function on Korean women’s willingness to buy, willingness to try, and consideration sets. Through an experiment, this study demonstrates that form design is a major determining factor of new product purchase decisions, though function also affects consumers’ willingness to try and their consideration sets. Furthermore, the results show that knowledge moderates the effect of form on consumer attitudes. When consumers have low knowledge levels, a more typical form leads to more positive product evaluations than a less typical form. However, a high knowledge level attenuates the impact of form.

Lee, Sangwon, 2012, "Can You Afford to Neglect This Upscale Female Target Market? Synthesis and Integration of Sex Role Portrayals Research in Global Context 1971-2011," *The Korean Journal of Advertising*, 23(3), 33-52.

How is the female role portrayed in advertising? Does the sex role portrayal in advertising affect company image and buying intention? What are the major demographic or psychographic factors that will affect the impact of sex-role portrayal advertising on consumer evaluations? Do culture and product category matter in determining how sex-role portrayals affect consumer behavior? These questions are addressed by reviewing more than 70 articles in the major marketing, psychology, consumer and communication journals: 1971-2011. The contributions of the current research are three fold: it develops a theoretical framework, suggests major findings, and provides key implications for global marketing managers.

Work-in-progress

"The Interaction Effect of Brand Name Change and Brand Equity on Brand Evaluation."

"The Interplay of New Product Design and Innovativeness on Willingness to Buy: A Comparison of USA and South Korean Consumer."

Refereed Proceedings

Lee, Sangwon (2019), "The Moderating Effect of Product Form Design and Function Innovativeness on Willingness to Buy: A Comparison Study of USA and South Korea," *Proceedings of the AIB-SE 2019 Annual Conference, San Antonio, TX: Academy of International Business-Southeast.*

Lee, Sangwon (2019), "Foreign or Local Brand Name? The Interplay of Brand Name and Brand Origin on Developed vs. Developing Country's Brand Evaluation., *Proceedings of the AMA2019 Summer Marketing Educators Conference, Chicago, Illinois: American Marketing Association.*

Lee, Sangwon (2019), "The Interaction of Form Design and Function Innovativeness on Product and Advertising Evaluation, *Proceedings of the 2019 Korea Advertising Society Summer Global Colloquium, Seoul, South Korea: Korea Advertising Society.*

Lee, Sangwon (2019), "The Interactive Effects of Brand Name and Brand Origin on High-tech Product Evaluation., *Proceedings of the 2019 Korean Association of Advertising and Public Relations (KADPR) Conference, Yeosu, South Korea: Korean Association of Advertising and Public Relations (KADPR).*

Lee, Sangwon (2018), "When does the Brand Name Mitigate the Brand Origin Effect?"

- The Interactive Effects of Foreign Brand Name and Brand Origin on Attitude toward the Brand, *Proceedings of the AIB-SE 2018 Annual Conference, Nashville, TN*: Academy of International Business-Southeast.
- Lee, Sangwon. (2018), "The Moderating Role of Design and Innovation in South Korean and USA Consumer's Willingness to Buy, *Proceedings of the 2018 Korean Association of Advertising and Public Relations (KADPR) Conference, Busan, South Korea*: Korean Association of Advertising and Public Relations (KADPR).
- Lee, Sangwon (2017), "The Moderating Role of Brand Logo and Brand Equity in Global Brand Evaluation," *Proceedings of the AIB-SE 2017 Annual Conference, Washington DC*: Academy of International Business-Southeast.
- Li, Eric and Sangwon Lee (2016), "Mythicizing Asian Brands in the Global Marketplace," *Proceedings of 2016 Global Marketing Conference, Hong Kong*: Global Alliance of Marketing & Management Associations
- Yim, Mark Yi-Cheon, Sun-Young Park, Sangwon Lee and Paul L. Sauer (2016), "Are Celebrity Endorsements Necessary in Campaigns for Luxury Brands?" *Proceedings of 2016 Global Marketing Conference, Hong Kong*: Global Alliance of Marketing & Management Associations
- Lee, Sangwon (2015), "The Interactive Effects of Brand Sound Meaning and Brand Origin on Global New Product Diffusion," *Proceedings of the AIB-SE 2015 Annual Conference, Savannah, Georgia*: Academy of International Business-Southeast
- Lee, Sangwon (2015), "The Interactive Effects of New Product Design and Innovation on Willingness to Buy: A Case of South Korean Consumer," *Proceedings of the AMA2015 Summer Marketing Educators Conference, Chicago, Illinois*: American Marketing Association
- Lee, Sangwon (2014), "The Interplay of Form Design and Innovativeness on New Product Evaluation," *Advances in Consumer Research*, Baltimore, Maryland: Association for Consumer Research.
- Lee, Sangwon (2013), "Pioneering Advantage Revisited: The Moderating Roles of Form and Function in Consumer's Evaluation of the Follower's New Product," *Advances in Consumer Research*, Chicago, Illinois: Association for Consumer Research.
- Lee, Sangwon (2013), "The Moderating Role of Innovativeness and Technological Sophistication in Consumer's Evaluation of New Products," *Proceedings of the 2013 KSMS Spring International Conference, Ansan, South Korea*: Korean Scholars of Marketing Science. : *Won the best paper award.*
- Lee, Sangwon and Xin He (2012), "Disentangling Two Types of Country of Origin:

The Interactive Effects of Brand Origin and Product Origin on Persuasion,” *Advances in Consumer Research*, Vancouver, BC, Canada: Association for Consumer Research.

Lee, Sangwon and Xin He (2012), “The Moderating Roles of Brand Origin and Product Origin in Consumer Attitude,” *Proceedings of the Society for Consumer Psychology Winter Conference*, Las Vegas, Nevada: Society for Consumer Psychology.

Lee, Sangwon, Raj Echambadi, and Huifang Mao (2011), “Using Form Design to Nullify First Mover Advantage.” *Proceedings of the 35th Product Innovation Management Annual Global Conference*, Phoenix, Arizona: Product Development and Management Association.

Lee, Sangwon (2011), “Form or Function? The Moderating Role of Culture in Consumer’s Evaluation of New Products.” *Proceedings of the 2011 KAMS Spring International Conference*, Seoul, South Korea: Korean Academy of Marketing Science.

Lee, Sangwon, Zachary Johnson and Xin He (2008), “Brand Origin or Product Origin: The Effects of Country of Origin Fit on Brand Evaluation,” *Advances in Consumer Research*, San Francisco, California: Association for Consumer Research.

Lee, Sangwon and Carolyn Massiah (2007), “When I Grow Up: The Moderating Role of Aspiration in Intergenerational Code-switching,” *Advances in Consumer Research*, Memphis, Tennessee: Association for Consumer Research.

Conference Presentations

“The Moderating Effect of Product Form Design and Function Innovativeness on Willingness to Buy: A Comparison Study of USA and South Korea,” *presented at the Academy of International Business-Southeast AIB-SE 2019 Annual Conference, October 2019, San Antonio, TX.*

“Foreign or Local Brand Name? The Interplay of Brand Name and Brand Origin on Developed vs. Developing Country's Brand Evaluation., *presented at American Marketing Association (AMA) 2019 Summer Marketing Educators Conference, August 2019 Chicago, Illinois.*

“The Interaction of Form Design and Function Innovativeness on Product and Advertising Evaluation, *presented at 2019 Korea Advertising Society Summer Global Colloquium, July 2019, Seoul, South Korea.*

“The Interactive Effects of Brand Name and Brand Origin on High-tech Product Evaluation., *presented at 2019 Korean Association of Advertising and Public Relations (KADPR) Conference, May 2019, Yeosu, South Korea.*

“When does the Brand Name Mitigate the Brand Origin Effect? The Interactive Effects of Foreign

- Brand Name and Brand Origin on Attitude toward the Brand,” *presented at AIB-SE 2018 Annual Conference, October 2018, Nashville, TN.*
- “The Moderating Role of Design and Innovation in South Korean and USA Consumer’s Willingness to Buy,” *presented at Korean Association of Advertising and Public Relations (KADPR) Conference, May 2018, Busan, South Korea.*
- “The Moderating Role of Brand Logo and Brand Equity in Global Brand Evaluation,” *presented at Academy of International Business-Southeast, October 2017, Washington DC.*
- “Mythicizing Asian Brands in the Global Marketplace,” with Eric Li, *presented at Global Marketing Conference: Global Alliance of Marketing & Management Associations, July 2016, Hong Kong.*
- “Are Celebrity Endorsements Necessary in Campaigns for Luxury Brands?” with Mark Yi-Cheon Yim, Sun-Young Park, and Paul L. Sauer, *presented at Global Marketing Conference: Global Alliance of Marketing & Management Associations, July 2016, Hong Kong.*
- “The Interactive Effects of Brand Sound Meaning and Brand Origin on Global New Product Diffusion,” *presented at Academy of International Business-Southeast, November 2015, Savannah, Georgia.*
- “The Interactive Effects of New Product Design and Innovation on Willingness to Buy: A Case of South Korean Consumer,” *presented at American Marketing Association, August 2015, Chicago, Illinois.*
- “The Interplay of Form Design and Innovativeness on New Product Evaluation,” *presented at Association for Consumer Research, October 2014, Baltimore, Maryland.*
- “Pioneering Advantage Revisited: The Moderating Roles of Form and Function in Consumer’s Evaluation of the Follower’s New Product,” *presented at Association for Consumer Research, October 2013, Chicago, Illinois.*
- “The Moderating Role of Innovativeness and Technological Sophistication in Consumer’s Evaluation of New Products,” *presented at KSMS Spring International Conference, May 2013, Ansan, South Korea.*
- “Disentangling Two Types of Country of Origin: The Interactive Effects of Brand Origin and Product origin on Persuasion,” with Xin He, *presented at Association for Consumer Research, October 2012, Vancouver, BC, Canada.*
- “The Moderating Roles of Brand Origin and Product Origin in Consumer Attitude.” with Xin He, *presented at Society for Consumer Psychology Winter Conference, February, 2012, Las Vegas, Nevada.*

“Using Form Design to Nullify First Mover Advantage.” presented at *Product Innovation Management Annual Global Conference*, October 2011, Phoenix, Arizona.

“Form or Function? The Moderating Role of Culture in Consumer’s Evaluation of New Products.” presented at *KAMS Spring International Conference*, May 2011, Seoul, South Korea.

“More to Form Than Meets the Eye? The Impact of Form and Functional Design on Evaluations of New Products,” presented at *Product Innovation Management Annual Global Conference*, October 2009, Anaheim, California.

“Brand Origin or Product Origin: The Effects of Country of Origin Fit on Brand Evaluation,” with Zachary Johnson and Xin He, presented at *Association for Consumer Research*, October 2008, San Francisco, California.

“When I Grow Up: The Moderating Role of Aspiration in Intergenerational Code-switching,” with Carolyn Massiah, presented at *Association for Consumer Research*, October 2007, Memphis, Tennessee.

TEACHING EXPERIENCE

RECENT TEACHING EVALUATIONS (2010-current)

Semester	Section	Description	Number in Class	Number Responding	Mean Rating*	Median Rating*	Standard Deviation
Fall 2019	MKG 470-1	International Marketing	43	12	4.42	4.64	.79
Fall 2019	MKG 470-2	International Marketing	45	10	4.70	4.88	.67
Fall 2019	MKG 470-3	International Marketing	32	10	4.50	4.79	.85
Spring 2019	INTB 265	Intro. to Intl. Business	42	9	4.44	4.60	.73
Spring 2019	MBA 671 (in-class)	Marketing Management	13	9	4.67	4.86	.71
Spring 2019	MBA 671 (on-line)	Marketing Management	50	19	4.68	4.82	.58
Fall 2018	MKG 470-1	International Marketing	46	19	4.79	4.91	.54
Fall 2018	MKG 470-2	International Marketing	44	9	4.78	4.94	.67
Fall 2018	MKG 470-3	International Marketing	31	5	4.6	4.88	.89
Spring 2018	MBA 671 (in-class)	Marketing Management	11	6	4.67	4.75	.52
Spring 2018	MBA 671 (on-line)	Marketing Management	44	21	4.71	4.84	.56
Fall 2017	MKG 470-1	International Marketing	44	14	4.57	4.63	.51

Fall 2017	MKG 470-2	International Marketing	44	17	4.76	4.93	.75
Fall 2017	MKG 470-3	International Marketing	42	11	4.73	4.81	.47
Spring 2017	MBA 671 (in-class)	Marketing Management	4	3	5.00		.87
Spring 2017	MBA 671 (on-line)	Marketing Management	45	19	4.42		.87
Spring 2017	INTBA 265 (On-line)	Intro. to Intl. Business	37	14	4.71		.87
Spring 2016	MBA 671 (in-class)	Marketing Management	12	7	4.86	4.92	.38
Spring 2016	MBA 671 (on-line)	Marketing Management	46	17	4.41	4.56	.71
Spring 2016	INTBA 265 (On-line)	Intro. to Intl. Business	43	12	4.17	4.17	.72
Fall 2015	MKG 400-1	Product Management	41	21	4.62	4.75	.59
Fall 2015	MKG 400-2	Product Management	45	23	4.70	4.82	.56
Fall 2015	MKG 470-2	International Marketing	46	26	4.58	4.63	.50
Spring 2015	MKG 400-2	Product Management	46	27	4.56	4.66	.58
Spring 2015	MBA 671 (in-class)	Marketing Management	26	15	4.47	4.56	.64
Spring 2015	MBA 671 (on-line)	Marketing Management	40	25	4.52	4.61	.59
Fall 2014	MKG 400-1	Product Management	44	23	4.52	4.73	.73
Fall 2014	MKG 470-1	International Marketing	46	29	4.52	4.69	.69
Fall 2014	MKG 470-2	International Marketing	45	30	4.86	4.92	.35
Spring 2014	MKG 400-1	Product Management	47	29	4.71	4.83	.54
Spring 2014	MKG 400-2	Product Management	46	34	4.53	4.73	.75
Spring 2014	MKG300-Honors	Principles of Marketing	10	9	4.67	4.75	.50
Fall 2013	MKG 470-1	International Marketing	47	33	4.66	4.74	.48
Fall 2013	MKG 470-2	International Marketing	47	24	4.63	4.79	.65
Fall 2013	MKG 310-1	Consumer Behavior	44	25	4.76	4.84	.44
Spring 2013	MKG 400-1	Product Management	47	27	4.70	4.86	.61
Spring 2013	MKG 400-2	Product Management	46	27	4.56	4.71	.64
Spring 2013	MKG 470-1	International Marketing	45	16	4.75	4.86	.58
Fall	MKG	International	46	34	4.62	4.76	.60

2012	470-1	Marketing					
Fall 2012	MKG 470-2	International Marketing	46	31	4.76	4.84	.44
Fall 2012	MKG 300	Principles of Marketing	54	35	4.74	4.88	.56
Spring 2012	MGT 601 (In-class)	Intl Marketing & Management	10	3	4.33	4.25	.56
Spring 2012	MGT 601 (on-line)	Intl Marketing & Management	7	4	4.50	4.83	1.0
Spring 2012	MKG 400	Product Management	47	19	4.79	4.87	.42
Fall 2011	MKG 300	Principles of Marketing	52	28	4.54	4.68	.64
Fall 2011	MKG 470-1	International Marketing	33	21	4.62	4.75	.59
Fall 2011	MKG 470-3	International Marketing	33	23	4.83	4.90	.39
Spring 2011	MGT 601 (In-class)	Intl Marketing & Management	9	6	4.67	4.90	.82
Spring 2011	MGT 601 (on-line)	Intl Marketing & Management	7	3	3.33	3.75	1.16
Spring 2011	MKG 400-1	Product Management	43	23	4.50	4.50	.51
Spring 2011	MKG 400-2	Product Management	40	14	4.54	4.78	.78
Fall 2010	INTBA 265	Intro. to Intl Business	35	14	4.64	4.72	.50
Fall 2010	MKG 470-1	International Marketing	31	17	4.65	4.80	.61
Fall 2010	MKG 470-3	International Marketing	33	14	4.62	4.78	.65

*Note: Evaluation based upon 5-point scale; 5=Excellent; 1=Poor

GRANT

Diversity Associates Program Research Fund, 2019, Ball State University, US 500, Funded

AOL GLIDE Summer 2018 Assessment Grant RFP, Ball State University, US\$ 1000, Funded

AOL GLIDE Summer 2016 Assessment Grant RFP, Ball State University, US\$ 1000, Funded

RECOGNITIONS

Diversity Research Award, The Office of Institutional Diversity, Ball State University, 2019

Final List, Outstanding Service Award, Miller College of Business, Ball State University, 2019

Diversity Associate, Recognition, Ball State University, 2019

Diversity Research Award, The Office of Institutional Diversity, Ball State University, 2018

Extraordinary Year Award, Miller College of Business, Ball State University, 2017

Diversity Research Award, The Office of Institutional Diversity, Ball State University, 2017

Scholarship Incentive and Research Award, Miller College of Business, Ball State University, 2016

Final List, Outstanding Research Award, Miller College of Business, Ball State University, 2015

Final List, Outstanding Teaching Award, Miller College of Business, Ball State University, 2014

Best Paper Award, Korean Scholars of Marketing Science, Spring International Conference, 2013.

Final List, Outstanding Teaching Award, Miller College of Business, Ball State University, 2012

Outstanding Dissertation Award, College of Business Administration, University of Central Florida, 2011.

Honorable Mention Award of 2009 PDMA Dissertation Proposal Competition.

Honorable Mention Award of 2009 AMA TechSIG Most Promising Dissertation Competition.

AMA Sheth Doctoral Consortium Fellow, Georgia State University, June 2009.

University-wide and College-wide Award for Excellence in Graduate Student Teaching, College of Business Administration, University of Central Florida, 2008-2009.

Graduate Research Fellowship, University of Central Florida, 2006.

SERVICE

Editorial Positions

Associate Editor, *American Journal of Business* (October 2017 – current)

Board of Director, Marketing Management Association (Expected: August 2020)

Board of Director, Korean Marketing Management Association (May 2019 – current)

Peer Review

Reviewer, 2019 Journal of Interactive Advertising

Reviewed one paper submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2019 International Journal of Emerging Market

Reviewed one paper submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2019 Academy of International Business, Southeast

Reviewed two papers submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2018 Journal of Global Marketing

Reviewed one paper submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2018 Asia Pacific Journal of Marketing and Logistics

Reviewed one paper submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2018 Academy of International Business, Southeast

Reviewed two papers submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2017 Marketing Management Association Conference

Reviewed one paper submitted and provided accept/reject recommendations to the Track chair.

Reviewer, 2017 Journal of Consumer Marketing

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2016 Asia Pacific Journal of Marketing and Logistics

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2016 Journal of Global Fashion Marketing

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2016 Asia Pacific Journal of Marketing and Logistics

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2015 Journal of Business Research

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2015 Association for Consumer Research Conference

Reviewed three papers submitted and provided accept/reject recommendations to the editor.

Reviewer, 2014 AMA Summer Marketing Educator's Conference

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2014 Journal of Promotion Management

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2012 Journal of Promotion Management

Reviewed one paper submitted and provided accept/reject recommendations to the editor.

Reviewer, 2011 AMA Summer Marketing Educator's Conference

Reviewed two papers submitted and provided accept/reject recommendations to the editor.

University Service

Member, University Senate, Ball State University (Fall 2017 – Present)

Member, Faculty Council, Ball State University (Fall 2017 – Present)

Member, Global Engagement Committee, Ball State University (Fall 2017 – Present)

- . Meeting and evaluation of study abroad program proposal
- . Initiating, reviewing, and assessing and recommending policies and procedures for Ball State international programs
- . Reviewing, and considering recommendations for revision and improvements to all aspects of global initiative developments.
- . Sub-committee: Defining globalization of Ball State University
- . Meeting to develop partnership relationship with Korean universities

Member, Diversity Committee, Ball State University (Fall 2016 – Spring 2018)

Member, Inclusive Excellence Council for President (Fall, 2018 – Present)

- . Developing university level inclusive excellence implementation strategy in undergraduate, graduate, community, scholarship, society and institution
- . Ensuring that the inclusive excellence implementation plan is aligned with the relevant 2040 goals and 2024 strategic imperatives in the University strategic plan
- . Communication and coordinating the implementation strategy across Campus

-Diversity Research Associates (Nov. 2018 – May 2019)

College Service

Moderator, MCOB Dialog Day (Spring 2017 - Present)

Member, MCOB International Business Curriculum Committee (Fall 2016 - Present)

Member, AOL GLIDE “Global” and “Integration”: Data Analysis, Report, and Presentation (Fall 2016 - Present)

Member, MCOB Scholarship Committee, Ball State University (Fall 2015 – Present)

Member, MCOB Graduate Curriculum Committee, Ball State University (Fall 2014 – Present)

Member, MCOB AOL Sub-committee (Fall 2013 – Present)

Member, MCOB Faculty Development Committee, Ball State University (Fall 2011- Spring 2017)

Member, MCOB International Business Consultative Group, Ball State University (Fall 2010, Spring 2011)

Member, MCOB Social Committee, Ball State University (Fall 2010, Spring 2011)

MCOB Research Colloquium Presentation (Spring 2011, Spring 2019)

Department Service

Member, Promotion & Tenure Committee, Department of Marketing, MCOB, Ball State University (Fall 2017-Present)

Member, Promotion & Tenure Committee, Department of Management, MCOB, Ball State University (Fall 2017-Spring 2018)

Member, Salary Committee, Department of Marketing, MCOB, Ball State University (Fall 2016-Present)

Member, Journal Ranking Committee, Department of Marketing, MCOB, Ball State University (Fall 2015-Present)

Member, Undergraduate Curriculum Committee, Department of Marketing, MCOB, Ball State University (Fall 2014-Present)

Member, Salary Committee, Department of Marketing and Management, MCOB, Ball State University (Fall 2013-Spring 2015)

Member, Candidate Selection Committee, Department of Marketing, MCOB, Ball State University (Fall 2010-Present)

Other Service

Co-advisor of Global Brigade's Business Brigade BSU chapter (Spring 2020 – Present)

- . Advising the future fund-raising activities
- . Linking the organization to Linker center
- . Advising the future promotion of organization to attract more students

Panelist, *Korean Association of Advertising and Public Relations Global Research Colloquium* (July 2019).

Keynote Speaker: Recent Trend of Marketing Education, Job Market and Research Publication, *Korea Marketing Management Association*. (July 2019).

Kabul Project, Supervising 5 MBA theses of Kabul University (Fall 2017 – Spring 2018)

Session Chair, 2016 Global Marketing Conference

Session Chair, 2014 AMA Summer Marketing Educator's Conference

Presentation, AMA Student Chapters, Ball State University (Sept. 3, 2014)

Presentation, Alpha Kappa Psi Professional Fraternity, Ball State University (Nov. 22, 2010)
Presented on professionalism and jobmarket positioning.

Member, Korean Student and Faculty Association, Ball State University (Fall 2010-Present)
Advised students relating to the academic issues.

AWARDS

Beta Gamma Sigma Honor Society
The National Scholars Honor Society
Delta Epsilon Iota Academic Honor Society

ACADEMIC AFFILIATIONS

American Marketing Association
Association for Consumer Research
Product Development and Management Association
Society for Consumer Psychology
Academy of International Business
Marketing Management Association

INDUSTRY EXPERIENCE

Account Manager, LG Ad/WPP Group (1998-2003)

LG Electronics Global Brand Campaign

Performed market research in core target area, Europe and analyzed consumer attitude and behavior to the newly launched LG digital products: Flat Monitor, MP3, PDP and DVD.

Planned and developed LG Global Brand Campaign strategy with local agency, O&M Dusseldorf.

LG Ad/WPP Global Network Management

Built up new LG Ad overseas network in Beijing, Dubai, Panama and Mexico.

Developed mid to long term overseas network operation strategy and managed network performance by forecasting and monitoring its cash flow.

Planned and administered LG Ad Global Network Conference.

Account Executive, LG Ad/WPP Group (1995-1998)

Gillette New Product Launching

Developed 'Sensor Excel' and 'Sensor for Women' product launching campaign in South Korean market.

Performed market analysis, budgeting, creative development, media planning and competitive review.

Imation and AMD Corporate and Product Advertising

Developed new brand identity launching advertising for Imation.

Planned AMD CPU product launching advertising.

Public Relations Planner, LG Ad/WPP Group (1994-1995)

Gillette, Lego, Jinro/Coors Public Relations

Organized press release, press conference, promotion event and interview and performed product placement in movie.