

**MILLER COLLEGE OF BUSINESS**  
**VITA – AACSB**  
**September 1, 2019 – August 31, 2024**

**PROFESSIONAL BACKGROUND**

*Name:* Sangwon Lee

*Rank:* Associate Professor

*Involvement:* Participating

*Qualification:* Scholarly Academic

*Brief Description for Basis of Qualification:* SA because of at least 3 peer-reviewed journal publications in last 5 years.

*Office Address:* 323

*Area of Academic Discipline Specialization:* Marketing

**Degrees**

Ph.D. Degree:

Name of Degree: Ph.D.

Year Conferred: 2010

Degree-Granting Institution: University of Central Florida

Principal Academic Units:

Major Fields of Study: Business Administration (Major: Marketing)

Minor Field of Study:

Dissertation Title: Two Essays on Product Design and Consumer Evaluations

MBA Degree:

Name of Degree: MBA

Year Conferred: 1994

Degree-Granting Institution: Kansas State University

Principal Academic Units:

Major Fields of Study: Business Administration

Minor Field of Study:

Dissertation Title:

BA Degree:

Name of Degree: BA

Year Conferred: 1991

Degree-Granting Institution: Chung Ang University (Seoul, South Korea)

Principal Academic Units:

Major Fields of Study: English Language and Literature

Minor Field of Study:

Dissertation Title:

## Professional Certifications

1. (July 2020).

## SCHOLARLY ACTIVITIES

### Refereed Journal Articles

1. Kim, K.-M., Choi, B., Lee, S., Nobi, B. (2024). **The influence of regulatory focus and evaluation mode on consumers' decision making** . *Journal of Marketing Theory and Practice (ABDC Ranking: B), Tier 3. Tier 3/Basic or Discovery Scholarship*
2. Lee, S. (2023). Does Brand Name Matter in Alleviating Ethnocentrism? The Interplay of Brand Origin and Brand Name in Radically New Product Evaluation. *Journal of International Consumer Marketing (ABDC Rank "B"), Tier 3, 36(3), 197-207. Tier 3/Basic or Discovery Scholarship*
3. Lee, S. (2023). Does Brand Name Matter in Social Media Marketing? The Interaction Effect of Brand Name and Ranking on Behavior Intention : Case of Business School Students in the US Midwest. *Journal of Marketing for Higher Education (ABDC Rank "B"), Tier 3. Tier 3/Basic or Discovery Scholarship*
4. Kim, L., Chouykaew, T., Pongsakornrungrsilp, S., Jindabot, T., Lee, S. (2023). HOW TO PROMOTE REPURCHASE INTENTION IN ANTIGEN TEST KIT (ATK) INDUSTRY: EVIDENCE FROM THAI CONSUMERS. *Innovative Marketing (Scopus ranked journal), 19(1), 186-196. /Basic or Discovery Scholarship, Goal 3 - Good Health and Well Being*
5. Nobi, B., Kim, K.-M., Lee, S. (2022). The Aftermath of a Brand Transgression: The Role of Brand Forgiveness and Brand Evangelism. *Journal of Asia Business Studies, Tier 3, 16(6), 1030-1040. Tier 3/Basic or Discovery Scholarship*
6. Kim, K., Nobi, B., Lee, S., Milewicz, C. (2022). International Higher Education Brand Alliance: The Role of Brand Fit and World-Mindedness. *Asia Pacific Journal of Marketing and Logistics, Tier 2, 34(2), 418-435. Tier 2/Basic or Discovery Scholarship*
7. Lee, S. (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, Tier 3, 34(3/4). Tier 3/Applied or Integration/Application Scholarship*

### Conference Proceedings in Scholarly Meetings

1. Lee, S. (in press). 2024 Academy of International Business Conference Proceedings. /Basic or Discovery Scholarship
2. Lee, S. (2023). *Interplay of Culture and Individual Difference on New Product Evaluation* . 2023 Academy of International Business-Southeast Conference Proceedings. /Basic or Discovery Scholarship
3. Lee, S. (2023). *Does Branding Matter in University Social Media Advertising?*. Seoul, South Korea: 2023 Global Marketing Conference Proceedings. /Basic or Discovery Scholarship
4. Lee, S. (2023). *DOES CULTURE AFFECT THE ADOPTION OF RADICALLY NEW PRODUCTS? COMPARISON STUDY OF SOUTH KOREA AND USA*. 2023 Global marketing Conference Proceedings. /Basic or Discovery Scholarship
5. Lee, S. (2023). *Does processing fluency matter in foreign brand name evaluation? Cases of US and Mexican brand name*. 2023 Korean Association of Advertising and Public Relations Conference Proceedings. /Basic or Discovery Scholarship
6. Lee, S. (2023). *The Influence of Regulatory Focus and Evaluation Mode on Consumers' Decision Making* . 2023 Spring Marketing Management Association Conference (On-line). /Basic or Discovery Scholarship
7. Lee, S. (2022). *ANALYTICS IN MARKETING MBA CLASS*. Proceedings of Fall 2022 Marketing Management Association (MMA) Conference. /Basic or Discovery Scholarship
8. Lee, S. (2022). *Does Brand Name Matter in Radically New Product Evaluation? Cases of US, Mexican, German and Bulgarian Brand Names* . Chicago, Illinois: Proceedings of 2022 MBAA Conference - Association of International Business, Research and Practice. /Basic or Discovery Scholarship
9. Lee, S. (in press). *Does Culture matter in New Product Design? The Interaction Effect of Form and Functional Design on Willingness to Buy the Products*. Chicago, Illinois: Proceedings of 2022 MBAA Conference-International Society of Marketing. /Basic or Discovery Scholarship
10. Lee, S. (2022). *THE INTERPLAY OF BRAND NAME AND VALUE ON UNIVERSITY BRAND EVALUATION : SOCIAL MEDIA CONTEXT*. Seoul, South Korea: 2022 Korea Advertising and Public Relations Conference Proceedings. /Basic or Discovery Scholarship
11. Lee, S. *The Interaction Effect of Brand Name and Ranking on Behavior Intention in Social Media Advertising*. Proceedings of 2022 Spring Marketing Management Association (MMA) Conference. /Basic or Discovery Scholarship

12. Lee, S. (2021). *Undergraduate Learning Goals and Innovation in Global Marketing Class*. /Teaching and Learning Scholarship
13. Lee, S. (2021). *The Role of Product Design as a Marketing Communication Tool*. /Basic or Discovery Scholarship
14. Lee, S. (2021). *The Interaction Effect of Brand Name and Origin on Developed vs. Developing Country's Brand Evaluation*. /Basic or Discovery Scholarship
15. Lee, S. (2021). ***The Interactive Effects of Brand Name and Brand Origin on German and Bulgarian Brand Evaluation***. 2021 AIB-Midwest Conference Proceedings. /Basic or Discovery Scholarship
16. Lee, S. (2021). *The Interplay of Product Form Design, Function Innovativeness and Culture on Radically New Product Evaluation*. /Basic or Discovery Scholarship
17. Lee, S. (2020). *Does Brand Name Matter in Brand Evaluation? The Interplay of Brand Name and Brand Origin on Perceived Brand Value: Cases of USA and Mexico*. 2020 Fall Marketing Management Association Conference Proceedings. /Basic or Discovery Scholarship
18. Lee, S. (2020). *The Interplay of Brand Name and Processing Fluency on Perceived Value of Radically New Products*. Korean Association of Ad and PR: 2020 Korean Association of Ad and PR Spring Conference Proceedings. /Basic or Discovery Scholarship
19. Lee, S. (2020). ***The Interactive Effects of Brand Name and Processing Fluency on Perceived Brand Value: Comparison Study of Developed vs. Developing Country Brand Name***. Academy of International Business-Midwest: 2020 Academy of International Business-Midwest Conference. /Basic or Discovery Scholarship
20. Lee, S. (2020). *The Interplay of Product Form Design, Function, Innovativeness and Culture on New Product Evaluation* (2020 Spring Edition ed.). Marketing Management Association: 2020 Spring Marketing Management Association Conference Proceedings. /Basic or Discovery Scholarship

### **Work-in-Progress**

#### *Working Paper*

1. Lee, S. *The moderating effect of product form design and function innovativeness on willingness to buy: a comparison study of USA and South Korea*.
2. Lee, S., Massiah, C. *When I Grow Up: The Moderating Role of Aspiration in Intergenerational Code-switching*. Journal of Consumer Research.

3. Lee, S. *University Branding*. Emerald, USA:.

### **Presentations at Conferences**

1. Lee, S., 2024 American Marketing Association (AMA) Conference, "Does Brand Name Matter in Radically New Digital Product Launching in AI Era? Multi-cultural Comparison Study," American Marketing Association, Boston. (August 16, 2024). Basic or Discovery Scholarship
2. Lee, S., 2024 Academy of International Business (AIB) Conference, "Interplay of Brand Name and Brand Origin on Willingness to Buy the Brand : Comparison Study of USA and South Korea." (July 4, 2024). Basic or Discovery Scholarship
3. Lee, S., 2024 MBAA Conference-International Society of Marketing, "The Interplay of Brand Name and Processing Fluency on Perceived Brand Value : Case of US and Mexican Brand Name," MBAA, Chicago. (April 11, 2024). Basic or Discovery Scholarship
4. Lee, S. (Author), 2023 Academy of International Business-Southeast Conference, "Interplay of Culture and Individual Difference on New Product Evaluation," Academy of International Business, Atlanta, Georgia. (October 2023). Basic or Discovery Scholarship
5. Lee, S. (Author), 2023 Global Marketing Conference, "Does Branding Matter in University Social Media Advertising?," Global Marketing Conference, Seoul, South Korea. (July 2023). Basic or Discovery Scholarship
6. Lee, S. (Author), 2023 Global Marketing Conference, "DOES CULTURE AFFECT THE ADOPTION OF RADICALLY NEW PRODUCTS? COMPARISON STUDY OF SOUTH KOREA AND USA," Global Marketing Conference, Seoul, South Korea. (July 2023). Basic or Discovery Scholarship
7. Lee, S. (Author), 2023 Korean Association of Advertising and Public Relations Conference, "Does Processing Fluency Matter in Foreign Brand Name Evaluation?," Korean Association of Advertising and Public Relations, Yeosu, South Korea. (May 2023). Basic or Discovery Scholarship
8. Lee, S. (Author), 2023 Spring Marketing Management Association Conference, "The Influence of Regulatory Focus and Evaluation Mode on Consumers' Decision Making," Marketing Management Association, On-line. (March 2023). Basic or Discovery Scholarship
9. Lee, S., Korean Association of Advertising and PR Conference, "THE INTERPLAY OF BRAND NAME AND VALUE ON UNIVERSITY BRAND EVALUATION : SOCIAL MEDIA CONTEXT," Korean Association of Advertising and PR,

- YangYang, South Korea. (May 13, 2022). Basic or Discovery Scholarship
10. Lee, S., 2022 Association of International Business Research and Practice, "Does Brand Name Matter in Radically New Product Evaluation? Cases of US, Mexican, German and Bulgarian Brand Names," AIBRP and MBAA, Chicago. (March 25, 2022). Basic or Discovery Scholarship
  11. Lee, S., 2022 International Society of Marketing Conference, "Does Culture matter in New Product Design? The Interaction Effect of Form and Functional Design on Willingness to Buy the Products," ISM and MBAA, Chicago. (March 25, 2022). Basic or Discovery Scholarship
  12. Lee, S., 2022 Spring Marketing Management Association Conference, "The Interaction Effect of Brand Name and Ranking on Behavior Intention in Social Media Advertising," Marketing Management Association, Saint Louis, Missouri. (March 10, 2022). Basic or Discovery Scholarship
  13. Lee, S., 2021 Spring Korea Speech, Media and Communication Association, "The Role of Product Design as a Marketing Communication Tool:," Korea Speech, Media and Communication Association, On-line. (June 26, 2021). Basic or Discovery Scholarship
  14. Lee, S., 2021 Spring Korean Marketing Management Association Conference, "The Interaction Effect of Brand Name and Origin on Developed vs. Developing Country's Brand Evaluation," Korean Marketing Management Association, On-line. (May 28, 2021). Basic or Discovery Scholarship
  15. Lee, S., 2021 Spring Marketing Management Association Conference, "The Interplay of Product Form Design, Function Innovativeness and Culture on Radically New Product Evaluation," On-line. (March 26, 2021). Basic or Discovery Scholarship
  16. Lee, S., 2021 Academy of International Business-Midwest (Affiliated with MBAA), "The Interactive Effects of Brand Name and Brand Origin on German and Bulgarian Brand Evaluation," Academy of International Business-Midwest (Affiliated with MBAA), On-line. (March 26, 2021). Basic or Discovery Scholarship
  17. Lee, S., 2020 Fall Marketing Management Association Conference, "Does Brand Name Matter in Brand Evaluation? The Interplay of Brand Name and Brand Origin on Perceived Brand Value: Cases of USA and Mexico," Marketing Management Association, Virtual. (October 28, 2020). Basic or Discovery Scholarship
  18. Lee, S. (Presenter), 2020 Spring Korean Association of Ad and PR Conference, "The Interplay of Brand Name and Processing Fluency on Perceived Value of Radically New Products.," Korean Association of Ad and PR, Virtual Presentation. (May 2020). Basic or Discovery Scholarship

19. Lee, S., 2019 Academy of International Business-Southeast, Academy of International Business, San Antonio, Texas. (October 18, 2019). Basic or Discovery Scholarship

## **Grants**

### *Internal*

1. Proposal Number: 24-0916  
Title: International Travel  
Agency: ASPIRE Grant Program: International Travel Program  
Amount: \$ 645.00  
Date submitted: April, 2024  
Status: Active  
Starting and ending date: June 3, 2024 - September 3, 2024  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive:  
Responded to:
2. Proposal Number: 24-0739  
Title: Domestic Travel  
Agency: Provost Domestic Travel  
Amount: \$ 500.00  
Date submitted: March, 2024  
Status: Active  
Starting and ending date: March 20, 2024 - June 20, 2024  
Principal investigator: Lee, Sangwon  
Co-principal investigator(s):  
Competitive vs. non-competitive:  
Responded to:
3. Proposal Number:  
Title: MCOB Graduate AOL Ethics Analysis Report  
Agency: Miller College of Business  
Amount: \$ 500.00  
Date submitted:  
Status: Unknown  
Starting and ending date: March 2022 - August 2022  
Principal investigator:  
Co-principal investigator(s):  
Competitive vs. non-competitive:  
Responded to:

## **Conferences and Meetings Attended**

1. 2023 Spring "American Journal of Business" Board Meeting, American Journal of Business. (October 2023).
2. 2023 Spring "American Journal of Business" board meeting, American Journal of Business. (May 2023).
3. 2023 Midwest Decision Science Conference (Panelist), Midwest Decision Science. (April 2023).
4. 2023 Spring Marketing Management Association Conference (Session Chair), Marketing Management Association. (March 2023).
5. American Journal of Business Board Meeting, American Journal of Business. (October 2022 - October 2022).
6. Marketing Management Association 2022 Fall Board of Directors Meeting, Marketing Management Association. (September 2022 - September 2022).
7. American Journal of Business Board Meeting, American Journal of Business. (April 2022 - April 2022).
8. Marketing Management Association 2022 Spring Board of Directors Meeting, Marketing Management Association. (March 2022 - March 2022).
9. MCOB AACSB Celebration, MCOB. (October 2021 - October 2021).
10. Marketing Management Association Board meeting, Marketing Management Association. (October 2021 - October 2021).
11. MCOB Picnic, MCOB. (September 2021 - September 2021).
12. MCOB Picnic, MCOB. (September 2021 - September 2021).
13. Marketing Research Symposium, Marketing, MCOB. (September 2021 - September 2021).
14. MKTG Research Symposium, MCOB Marketing. (September 2021 - September 2021).

## **Business and Other Professional Experience**

1. Professional, International Journal of Consumer Studies, Editorial Board Member. (October 2023 - Present).



2. Professional, Korean Marketing Management Association (KMMA), Board of Directors. (May 2019 - Present).
3. Professional, American Journal Of Business, Associate Editor. (October 2017 - Present).
4. Professional, Marketing Intelligence and Planning Journal, Guest Editor (single issue). (July 2024 - March 2025).
5. Professional, International Journal of Consumer Studies, Editorial Board Member. (February 2023 - December 2023).
6. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (April 2023 - October 2023).
7. Professional, Indiana University East, External P&T Reviewer. (September 2023).
8. Professional, Journal of Advertising, Ad-Hoc Reviewer. (February 2023 - August 2023).
9. Professional, 2023 Product Innovation Management Conference, Ad-Hoc Reviewer. (June 2023).
10. Professional, Marketing Management Association, Board of Directors. (August 2020 - May 2023).
11. Professional, Marketing Management Association, Board of Directors. (April 2023).
12. Professional, 2022 Academy of Marketing Society Conference, Ad-Hoc Reviewer. (November 2022).
13. Professional, Journal of Interactive Advertising, Ad-Hoc Reviewer. (October 2022).
14. Professional, American Journal of Business, Ad-Hoc Reviewer. (September 2022).
15. Professional, Journal of Global Marketing, Ad-Hoc Reviewer. (August 2022).
16. Professional, Industrial Marketing Management, Ad-Hoc Reviewer. (July 2022).
17. Professional, Marketing Management Association, Ad-Hoc Reviewer. (July 2022).
18. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (May 2022).
19. Professional, Dong Suh University, Busan, South Korea, Special Lecture. (November 2021).

20. Professional, American Marketing Association Student Chapter, Panelist. (November 2021).
21. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (June 2021).
22. Professional, Psychology and Marketing, Ad-Hoc Reviewer. (January 2021 - May 2021).
23. Professional, Fall 2021 Marketing Management, Conference Discussant. (March 2021).
24. Professional, 2021 Spring Marketing Management Association Conference, Reviewer/referee. (January 2021).
25. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (December 2020).
26. Professional, Industrial Marketing Management, Ad-Hoc Reviewer. (November 2020).
27. Professional, Society for Consumer Psychology, Ad-Hoc Reviewer. (November 2020).
28. Professional, Society for Consumer psychology, Ad-Hoc Reviewer. (November 2020).
29. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (October 2020).
30. Professional, 2021 Fall Marketing Management Association Conference, Conference Session Chair. (October 2020).
31. Professional, Psychology and Marketing, Ad-Hoc Reviewer. (August 2020).
32. Professional, Psychology and Marketing, Ad-Hoc Reviewer. (July 2020).
33. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (May 2020).
34. Professional, Psychology and Marketing, Ad-Hoc Reviewer. (May 2020).
35. Professional, American Journal Of Business, Ad-Hoc Reviewer. (April 2020).
36. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer.

- (February 2020).
37. Professional, Journal of Strategic Marketing, Ad-Hoc Reviewer. (February 2020).
  38. Professional, Journal of Interactive Advertising, Ad-Hoc Reviewer. (October 2019 - November 2019).
  39. Professional, International Journal of Emerging Market, Ad-Hoc Reviewer. (September 2019 - October 2019).
  40. Professional, American Journal of Business, Associate Editor. (October 2019).

## **SERVICE ACTIVITIES**

### **University, College, Departmental Committees**

1. College, Management Promotion and Tenure Committee, Committee Member. (August 2023 - Present).
2. University, Faculty Council, Committee Member. (August 2023 - Present).
3. University, Presiden's Advisory Council for Inclusive Excellence Sub-committee "Faculty and Staff Retention", Committee Member. (August 2023 - Present).
4. Department/program, Assurance of Learning (MBA) Committee, Committee Member. (August 2022 - Present).
5. Department/program, Beta Gamma Sigma Committee, Committee Member. (August 2022 - Present).
6. Department/program, Program Coordinator. (August 2021 - Present).
7. College, MCOB AOL Assessment Steering Committee, Committee Member. (January 2021 - Present).
8. Department/program, Marketing, Sales and Intl Business Internship Coordination, Committee Chair. (August 2020 - Present).
9. Department/program, Department of Marketing, Program Coordinator. (August 2020 - Present).
10. University, Presiden's Advisory Council for Inclusive Excellence, Committee Member. (January 2019 - Present).
11. Department/program, Marketing Department Promotion and Tenure Committee, Committee Member. (August 2017 - Present).

12. Department/program, Faculty Mentor. (August 2017 - Present).
13. College, International Business Curriculum Committee, Committee Member. (August 2016 - Present).
14. College, MCOB Graduate Curriculum Committee, Committee Member. (August 2014 - Present).
15. Department/program, Marketing Graduate Curriculum Committee, Committee Chair. (August 2014 - Present).
16. College, MCOB Assurance of Learning Sub-committee (Graduate AOL), Committee Member. (August 2013 - Present).
17. University, BSU HLC Criterion #4 Sub-committee, Committee Member. (January 2021 - December 2023).
18. University, University HLC Steering Committee, Committee Member. (January 2021 - December 2023).
19. College, MCOB Dialog Day, Moderator. (October 2023).
20. College, MCOB AOL, Presenter. (August 2023).
21. University, University Senate, Committee Member. (August 2017 - August 2023).
22. Department/program, Marketing Department Journal Ranking Committee, Committee Member. (August 2015 - May 2023).
23. Department/program, Candidate Selection Committee, Committee Member. (August 2010 - May 2023).
24. College, MCOB, Presenter. (April 2023).
25. University, Ball State Career Center, Academic Program Advisor/Coordinator. (February 2023).
26. College, MCOB Dialog Day, Moderator. (October 2022).
27. College, MCOB AOL - Presenting the Graduate AOL (Ethics) Data Collection and Analysis, Presenter. (August 2022).
28. University, Presiden's Advisory Council for Inclusive Excellence (PACIE), Committee Member. (January 2022 - May 2022).

29. College, MCOB Promotion and Tenure Committee, Committee Member. (August 2021 - May 2022).
30. Department/program, Marketing Promotion and Tenure Committee, Committee Chair. (August 2021 - May 2022).
31. University, BSU Internationalization TF #4 Sub-committee, Committee Member. (January 2021 - May 2022).
32. College, MCOB Diversity/Inclusive Excellence Task Force, Committee Member. (August 2020 - May 2022).
33. University, Rinker Center, BSU, Committee Member. (January 2020 - May 2022).
34. University, BSU Rinker Center, Committee Member. (February 2020 - December 2021).
35. College, MCOB, Moderator. (October 2021).
36. College, MCOB Honors Scholarship Committee, Committee Member. (January 2021 - May 2021).
37. College, MCOB Diversity/Inclusive Excellence Committee, Fellow (Leading Role in Committee). (August 2020 - May 2021).
38. College, MCOB Inclusive Excellence, Fellow (Leading Role). (August 2020 - May 2021).
39. Department/program, Marketing Dept. MCOB, Honors Program Advisor. (August 2020 - May 2021).
40. University, Global Engagement Committee, Committee Member. (August 2019 - May 2021).
41. Department/program, Marketing Promotion and Tenure Committee, Committee Member. (August 2017 - May 2021).
42. University, Faculty Council, Committee Member. (August 2017 - May 2021).
43. Department/program, Marketing Department Salary Committee, Committee Member. (August 2016 - May 2021).
44. College, MCOB Scholarship Committee, Committee Member. (August 2015 - May 2021).
45. College, MCOB, Panelist. (February 2021).

46. College, MCOB Student Service Dept., Reviewer/referee. (January 2021 - February 2021).
47. Department/program, Marketing Department Undergraduate Curriculum Committee, Committee Member. (August 2014 - May 2020).
48. College, MCOB, Moderator. (February 2020).
49. College, AACSB Prep., Committee Member. (January 2020).
50. University, Council on Environment. (December 2019).
51. College, MCOB. (November 2019).
52. College, MCOB, Participant. (October 2019).
53. College, MCOB, Participant. (September 2019).

### **International Experience**

1. Professional, International Journal of Consumer Studies, Editorial Board Member. (October 2023 - Present).
2. Professional, Korean Marketing Management Association (KMMA), Board of Directors. (May 2019 - Present).
3. University, BSU Rinker Center, Committee Member. (February 2020 - December 2021).
4. Professional, Dong Suh University, Busan, South Korea, Special Lecture. (November 2021).
5. University, Global Engagement Committee, Committee Member. (August 2019 - May 2021).
6. Professional, Fall 2021 Marketing Management, Conference Discussant. (March 2021).
7. Professional, Society for Consumer psychology, Ad-Hoc Reviewer. (November 2020).
8. Professional, Asia Pacific Journal of Marketing and Logistics, Ad-Hoc Reviewer. (October 2020).
9. Professional, 2021 Fall Marketing Management Association Conference, Conference

Session Chair. (October 2020).

10. College, AACSB Prep., Committee Member. (January 2020).

**Honors, Awards, and Recognitions**

1. 2020 MCOB Service Award, Miller College of Business (August 2020)
2. MCOB Inclusive Excellence Fellowship, Miller College of Business (July 2020)

**Summary of Intellectual Contributions – AACSB Report**

<b><u>Contribution Type</u></b>	<b><u>BDS</u></b>	<b><u>AIS</u></b>	<b><u>TLS</u></b>	<b><u>Total</u></b>
<i>Refereed Journal Articles (PRJ)</i>	<b>6</b>	<b>1</b>	<b>0</b>	<b>7</b>
<i>Books/Monographs (Mono)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conference Proceedings in Scholarly Meetings (Proc)</i>	<b>19</b>	<b>0</b>	<b>1</b>	<b>20</b>
<i>Presentations at Conferences</i>	<b>19</b>	<b>0</b>	<b>0</b>	<b>19</b>
<i>Professional Presentations (Pres)</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Grants</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Textbooks</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Conferences and Meetings attended</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Professional Development and Participation</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<i>Consulting</i>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>