

**Jeffrey K. Lee**  
Curriculum Vitae  
August 2024

4400 Massachusetts Ave NW  
Washington, DC 20016

202-885-1000  
jeffreyklee@gmail.com

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**ACADEMIC POSITIONS**

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American University Kogod School of Business <i>Associate Professor (with tenure)</i> <i>Assistant Professor</i>	Washington, DC 7/2024-Present 8/2019-6/2024
NYU Shanghai <i>Visiting Assistant Professor and Visiting Scholar</i>	Shanghai, China 1/2017-6/2019
MIT Sloan School of Management <i>Post-Doctoral Associate</i>	Cambridge, MA 6/2013-6/2016

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**EDUCATION**

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Harvard Business School <i>Doctor of Business Administration, Marketing</i>	Boston, MA 6/2013
Duke University <i>BS in Economics and Sociology (High Distinction)</i> <i>Phi Beta Kappa, Magna Cum Laude</i>	Durham, NC

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**RESEARCH INTERESTS**

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Substantive: Consumer Behavior, Generative AI, Healthcare, Word of Mouth

Methodological: Natural Language Processing, Field Data and Experiments

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**PAPERS**

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

Lee, Jeffrey K. and Junqué De Fortuny, Enric (2022), "Influencer-Generated Reference Groups," *Journal of Consumer Research*.

Lee, Jeffrey K. (2021), "Emotional Expressions and Brand Status," *Journal of Marketing Research*.

Lee, Jeffrey K. and Kronrod, Ann (2020), "The Strength of Weak Tie Consensus Language," *Journal of Marketing Research*.

Banker, Sachin, Gosline, Renee, and Lee, Jeffrey K. (2020), "Reversing the Placebo: Performance-Branded Experiences Can Undermine Consumer Performance," *Journal of Consumer Psychology*.

#### **SELECTED WORKS IN PROGRESS**

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Tsay, Chia-Jung, Lee, Jeffrey K., and Williams, Joan, "Gendered Time Policing at Work and in Professional and Managerial Roles," *under 2<sup>nd</sup> round review at Management Science*

Junqué De Fortuny, Enric, and Lee, Jeffrey K., "Selling Out: The Price of Authenticity," *invited revision at the Journal of Marketing*

Tsay, Chia-Jung, Forti, Enrico, and Lee, Jeffrey K., "The Role of Autobiographical Descriptions in Crowdfunding Success for Emergencies," *in preparation for submission to Management Science*

Berger, Jonah and Lee, Jeffrey K., "The Geometry of Word of Mouth," *reject and resubmit at the Journal of Marketing*

Wang, Yusu, Lee, Jeffrey, and Wilcox, Keith, "Grinners Gain More Followers," *reject and resubmit at the Journal of Consumer Research*

#### **BOOK CHAPTERS AND OTHER ARTICLES**

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

Lee, Jeffrey K. (2008), "Neuroeconomics." *International Encyclopedia of the Social Sciences*, 2<sup>nd</sup> Edition, edited by William A. Darity. Farmington Hills, MI: Macmillan.

Lee, Jeffrey K. (2008), "Intergenerational Transmission." *International Encyclopedia of the Social Sciences*, 2<sup>nd</sup> Edition, edited by William A. Darity. Farmington Hills, MI: Macmillan.

Lee, Jeffrey K. (2005), "How Wealthy is Our Intellectual Estate, and Does It Really Matter? Assessing Economic Knowledge and Its Diffusion in the Immigration Debate" [Electronic version]. *Duke Journal of Economics*, 17.

#### **AWARDS AND HONORS**

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Harvard-China Government Scholarship  
Phi Beta Kappa  
Magna Cum Laude, Duke University  
Graduation with High Distinction in Economics, Duke University  
Honorable Mention, North Carolina Sociological Association Graduate Paper Contest

#### **OTHER EMPLOYMENT**

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Initiative on the Digital Economy at MIT Sloan *Cambridge, MA*  
*Post-Doctoral Associate* *July 2015-June 2016*  
*Collaboration with BMW, Suruga, and MassMutual*

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

Corporate Executive Board *Washington, DC*  
*Research Analyst* *October 2006-May 2007*

#### **SELECTED MEDIA COVERAGE**

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Lee, Jeffrey K. "What type of person wears Nike?" *NYU Shanghai Center for Business Education and Research Opinion* (November 16, 2020).

Lee, Jeffrey K. "When a Brand Takes a Stand." *Kogod School of Business News* (August 13, 2020).

Gosline, Renee, Lee, Jeffrey K. and Urban, Glen. "The Man Who Convinced BMW to Rethink Social Media." *Fast Company* (November 13, 2014).

Gosline, Renee and Lee, Jeffrey K. "A Fashion Don't: Why Partnerships Between Luxury Brands and Mass Retailers Often Fizzle With Certain Style-conscious Shoppers." *Huffington Post* (October 15, 2012).

Gosline, Renee and Lee, Jeffrey K. "Something for the weekend." *Financial Times* (August 19, 2011).

Huang, Zhongqian, Lee, Jeffrey K., Lin, Shengdong, and Zhou, Xiaoyu. "Garment Brand Consuming Behavior Differences between China and the USA." *Modern Advertising* (May 2009): 74-5. [*Chinese edition*]

#### **PRESENTATIONS**

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- Tsay, Chia-Jung, Forti, Enrico, and Lee, Jeffrey K., "The Role of Autobiographical Descriptions in Crowdfunding Success," Paper to be presented at the 2024 Association for Consumer Research Conference, Paris, France.
- Lee, Jeffrey K. and Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- Wang, Yusu, Lee, Jeffrey, and Wilcox, Keith, *Grinners Gain More Followers*. Paper presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- Lee, Jeffrey K. and Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper presented at the 2023 Society for Consumer Psychology Conference, San Juan, PR.
- Lee, Jeffrey K. and Berger, Jonah (2023), *Quantifying the Topography of Word-of-Mouth*. Paper presented at the 2023 Society for Consumer Psychology Conference, San Juan, PR.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2022), *The Effects of Diverse Language in Reference Group Associations*. Paper presented at the 2022 Association for Consumer Research Conference, Denver, CO.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2021), *Influencer Typicality and Brand Reference Group Associations*. Paper presented at the 2021 Association for Consumer Research Conference, Seattle, WA.
- Lee, Jeffrey K. and Junqué De Fortuny, Enric (2020), *Influencer-Generated Reference Groups*. Paper presented at the 2020 Association for Consumer Research Conference, Paris, France.
- Lee, Jeffrey K. (2019), *Status Branding and Emotional Expression*. Paper presented at the 2019 Association for Consumer Research Conference, Atlanta, GA.
- Kronrod, Ann, Lee, Jeffrey K. and Gordeliy, Ivan (2018). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Paper presented at the 2018 Marketing Science Conference, Philadelphia, PA.
- Kronrod, Ann, Lee, Jeffrey K. and Gordeliy, Ivan (2018). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Paper presented at the 2018 European Marketing Association Conference, Glasgow, Scotland.
- Lee, Jeffrey K and Kronrod, Ann (2017). *Liars! Combining Experimental Design and Automated Text Analysis to Detect Insincerity in Product Reviews*. Poster presented at the 2017 Association for Consumer Research Conference, San Diego, CA.
- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at the 2016 Association for Consumer Research Conference, Berlin, Germany.

- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at NYU Shanghai Business Department, Shanghai, China.
- Lee, Jeffrey K and Kronrod, Ann (2016). *Who Said Everyone Likes This Movie?* Paper presented at NYU Stern Marketing Department, New York, NY.
- Lee, Jeffrey K and Kronrod, Ann (2015). *Who Said Everyone Likes This Movie? How Source Impacts the Influence of Consensus Words.* Paper presented at MIT Sloan School of Management, Cambridge, MA.
- Lee, Jeffrey K and Kronrod, Ann (2015). *Who Said Everyone Likes This Movie? How Tie Strength Impacts the Influence of Consensus Words on Product Perceptions.* Poster presented at the 2015 Association for Consumer Research Conference, New Orleans, LA.
- Lee, Jeffrey K (2015). *Imagine All the People: The Consequences of Imagining Luxury Ownership.* Poster presented at the Asia-Pacific 2015 Association for Consumer Research Conference, Hong Kong, China.
- Gosline, Renee, Banker, Sachin, and Lee, Jeffrey K (2014). *Uncovering Reverse Placebo Effects: When Better Brands Lead to Worse Performance.* Paper presented at the 2014 Society for Consumer Psychology Conference, Miami, FL.
- Gosline, Renee, Banker, Sachin, and Lee, Jeffrey K (2013). *Brand Status and Reverse Placebo Effects: High Status Products Inhibit Performance Despite Being Preferred.* Paper presented at the 2013 Association for Consumer Research Conference, Chicago, IL.
- Lee, Jeffrey K (2012). *Imagine All the People: The Consequences of Imagining Luxury Ownership.* Paper presented at the 2013 Society for Consumer Psychology Conference, San Antonio, TX.
- Gosline, Renee and Lee, Jeffrey K (2012). *Omnivores, Status Consumption and Self-Expression.* Paper presented at the 2013 Society for Consumer Psychology Conference, San Antonio, TX.
- Gosline, Renee and Lee, Jeffrey K (2012). *Breaking Status Boundaries: When Interstatus Brand Collaborations Undermine Self-Expression by Omnivorous Consumers.* Paper presented at the 2012 Association for Consumer Research North American Conference, Vancouver, CA.
- Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *Frenemies Like These: How Expectations of the Trustworthiness of Advice from Social Network Ties Impacts Decision Making.* Paper presented at the 2011 Association for Consumer Research North American Conference, St. Louis, MO.

Lee, Jeffrey K (2011). *The Dissociative Nature of Product Enthusiasts*. Poster presented at the 2011 Association for Consumer Research North American Conference, St. Louis, MO.

Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *With Strangers like These, Who Needs Frenemies? The Weakness of Weak Ties in Tension-Filled Decision-Making*. Paper presented at the 2011 Society for Consumer Psychology Conference, Atlanta, GA.

Gosline, Renee, Lee, Jeffrey K., and Riley, Breagin (2011). *With Ties Like These, Who Needs Frienemies? The Weakness of Weak Ties in Tension Filled Decision-Making*. Paper presented at the 2011 Trans-Atlantic Doctoral Conference at the London Business School, London, UK.

Lee, Jeffrey K. and Gosline, Renee (2010). *The Company You Keep: Implications of Inter-status Co-branding Initiatives*. Paper presented at 2010 Trans-Atlantic Doctoral Conference at the London Business School, London, UK.

Darity, William A., Hamilton, Darrick, and Lee, Jeffrey K. (2005). *Racial Discrimination and Inequality in the USA Labor Market: Evidence from Censuses 1880-2000*. Paper presented at a joint session of the National Economic Association and the American Economic Association. Philadelphia, PA.

## TEACHING EXPERIENCE

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American University	Washington, DC
<i>Principles of Marketing</i>	Fall 2021
<i>Course Evaluation: 4.3/5 (Asynchronous)</i>	
<i>Fundamentals of Marketing and Business for Communications</i>	Spring 2020, 2021, 2022,
<i>Course Evaluation: 4.5/5 (Online and in-person)</i>	2023, 2024
NYU Shanghai	Shanghai, China
<i>Digital Marketing (Developed New Course)</i>	Spring 2017-2019
<i>Course Evaluation: 4.6/5</i>	
<i>Marketing Research</i>	Spring 2018, 2019
<i>Course Evaluation: 4.7/5</i>	
MIT Sloan	Boston, MA
<i>Strategic Market Measurement</i>	Fall 2013
<i>Course Evaluation: 6.2/7</i>	
<i>Listening to the Customer</i>	
<i>Course Evaluation: 6.2/7</i>	

## SELECTED SERVICE

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Member, Undergraduate Curriculum Committee, *Kogod Business School (AU)*, 2022-Present, AI in the Curriculum Committee (*AU*), 2024-Present, Founding Organizer, Department “Blitz” Series, *American University*, 2019-Present, Organizer, Department Research Seminar Series, *American University*, 2019-Present, Search Committee Member, IT and Analytics Department, *American University*, 2021-2022, Faculty Library Advising Committee, *NYU Shanghai*, 2017-2019 Organizer, CBER and Data Science Research Seminar, *NYU Shanghai*, 2017-2019 Project Mentor, Analytics Lab: Action Learning Seminar on Analytics, Machine Learning and the Digital Economy, *MIT Sloan*, 2015; Ad-hoc reviewer for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Science*, *Journal of Consumer Psychology*, *Journal of the Association for Consumer Research*, *International Journal of Research in Marketing*, and the *National Science Foundation*

## PROFESSIONAL MEMBERSHIPS

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Association for Consumer Research  
(Associate Editor, Competitive Papers for 2024 Conference)  
American Marketing Association  
Society for Consumer Psychology