

Curriculum Vitae

Wonkyong Beth Lee

August 1, 2019

Work:

DAN Department of Management and
Organizational Studies
Western University
Faculty of Social Sciences
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EDUCATION

- Ph.D. Social Psychology, 2007, University of Waterloo, Waterloo, ON, Canada
Co-supervisors: Geoffrey T. Fong and Mark P. Zanna
Dissertation title: *Rationalization and Regret among Smokers in Thailand and Malaysia*
- M.A. Clinical Psychology, 1998, Chung-Ang University, Seoul, Korea
- B.A. Psychology, 1995, Chung-Ang University, Seoul, Korea

PROFESSIONAL AND ACADEMIC EXPERIENCE

Assistant Professor, DAN Management and Organizational Studies, Western University, Canada
(2010-present)

Adjunct professor, Department of Advertising and Public Relations, College of Communications,
Hanyang University, Korea (August to December 2016)

Visiting Scholar, Sydney School of Public Health, University of Sydney, Australia (March – June
2013)

Instructor, MCS 2600: Fundamentals of Consumer Behaviour, Department of Marketing and
Consumer Studies, College of Management and Economics, University of Guelph, Canada
(January 2008-December 2009)

Dr. Wonkyong Beth Lee

Post-Doctoral Fellow, Marketing, Faculty of Business and Information Technology, University of Ontario Institute of Technology (UOIT), Canada (August 2009-June 2010)

Research Associate and Project Manager, International Tobacco Control (ITC) Korea, University of Waterloo, Canada (2005-2011)

Post-Doctoral Fellow, Department of Psychology, University of Waterloo, Canada (January 2007-August 2009)

Teaching Assistant, Psych101, Social Psychology, Basic Statistics, Advanced Statistics, Research Methods, Social Cognition, Health Psychology, Department of Psychology, University of Waterloo, Canada (2000-2006)

Lecturer, Psychology, Kyungnam University, Masan, Korea (1999-2000)

Clinical Psychology Internship, Psychiatry, Kyunghee University Medical Center, Seoul, Korea (1999-2000)

Research Assistant, Student Counseling Center, Chung-Ang University, Seoul, Korea (1995-1996)

HONOURS AND AWARDS

Best Competitive Paper Award Runner-Up at the AMA Marketing and Public Policy Conference. Washington, DC. June, 2019

DANCAP Private Equity Faculty Travel Award CAD 2666.96 (2015-2016) for the project, “Puffery in Advertising: Consumers’ Hope”

SSHRC Insight Development Grant (2015 February Competition) Received a 4A ranking for the project, “Puffery in Advertising: Consumers’ Implicit and Explicit Evaluations and the Role of Hope”

SSHRC Western Strategic Support for SSHRC Success – Seed Grant CAD 8,000.00 (2014-2015) for the project, “Advertising Puffery and Consumers’ Hope”

DANCAP Private Equity Faculty Research Award CAD 3,499.40 (2014-2015) for the project, “Materialism and Consumers’ Well-Being: A Cross-Cultural Study”

SSHRC Internal Research Competition Award CAD 1,126.00 (2012-2013) for the project, “Consumers’ Ambivalence and Brand Transgressions”

DANCAP Private Equity Faculty Research Award CAD 4677.00 (2012-2013) for the project, “Consumers’ Attitudes toward Brand Transgressions and Consequences”

DANCAP Private Equity Faculty Research Award CAD 3303.41 (2012-2013) for the project, “Smokers’ Ambivalent Experiences toward Smoking”

Dr. Wonkyong Beth Lee

DANCAP Private Equity Faculty Research Award CAD 7,011.40 (2011-2012) for the project, “Consumers’ Ambivalent Experience: A Cross-Cultural Approach”

Post-Doctoral Fellowship, supported by a Social Sciences and Humanities Research Council (SSHRC) Strategic Grant for the project, “The Role of Brand Characteristics in the Evaluation of Convergent High-Technology Projects,” with principal applicant, Dr. Tripat Gill, Assistant Professor (Marketing), University of Ontario Institute of Technology (UOIT) (August 2009-June 2010)

Post-Doctoral Fellowship, supported by a Canadian Institutes of Health Research (CIHR) Operating Grant for the “International Tobacco Control Policy Evaluation Project,” with principal applicant, Dr. Geoffrey Fong, Professor (Psychology), University of Waterloo (January 2007-August 2009)

Post-Doctoral Fellowship, supported by a CIHR/Canadian Tobacco Control Research Initiative (CTCRI) Idea Grant for the project, “International Advertising and the Gender of Nations: A Case Study of Virginia Slims Advertising in the United States, Japan, and Korea,” with principal applicant, Dr. Timothy Dewhirst, Associate Professor (Marketing and Consumer Studies), University of Guelph (September 2007-August 2008)

University of Waterloo Scholarship (2000-2006)

University of Waterloo Alumni Award (2000-2006)

CIHR/CTCRI Travel Grant (February 2007)

CIHR/CTCRI Travel Grant (November 2006)

CIHR/CTCRI Travel Grant (July 2006)

Winner of the Association for Psychological Science Student Caucus RiSE-UP (Research on Socially and Economically Underrepresented Populations) Award (2003)

Chung-Ang University Scholarship (1994-1995)

PUBLICATIONS

Published peer reviewed journals

Dewhirst, T. & Lee, W.B. (2018). Who is the target? Package health warnings and the role of market segmentation [editorial]. *Tobacco Control*, 27 (3), 243-244.

- Impact Factor: 6.321(2015)
- *Tobacco Control* is a *British Medical Journal* publication and an international peer reviewed journal covering the nature and consequences of tobacco use worldwide. The journal’s impact factor ranks higher than the *American Journal of Public Health*, *Addiction*, and *Social Science & Medicine*. *Tobacco Control* ranked #3 out of 153 among Social Science journals in the Public and Environmental Health Category and #8 out of 172 journals in the Science journals in

Dr. Wonkyong Beth Lee

the same category journals according to the Journal Citation Index, which comes out annually.

Dewhirst, T. & **Lee, W.B.** (2018). Lamborghini brand sharing and cigarette advertising. *Tobacco Control*, 27 (2), 237-239.

Lee, W.B. (2017) E-cigarette marketing targeted to youths in South Korea. *Tobacco Control*, 26. e140-e144.

Dewhirst, T., **Lee, W.B.**, Fong, G.T., & Ling, P.M. (2016). Exporting an Inherently Harmful Product: The Marketing of Virginia Slims Cigarettes in the United States, Japan, and Korea. *Journal of Business Ethics*. 139(1), 161-181

- Impact Factor: 1.326 (2014)

- A *Financial Times* Top 45 journal from the discipline of business.

Lee, W.B., Fong, G.T., Dewhirst, T., Kennedy, R.D., Yong, H., Borland, R. Rahmat A., & Omar, M. (2015). Social Marketing in Malaysia: Cognitive, Affective, and Normative Mediators of the TAK NAK Antismoking Advertising Campaign, *Journal of Health Communication*, 20 (10), 1166-1176.

- Impact Factor: 1.617 (2014) and 2.35 (5-year Impact factor)

- #4 of 76 in the Communication discipline (social science) by the 2014 *Journal Citation Reports*®

Sansone, N., Fong, G.T., **Lee, W.B.**, Laux, F.L., Sirirassamee, B., Seo, H.G., Omar, M., & Jiang, Y. (2013). Comparing the Experience of Regret and its Predictors among Smokers in Four Asian Countries: Findings from the ITC Surveys in Thailand, South Korea, Malaysia, and China. *Nicotine & Tobacco Research*, 15 (10), 1663–1672.

- Impact Factor: 3.811 (2015)

- *Nicotine & Tobacco Research* ranks 3rd out of 34 in Social Science Information (SSI)'s public, environmental, occupational health category

Dewhirst, T. & **Lee, W.B.** (2012). Cigarette advertising in the Republic of Korea: A case illustration of The One. *Tobacco Control*, 21 (6), 584-588.

- Impact Factor: 6.321(2015)

Myung, S.K., Seo, H.G., Cheong, Y.S., Park, S., **Lee, W.B.**, & Fong, G. T. (2012). Association of sociodemographic actors, smoking-related beliefs, and smoking restrictions with intention to quit smoking in Korean adults: Findings from the ITC Korea Survey. *Journal of Epidemiology*, 22 (1), 21-27.

- The *Journal of Epidemiology* is the official open access scientific journal of the Japan Epidemiological Association.

Lee, W.B., Fong, G.T., Zanna, M.P., Omar, M., & Sirirassamee, B. (2009). Regret and rationalization among smokers in Thailand and Malaysia: Findings from the International Tobacco Control Southeast Asia Survey. *Health Psychology*, 28 (4), 457-464.

- Impact Factor: 3.611 (2015)

- *Health Psychology* is the official scientific publication of the American Psychology Association's

Dr. Wonkyong Beth Lee

Division 38 (Society for Health Psychology)

Hosking, W., Borland, R., Yong, H.-H., Fong, G., Zanna, M., Laux, F., Thrasher, J., **Lee, W.B.**, Sirirassamee, B., & Omar, M. (2009). The effects of smoking norms and attitudes on quitting intentions in Malaysia, Thailand and four western nations: A cross-cultural comparison. *Psychology and Health, 24*, 95-107.

- Impact Factor: 1.983 (2015)

- *Psychology and Health* is an official journal of the European Health Psychology Society

Yong, H., Borland, R., Hammond, D., Sirirassamee, B., Ritthiphakdee, B., Awang, R., Omar, M., Kin, F., Zain, Z.M., **Lee, W.B.**, Siahpush, M., & Fong, G.T. (2008). Levels and correlates of awareness of tobacco promotional activities among adult smokers in Malaysia and Thailand. *Tobacco Control, 17*, 46-52.

Heller, D., Komar, J., & **Lee, W.B.** (2007). The dynamics of personality states, goals, and well-being. *Personality and Social Psychology Bulletin, 33* (6), 898-910.

- Impact Factor: 2.560 (2015)

- *Personality and Social Psychology Bulletin* (PSPB) ranks 10th out of 62 in Psychology according to 2014 Thomson Reuters

Peer Reviewed Book Chapters

Lee, W.B. & Dewhirst, T. (2019). Happy brands and ethical considerations. In H. Gringarten & R. Fernández-Calienes (Eds.), *Ethical Branding and Marketing: Cases and Lessons*. Routledge Management and Business Studies Series. London and New York: Routledge.

- I submitted the paper to Call for book chapters. The paper is accepted after peer-review process and is published.

Dewhirst, T. & **Lee, W.B.** (2011). Social marketing and tobacco control. In G. Hastings, C. Bryant, & K. Angus (Eds.), *The SAGE Handbook of Social Marketing* (pp. 391-404). Thousand Oaks, CA: Sage Publications.

- I was an invited author; additional invited contributors to this book include notable scholars such as Robert Cialdini, Ron Hill, and Alan Andreasen.

Peer reviewed conference proceedings

Lee, W.B., & Ye, Y. (2014). Consumers' self-persuasion and brand transgression. In J. Cotte & S. Wood (Eds.), *Advances in Consumer Research*, Vol. 42, Duluth, MN: Association for Consumer Research, 795.

Lee, W.B., Fong, G.T., Zanna, M.P., & Dewhirst, T. (2008). East meets west? Regulatory focus and advertising appeals in Korea, Canada, and the United States. In C.R. Acevedo, J.M.C. Hernandez, & T.M. Lowrey (Eds.), *Latin American Advances in Consumer Research*, Vol. 2, Duluth, MN: Association for Consumer Research, 152-153.

Non-peer reviewed journals

Lee, W.B. (2014) Review of Albert Ellis' theory of personality and its influence on youth smoking. *Canadian Young Scientist Journal*, 2014(1), 49-50.

Reports

The ITC team and **Lee, W.B.** (2012). ITC (International Tobacco Control Policy Evaluation) South Korea National Report.

Newspaper articles

Dewhirst, T & **Lee, W.B.** (2016). For South Korea, exploding phones are tied to the burning issue of chaebols, *Globe and Mail*, October. 13, 2016 (<http://www.theglobeandmail.com/report-on-business/rob-commentary/for-south-korea-exploding-phones-are-tied-to-the-burning-issue-of-chaebols/article32352729/>)

RESEARCH IN PROGRESS

Lee, W.B. & Dewhirst, T. (In preparation) Advertising puffery and consumers' hope. *Journal of Business Ethics*.

Dewhirst, T. & **Lee, W.B.** & (In preparation) KT&G's marketing of Esse super-slim cigarettes as a global brand.

Dewhirst, T., Harden, A. & **Lee, W. B.** (In preparation) Compulsive consumption and problem behavior: A case of tobacco. *Journal of Business Ethics*.

Lee, W.B. & Cheung, I. Brand Transgressions and Psychological Contract. In progress

Lee, W.B. Cross-cultural Perspectives on Materialism: Uniqueness vs. Conformity. In progress

PROFESSIONAL PRESENTATIONS AND INVITED TALKS

Abbas, R., Dewhirst, T., & **Lee, W.B.** (2019, June). The heart of the matter: An experimental investigation of purposeful polysemy in food marketing communication. Paper presented at the AMA Marketing and Public Policy Conference. Washington, DC.*

*Best Competitive Paper Award Runner-Up

Lee, W.B., Cheung, I., & Wright, J (2019 May) The role of self-relevance in brand evaluations and forgiveness of brand misdeeds. Paper presented at Administrative Sciences Association of Canada Conference. Brock University, St. Catharines, Ontario.

Dr. Wonkyong Beth Lee

Dewhirst, T. & **Lee, W.B.** (2018, October). The dark side of happy brands: A case study of Newport cigarette advertising. Paper presented at the 25th Annual International Vincentian Business Ethics Conference. New York, NY.

Dewhirst, T. & **Lee, W.B.** (2018, October). The dark side of happy brands: A case study of Newport cigarette advertising. Working paper presented at the Association for Consumer Research (ACR) Conference. Dallas, TX.

Dewhirst, T., Harden, D., & **Lee, W.B.** (2017, October). Compulsive consumption and problem behavior: The case of tobacco. Working paper presented at the Association for Consumer Research (ACR) Conference. San Diego, CA.

Lee, W.B. (November 2016), E-cigarette Marketing Targeted to Youths in South Korea: A Case Study of Ovale, Korea Health Communication Association Conference National Anti-smoking Center, Seoul, South Korea

Lee, W.B. (September 2016), Social marketing. Talk presented at the Department of Advertising and Public Relations, College of Communications, Hanyang University, South Korea

Lee, W.B., & Dewhirst, T. (February 2016), Puffery in Advertising: Consumers' Hope. Poster presented at the Society for Consumer Psychology Conference, St. Pete Beach, Florida.

Dewhirst, T., **Lee, W.B.**, Fong, G.T., & Ling, P.M. (2015, March). Exporting an inherently harmful product: The marketing of Virginia Slims cigarettes in the United States, Japan, and Korea. Poster presented at the 16th World Conference on Tobacco or Health. Abu Dhabi, United Arab Emirates.

Dewhirst, T., & **Lee, W.B.** (2015, March). Fast cars and cigarettes: Lamborghini brand sharing and cigarette advertising in the Republic of Korea. Poster presented at the 16th World Conference on Tobacco or Health. Abu Dhabi, United Arab Emirates.

Lee, W.B., Perunovic, E., & Shriver, J. (February 2015), Cross-cultural Perspective on Materialism: Uniqueness vs. Conformity. Poster presented at the Society for Consumer Psychology Conference, Phoenix, Arizona.

Lee, W.B., Ye, Y., & Cheung, I. (October 2014), Consumers' Self-Persuasion and Brand Transgression. Poster presented at the Association for Consumer Research (ACR) Conference, Baltimore, Maryland.

Dewhirst, T. & **Lee, W.B.** (June 2014), Fast Cars and Cigarettes: Lamborghini Brand Sharing and Cigarette Advertising in the Republic of Korea. Paper presented at the AMA Marketing and Public Policy Conference. Boston, MA.

Lee, W.B. (March 2014), Psychology and Marketing: Brand Transgressions and Implications for Consumer-Brand Relationships. Invited Colloquium at the Department of Psychology, University of New Brunswick.

Lee, W.B. & Ye, Y. (October 2013), Brand Transgressions and Consumers' Deliberate Self-Persuasion. Poster presented at the Association for Consumer Research (ACR) Conference, Chicago, Illinois.

Lee, W.B. (February 2013), Regret and Rationalization among Smokers. Invited talk at the University of Otago, Wellington, New Zealand.

Lee, W.B. (February 2013), Introduction to Social Marketing. Workshop at the 17th Public Health Summer Camp, University of Otago, Wellington, New Zealand.

Dewhirst, T. & **Lee, W.B.** (July 2012), Cigarette Advertising in the Republic of Korea: A Case Illustration of The One. Paper presented at the 2012 Global Marketing Conference, Seoul, Korea.

Lee, W.B., Zanna M.P., Fong, G.T., Seo, H.G., Sansone, N., Quah, A.C.K., & The ITC Korea group (March 2012), Smokers' Ambivalent Experience toward Smoking: Findings from the ITC Korea Survey. Poster presented at the 15th World Conference on Tobacco or Health (WCTOH), Singapore.

Lee, W.B. (September 2011). When does Attitudinal Ambivalence not Feel Uncomfortable? Invited talk, Department of Marketing and Consumer Studies, University of Guelph.

Sansone, N., Lim, M.K., Quah, A.C.K., Seo, H.G., Fong, G.T., & **Lee, W.B.** (February 2011), Knowledge of the health effects of smoking among adult smokers in South Korea: Findings from the International Tobacco Control (ITC) South Korea Survey. Poster presented at the 2011 Society for Research on Nicotine and Tobacco (SRNT) Annual Meeting, Toronto, Ontario.

Lee, W.B. (December 2010), Culture and ambivalence. Invited talk, Department of Psychology, Chung-Ang University, Seoul, Korea.

Lee, W.B., Dewhirst, T., Fong, G.T., et al. (May 2010), Cognitive, affective, and normative mediators of the TAK NAK antismoking advertising campaign: Cultural implications for social marketing. Paper presented at the 2010 AMA Marketing and Public Policy Conference, Denver, Colorado.

Lee, W.B. (June 2009), Culture and persuasion. Invited talk, Faculty of Business and Information Technology, University of Ontario Institute of Technology.

Lee, W.B., Fong, G.T., Zanna M.P., & Dewhirst, T. (August 2008), East meets west? Regulatory focus and advertising appeals in Korea, Canada, and the United States. Paper presented at the 2nd Latin American Association for Consumer Research Conference, Sao Paulo, Brazil.

Lee, W.B., Kennedy, R.D., Fong, G.T., et al. (October 2007), Evaluating the influence of the Malaysia-wide media campaign "Tak Nak" on quit intentions: Findings from the ITC Malaysia survey. Paper presented at the 8th Asia Pacific Conference on Tobacco or Health, Taipei, Taiwan.

Dewhirst, T., **Lee, W.**, Fong, G., & Ling, P. (October 2007), International advertising and the gender of nations: A case study of Virginia Slims advertising in the United States, Japan, and Korea. Paper presented at the 8th Asia Pacific Conference on Tobacco or Health, Taipei, Taiwan.

Dr. Wonkyong Beth Lee

Lee, W.B., Fong, G.T., Zanna, M.P., et al. (February 2007), Differences in rationalization and regret among smokers in Western countries and Asian countries: Findings from the International Tobacco Control Policy Evaluation Project. Poster presented at the 13th annual meeting of the Society for Research on Nicotine and Tobacco, Austin, Texas.

Lee, W.B., Perunovic, W.Q., & Heller, D. (January 2007), Predicting momentary well-being of Chinese Canadian biculturals: The role of identity integration and cultural salience. Poster presented at the 7th annual meeting of the Society for Personality and Social Psychology, Memphis, Tennessee.

Lee, W.B., Zanna, M.P., Fong, G.T., et al. (December 2006), Regret, rationalization, and intentions to quit among smokers in Malaysia and Thailand: Findings from the ITC Southeast Asia survey. Paper presented at the 9th International Congress of Behavioral Medicine, Bangkok, Thailand.

Lee, W.B., Newby-Clark, I., & Zanna, M.P. (January 2006), Cross-cultural differences in the relation between potential and felt ambivalence. Poster presented at the 6th annual meeting of the Society for Personality and Social Psychology, Palm Springs, California.

Dewhirst, T., **Lee, W.B.**, Fong, G.T., & Ling, P. (June 2005), Gender, culture, and smoking: A case study of Virginia Slims advertising in the United States, Japan, and Korea. Paper presented at the 2005 American Academy of Advertising Asia-Pacific Conference, Hong Kong.

Lee, W.B., Heller, D., & McInnis, K. (January 2005), Bicultural individuals: Frame-switching and the stability of personality. Poster presented at the 5th annual meeting of the Society for Personality and Social Psychology, New Orleans, Louisiana.

Dewhirst, T., & **Lee, W.B.** (May 2004), Made for a man or a woman? An exploratory comparison of Virginia Slims advertising in the United States and Korea. Paper presented at the Association for Consumer Research Asia Pacific Conference, Seoul, Korea.

Lee, W.B., Fong, G.T., & Zanna, M.P. (June 2003), Cultural differences in persuasion. Paper presented at the Waterloo-Western 2003 Social Psychology Conference, Waterloo, Ontario.

Lee, W.B., Fong, G.T., & Zanna, M.P. (May 2003), Cultural differences in persuasion: Analysis of North American and Korean print ads. Paper presented at the annual meeting of the Association for Psychological Science, Atlanta, Georgia. (Winner of the APS Student Caucus RiSE-UP Award [Research on Socially and Economically Underrepresented Populations]).

Lee, W.B., Fong, G.T., & Zanna, M.P. (February 2003), Promotion and prevention focus in Korean and North American magazine ads. Poster presented at the 4th annual meeting of the Society for Personality and Social Psychology, Los Angeles, California.

Lee, W.B., Fong, G.T., & Zanna, M.P. (June 2002), Content analysis of Korean and North American print advertisements: Are Koreans now more North American than North Americans? Poster presented at the 10th Ontario symposium, London, Ontario.

PROFESSIONAL AND ACADEMIC SERVICE

1) Graduate Student Committees and Thesis Examiner

Ph D Examiner for Jennifer Jeffrey, Ivey Business School, Western University (2015)

Ph D Examiner for Yang Ye, Department of Psychology, Western University (2014)

Ph D Examiner for Kendra Heart, Ivey Business School, Western University (2013)

Ph D Examiner for Irene Cheung, Department of Psychology, Western University (2012)

M.Sc. Thesis Committee member for Joshua D'Alvise, The Department of Marketing and Consumer Studies, University of Guelph (2012)

2) Reviewer

Reviewer for *Contemporary Marketing* (Boone et al.), 4th Canadian Edition, Nelson Education Ltd.

Reviewer for *Canadian Journal of Administrative Sciences*, *PLOS ONE*, *Tobacco Control*, *Journal of Marketing and Public Policy*, *International Journal of Drug Policy*, *American Journal of Public Health*, *Society for Research on Nicotine and Tobacco Conference* and *Society for Consumer Psychology Conference* (2011-present)

Reviewer for *Nicotine & Tobacco Research* and the American Marketing Association (AMA) Marketing & Public Policy Conference (2009)

3) University and Department Service

Western University Non-Medical Research Ethics Board (NMREB) (current)

The University of Western Ontario Faculty Association (UWOFA) Equity Committee (current)

Committee member, Evidence Based-Management Committee, DAN Management and Organizational Studies, Western University (current)

Committee member, Speaker Committee, DAN Management and Organizational Studies, Western University (2014-2016)

Marketing division coordinator, DAN Management and Organizational Studies, Western University (2014-2015)

Committee member, Curriculum Review Committee, DAN Management and Organizational Studies, Western University (2013-2015)

Committee member, DanCap Faculty Research Fund and Curriculum Committee, DAN Management and Organizational Studies, Western University (2012-2015)

Committee member, Space and Curriculum Committee, DAN Management and Organizational Studies, Western University (2011-2012)

4) Other

Instructor, 17th Public Health Summer School, University of Otago, Wellington, New Zealand (February 2013)

Dr. Wonkyong Beth Lee

Consultant, supported by U.S. National Institutes of Health (NIH) funding for the project entitled, “Media Influences on Adolescent Smoking Behavior” with Dr. James Sargent, Professor of Pediatrics and Director of the Cancer Control Research Program at the Dartmouth Medical School (2009-2011)

THESIS SUPERVISION

Rumaila Abbas Ph D Thesis (entitled “Exploring use of polysemy in Marketing Communication”), Dept. of Marketing and Consumer Studies, University of Guelph (2018)

Chunyang (Tony) Li, Undergraduate Thesis (entitled “Skippable Video Online Ads and Consumers’ Attitude toward the Ads”), Dept. of DAN Management and Organizational Studies, Western University (2018)

Emma Kirk, Undergraduate Thesis (entitled “Understanding Consumer Happiness and ‘Happy Brands’”), Dept. of DAN Management and Organizational Studies, Western University (2017)

Helen Yin, Undergraduate Thesis (entitled “The Nature of Consumption Philanthropy: How Donation Framing in Cause Marketing Impacts Subsequent Charitable Giving”), Dept. of DAN Management and Organizational Studies, Western University (2016)

COURSES TAUGHT

Seminar in Consumer Behaviour Research

Integrated Marketing Communications

Consumer Behaviour

Introductory Marketing

TEACHING related activities

Participated Western University’s Teaching Squares Program (Fall 2017)

The Teaching Squares Program provides faculty with an opportunity to gain new insight into their teaching through a process of reciprocal classroom observation and self-reflection.

Attended Western University’s Course Design and Renovation Workshop (May 27th and 29th, 2014).

RESEARCH INTERESTS

Transformative consumer research (TCR) and social marketing

Attitude and persuasion

Cross-cultural aspects of consumer, health, and risk behaviour

TEACHING INTERESTS

Dr. Wonkyong Beth Lee

Consumer behaviour
Marketing research (including statistical analysis)
Integrated marketing communications

ASSOCIATION MEMBERSHIP

Society for Consumer Psychology (SCP)
Association for Consumer Research (ACR)
American Psychological Society (APS)
Society for Personality and Social Psychology (SPSP)

REFERENCES

Geoffrey T. Fong, Ph.D., Professor Department of Psychology, University of Waterloo 200
University Avenue West Waterloo, Ontario N2L 3G1 Canada Phone: (519) 888-4567, ext. 33597;
Email: gfong@uwaterloo.ca

Mark P. Zanna, Ph.D., University Professor Department of Psychology, University of Waterloo 200
University Avenue West Waterloo, Ontario N2L 3G1 Canada Phone: (519) 888-4567, ext. 35799;
Email: mzanna@uwaterloo.ca

Richard Pollay, Ph.D., Professor Emeritus Sauder School of Business, University of British
Columbia 2053 Main Mall Vancouver, British Columbia V6T 1Z2 Canada Phone: (604) 822-8338;
Email: richard.pollay@sauder.ubc.ca