

# Leonard Lee

Curriculum Vitae – May 2014

Columbia Business School  
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## Employment

*July 2010 – present.* Associate Professor, Marketing Division, Columbia Business School.

*July 2011 – July 2012.* Visiting Associate Professor, Department of Marketing, National University of Singapore (NUS) Business School.

*July 2006 – June 2010.* Assistant Professor, Marketing Division, Columbia Business School.

*1999-2000.* Manager, Electronic Commerce, Infocomm Development Authority of Singapore, Singapore.

*1998-1999.* Senior Officer, Internationalization Office, National Computer Board, Singapore.

## Education

*Ph.D., Marketing, September 2006.*

Massachusetts Institute of Technology (MIT), Sloan School of Management, Cambridge, MA.

Thesis title: "Money, Beer, and Toys: Essays in Consumer Decision Making"

*M.S., Computer Science, June 1998.*

Stanford University, Palo Alto, CA.

(Concentration in Systems and Databases)

*B.Sc., Computer and Information Science, June 1996.*

National University of Singapore (NUS), Singapore.

## Research Interests

Shopping behavior, affect and decision making

## Publications

Lee, L., Lee, M., Bertini, M., Zauberaman, G., & Ariely, D. "Money, Time, and the Stability of Consumer Preference." *Journal of Marketing Research*, *conditionally accepted*.

Neslin, S. A., Jerath, K., Badapati, A., Bradlow, E. T., Deighton, J., Gensler, S., Lee, L., Montaguti, E., Telang, R., Venkatesan, R., Verhoef, P. C., & Zhang, J. "The Interrelationships between Brand and Channel Choice." *Marketing Letters*, *forthcoming*.

Frederick, S., Lee, L., & Baskin, E. "The Limits of Attraction." *Journal of Marketing Research*, *forthcoming*.

Lee, L. & Tsai, C. (2014). "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." *Journal of Consumer Research*, *40(5)*, 943-959.

## Publications (con't)

Zwebner, Y., Lee, L., & Goldenberg, J. (2014) "The Temperature Premium: Warmer Temperatures Increase Object Valuation." *Journal of Consumer Psychology*, 24(2), 251-259.

Zhao, M., Lee, L., & Soman, D. (2012). "Crossing the Virtual Boundary: The Effect of Incidental Cues on Task Accomplishment." *Psychological Science*, 23(10), 1200-1207.

Pham, M. T., Lee, L., & Stephen, A. (2012). "Feeling the Future: The Emotional Oracle Effect." *Journal of Consumer Research*, 39(3), 461-477.

Cheng, C., Chua, R. Y. J., Morris, M. W., & Lee, L. (2012). "Finding the Right Mix: How the Composition of Self-Managing Multicultural Teams' Cultural Value Orientation Influences Performance Over Time," *Journal of Organizational Behavior*, 33(3), 389-411.

Lee, L., Amir, O., & Ariely, D. (2009). "In Search of *Homo Economicus*: Cognitive Noise and the Role of Emotion in Preference Consistency," *Journal of Consumer Research*, 36(2), 173-187.

Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. (2008). "If I'm Not Hot, Are You Hot or Not? Physical Attractiveness Evaluations and Dating Preferences as a Function of Own Attractiveness." *Psychological Science*, 19(7), 669-677.

Lee, L. & Ariely D. (2006). "Shopping Goals, Goal Concreteness, and Conditional Promotions." *Journal of Consumer Research*, 33(1), 60-70.

Lee, L., Frederick, S., & Ariely D. (2006). "Try It, You'll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer." *Psychological Science*, 17(12), 1054-1058.

## Working Papers

Lee, L. & Thomas, M. "The Preference-Polarization Effect of Music: How Background Music Changes Preferences." *Being prepared for (invited) 3<sup>rd</sup> round revision at Journal of Consumer Research*.

Chen, C., Lee, L., & Yap, A. "Acquiring Utilitarian Products Restores Psychological Control." *Being prepared for (invited) 3<sup>rd</sup> round revision at Journal of Consumer Research*.

Pham, M. T., Toubia, O., Faraji-Rad, A., & Lee, L. "Affective Evaluations Are More Ordinal." *Being prepared for (invited) 3<sup>rd</sup> round revision at Organizational Behavior and Human Decision Processes*

Lee, L, Carmon, Z., Dhar, R., & Fishbach, A. "When Shopper Marketing Backfires."

Lee, L. & Norton, M. "The 'Costco Effect'"

Yang, H. & Lee, Leonard. "Beauty Convergence"

## Research in Progress

- "Shopping as Therapy"
- "Sunny Days, Risky Ways: Exposure to Sunlight Increases Risk Taking" – with Nicholas Reinholz & Michel Tuan Pham
- "The Mere Evaluation Effect on Consumer Choice Confidence" – with

- Research in Progress (con't)**
- Jeffrey Parker*
- “The Consequences of Envy: A Socio-Perceptual Perspective” – *with Jaeyeon Chung*
  - “How Promotions Affect Consumer Impatience” – *with Franklin Shaddy*
  - “Inspirational Personalization: Abstract and Concrete Levels of Personalization” – *with Tim Böttger, Oliver Emrich, & Thomas Rudolph*
- Honors & Awards**
- Journal of Consumer Research, Outstanding Reviewer Award, 2013.
  - MSI-ACR Research Competition on *Shopper Marketing*, Winner, 2010.
  - CIBER Research Grant, Columbia University Center for International Business and Research (CIBER), 2010 – 2012.
  - Advertising Educational Foundation (AEF) Visiting Professor Program (VPP) Fellow, 2008.
  - Journal of Consumer Research, Robert Ferber Award (Honorable Mention), 2007.
  - Zannetos Fund Fellowship, 2005 – 2006.
  - MIT Goodwin Medal for graduate student teaching (Finalist), 2004.
  - AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.
  - MIT Presidential Graduate Fellowship, 2000 – 2005.
  - Stanford Asia-Pacific Scholar, 1997 – 1998.
  - AT&T Asia-Pacific Leadership Award, 1996.
  - Lee Kuan Yew Gold Medal, 1996.
  - Asia Life Gold Medal, 1996.
  - Lim Soo Peng Book Prize, 1995.
  - Dean’s List, NUS, 1993 – 1996.
  - Singapore National Computer Board Undergraduate Scholarship, 1993 – 1996.
- Area Editor**
- International Journal of Research in Marketing (IJRM)
- Editorial Review Board**
- Journal of Consumer Research (JCR)
  - Customer Needs and Solutions
  - Frontiers in Emotion Science
- Ad-Hoc Reviews**
- Journals: Journal of Marketing Research, Marketing Science, Management Science, Psychological Science, Journal of Consumer Psychology, Journal of Marketing, Marketing Letters, Journal of Retailing, Psychological Reports, Visual Cognition, Appetite, Zeitschrift fuer Psychologie (Journal of Psychology), Economics Letters, Journal of Socio-Economics.
  - Grant Applications: Israel Science Foundation (ISF), Social Sciences and Humanities Research Council of Canada (SSHRC), Hong Kong Research Grants Council (RGC)
  - Conferences: ACR Annual Conference, SCP Winter Conference, La Londe Conference, Global Marketing Conference
  - MSI Aiden G. Clayton Doctoral Dissertation Proposal Competition

- Media Mentions** The New York Times, The Wall Street Journal, Financial Times, NBC, Forbes, The Washington Post, BusinessWeek, US News and World Report, Los Angeles Times, MSNBC, Fox News, Harvard Business Review, The Telegraph, Christian Science Monitor, China Daily, The Times of India, New York Observer, Calgary Herald, Canberra Times, Scientific American MIND, Ad Week, Slate Magazine, CBC News, The British Psychological Society, Men's Health, Yahoo! News, United Press International, Atlanta Journal Constitution, Association for Psychological Science Observer, Discovery Channel Canada, New York Daily News, Wired, Psychology Today, Ottawa Citizen, The Improper Bostonian, AdWeek
- Classes Taught (2008-13)**
- B8601/B8607 – Strategic Consumer Insights (MBA Marketing Elective), Columbia Business School, Fall 2009, Fall 2010, Spring 2013, Fall 2013 (*Average rating: 4.50/5*)
  - B7699/B7607 – Strategic Consumer Insights (EMBA Marketing Elective), Columbia Business School, Fall 2010, Spring 2013, Fall 2013 (*Average rating: 4.95/5*)
  - B7601 – Marketing Strategy (EMBA Marketing Core), Columbia Business School, Spring 2008, Summer 2009 (*Average rating: 4.78/5*)
  - W3021 – Marketing Management, Columbia Business School, Spring 2009, Fall 2009, Fall 2010, Spring 2013, Fall 2013 (*Average rating: 4.98/5*)
- External Teaching (2008-13)**
- Teaching: Research Seminar in Consumer Insight (Doctoral Seminar), NUS Business School, Fall 2011
  - Teaching: Research Workshop in Consumer Decision Making (Doctoral Seminar), NUS Business School, Summer 2008
- Conference Organization**
- 2014**
- Program Committee Member, SCP Winter Conference, Miami.
- 2013**
- Working Paper Session Co-Chair, ACR Annual Conference, Chicago.
  - Program Committee Member, SCP Winter Conference, San Antonio.
  - Program Committee Member, European ACR Conference, Barcelona, Spain.
- 2012**
- Conference Co-Chair, Advertising and Consumer Psychology (ACP), Singapore, Singapore.
  - Program Committee Member, SCP Winter Conference, Las Vegas.
  - Program Committee Member, SCP International Conference, Florence, Italy.
  - Program Committee Member, ACR Annual Conference, Vancouver, British Columbia, Canada.
- 2011**
- Program Committee Member, SCP Winter Conference, Atlanta.

**Conference  
Organization  
(con't)**

- Program Committee Member, ACR Annual Conference, St Louis.
- 2010**
- Program Committee Member, ACR Annual Conference, Jacksonville.
- 2009**
- Program Committee Member, SCP Winter Conference, San Diego.

**Dissertation  
Committees**

- Kristina Shamp'an'er (MIT Sloan School PhD, 2007)
- Hannah Chang (Columbia Business School PhD, 2008)
- Ray Weaver (MIT Sloan School PhD, 2008)
- Ijeoma Ezeofor (NYU Psychology Master, 2008)
- Maria Pease (Columbia Teachers College PhD, 2009)
- Eric Hamerman (Columbia Business School PhD, 2010)
- Jeffrey Parker (Columbia Business School PhD, 2011)
- Peter Jarnebrant (Columbia Business School PhD, 2011)
- Ana Margarida Barreto (Universidade NOVA de Lisboa PhD, 2013)
- Valerie Khait (Columbia Teachers College PhD, 2014)
- Yonat Zwebner (Hebrew University PhD, 2015)
- Frank May (University of South Carolina PhD, 2015)
- Charlene Chen (Columbia Business school PhD, 2015)

**Professional  
Membership**

- Research Fellow, Institute for Asian Consumer Insight (ACI)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Judgment and Decision Making (SJDM)

**Invited Talks**

- 2014**
- Faculty representative, SCP Doctoral Consortium, Miami, Florida.
  - Marketing Science Institute (MSI) Conference, Marketing in a Multi-Channel and Multi-Screen World, Dallas, Texas.
  - University of Florida (Warrington College of Business Administration), IDC Herzliya, Israel (Arison School of Business), University of Manitoba (Asper School of Business), Alberta School of Business
- 2013**
- Judgment and Decision-Making Winter Symposium, Snowbird, Utah
  - Emotional Connections in Retailing Conference, Wharton School
  - 9<sup>th</sup> Invitational Choice Symposium, Noordwijk, Netherlands
  - ACR Conference on Emotions and Well-Being, Vancouver, Canada
  - Academic Symposium on Asian Markets and Asian Consumers, Singapore
  - Dartmouth College (Tuck School of Business), NYU (Stern School of Business) PhD Seminar, Binghamton University (School of Management), National University of Singapore, Singapore Management University, Chulalongkorn University (Sasin Graduate Institute of Business Administration), Boston University (School of Management)

**Invited Talks  
(con't)**

**2012**

- Faculty representative, ACR Doctoral Consortium, Vancouver, BC
- INSEAD, National Taiwan University, China-Europe International Business School (CEIBS), Baruch College (Zicklin School of Business) PhD Seminar, University of Toronto (Rotman School of Management), UCLA (Anderson School of Management)

**2011**

- Faculty representative, ACR Doctoral Consortium, St Louis.
- Hong Kong University (School of Business), University of Delaware (Alfred Lerner College of Business & Economics), University of Michigan (Ross School of Business), University of Chicago (Booth School of Business)
- BRITE Conference 2011, Columbia University

**2010**

- Chinese University of Hong Kong, Hong Kong University of Science and Technology, The Hebrew University of Jerusalem (School of Business Administration), Erasmus University (Rotterdam School of Management), London Business School, INSEAD, Singapore Management University (School of Social Sciences), Columbia University (Department of Psychology, Social Snack)

**2009**

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

**2008**

- *Publicis, NY*

**2007**

- Faculty representative, ACR Doctoral Consortium, Memphis.
- University of Pennsylvania (The Wharton School)

**2005**

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

**Conference  
Presentations**

**2013**

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

**2012**

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

**Conference  
Presentations  
(con't)**

Consumer Psychology (ACP) Conference, Singapore.

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." ACP Conference, Singapore.

Shaddy, F. & Lee, L. "A Penny Saved is Another Penny Spurned: The Effect of Promotions on Consumer Impatience." Society for Judgment and Decision Making (SJDM) Annual Conference, Minneapolis, MI.

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

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

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

Lee, L., Carmon, Z., Dhar, R., & Fishbach, A. "When Shopper Marketing Backfires." Society for Consumer Psychology (SCP) International Conference, Florence, Italy.

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." SCP International Conference, Florence, Italy.

**2011**

Lee, L. & Tsai, C. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience." SJDM Annual Conference, Seattle, WA.

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

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

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

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

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

**2010**

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

Olivola, C., Mochon, D., & Lee, L. "Martydom in the Marketplace: When Objects Gain Value from Being Associated with Aversive Experiences." SJDM Annual Conference, St Louis, MO.

**Conference Presentations (con't)**

Lee, L. & Son, L. "Holistic versus Analytical Processing in Preference Transitivity." 51<sup>st</sup> Meeting of the Psychonomic Society, St Louis, MO.

Lee, L., Yoon, S., & Ariely, D. "The Effects of Emotional vs. Cognitive Processing on Short-Term versus Long-Term Preference Consistency." ACR Annual Conference, Jacksonville, FL.

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." ACR Annual Conference, Jacksonville, FL. *Chair for Symposium: "In (or Out of) Control: The Effect of Perceived Influence on Consumer Behavior, Decisions, and Satisfaction."*

Zhao, M., Lee, L., & Soman, D. "Crossing the Virtual Boundary: The Effect of Incidental Cues on Task Accomplishment." ACR Annual Conference, Jacksonville, FL. *Chair for Symposium: "The Effects of Incidental Cues on Goals and Motivation"*

Pham, M. T., Lee, L., & Stephen, A. "Should We Trust or Not Trust Our Feelings When Predicting the Future?" SCP Winter Conference, St. Pete Beach, FL. *Co-chair for Symposium: "Emotions, Predictions, and Decisions."*

Chen, C., Lee, L., & Yap, A. "Control Deprivation and Compensatory Shopping." SCP Winter Conference, St. Pete Beach, FL.

**2009**

Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." SCP Winter Conference, San Diego, CA.

Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." ACR Annual Conference, Pittsburgh, PA. *Co-chair for Symposium: "Are Crowds Always Wiser?"*

Lee, L. & Thomas, M. "The Effect of Music on Retrieved and Constructed Preferences." ACR Annual Conference, Pittsburgh, PA. *Co-chair for Symposium: "How Environmental Cues Impact Consumer Judgments"*

Lee, L., Lee, M., & Zauberan, G. "The Stability of Time versus Money Valuations." ACR Annual Conference, Pittsburgh, PA.

Chang, H., Cho, C., & Lee, L. "Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search." ACR Annual Conference, Pittsburgh, PA.

Pham, M. T., Lee, L., & Stephen, A. "The Emotional Oracle: Predicting Crowd Behavior with Feelings." SJDM Annual Conference, Boston, MA. *Co-chair for Symposium: "Are Crowds Always Wiser?"*

**2008**

Norton, M. & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." SCP Winter Conference, New Orleans, LA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." FUR 2008, XIII International Conference on the Foundations and Applications of Utility, Risk, and Decision Theory, Barcelona, Spain.



**Conference  
Presentations  
(con't)**

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." ACR Annual Conference, San Francisco, CA. – *Chair for Special Session: "Experiential and Informational Perspective of Consumer Preference Consistency."*

Norton, M. & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." ACR Annual Conference, San Francisco, CA.

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SJDM Annual Conference, Chicago, IL.

**2007**

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." SCP Winter Conference, Las Vegas, NV. – *Co-chair for Special Session: "Money Matters: Psychological Perspectives of Money and Product Valuation."*

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Marketing Science Annual Conference, Singapore.

Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." ACR Annual Conference, Memphis, TN.

Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. "If I'm Not Hot, Are You Hot or Not? Attractiveness Adaptation and Dating Preferences." ACR Annual Conference, Memphis, TN.

Frederick, S. & Lee, L. "Attribute Representation and the Attraction Effect." ACR Annual Conference, Memphis, TN.

**2006**

Lee, L. & Norton, M. "Members Only: The Effects of Membership Fees on Consumer Spending." SCP Winter Conference, Carnival Cruise from Port of Miami. – *Co-chair for Special Session: "Committed Consumers: Psychological Investment and Consumer Behavior."*

Frederick, S., & Lee, L. "Attribute Representation and the Attraction Effect." SCP Winter Conference, Carnival Cruise from Port of Miami.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." ACR Annual Conference, Orlando, FL.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." SJDM Annual Conference, Houston, TX.

Frederick, S. & Lee, L. "Attribute Representation and the Attraction Effect." SJDM Annual Conference, Houston, TX.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." Affect, Motivation, and Decision Making Conference, Dead Sea, Israel.

**2005**

Lee, L. & Ariely, D. "Are Consumers Getting the Best Deal? Transaction

**Conference  
Presentations  
(con't)**

Utility versus Spending Goals in Promotional Coupon Redemption." SCP Winter Conference, St. Pete Beach, FL.

Ariely, D., Frederick, S., & Lee L. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." SCP Winter Conference, St. Pete Beach, FL.

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

**2004**

Lee, L. & Ariely, D. "The Goal-Driven Shopper: The Influence of Goal Setting and Goal Completion on Consumer Spending." SCP Winter Conference, San Francisco, CA.

Lee, L. & Ariely, D. "Conditional Coupons: Preference Uncertainty and Spending Goals." ACR Annual Conference, Portland, OR. – Chair for Special Session: *"The Influence of Primary and Secondary Goals on Consumer Decision Making."*

Lee, L., Frederick, S., Ariely, D. "The Long and Short of It: Visualizing Set Properties." SJDM Annual Conference, Minneapolis, MN