

HYUN JUNG CRYSTAL LEE

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Calle Madrid 126, Normante, 6.0.45 <https://scholar.google.com/citations?user=X1IIL6MAAAAJ&hl=en>
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EDUCATION

Ph.D. Marketing, McCombs School of Business, The University of Texas at Austin
M.A. Social Psychology, Seoul National University
B.A. Psychology and Minor in Biology, The University of North Carolina at Chapel Hill

RESEARCH INTERESTS

Growing business resilience amid technological innovations and macroenvironmental transformations
Creating connections while acquiring, managing, and sharing resources among business stakeholders
Interdisciplinary research via field, laboratory, longitudinal, simulation, and large database analyses

TEACHING INTERESTS

Marketing management, Business innovation, Commercialization of technology, Entrepreneurship
Consumer behavior, Financial decision making, Science of psychological and behavioral change
Interdisciplinary research methods for businesses, Market analysis and experimental research designs

JOURNAL PUBLICATIONS

(* = Corresponding author, * = Equal authorship, all peer-reviewed journal articles)

**Lee, Hyunjung Crystal, *Eline De Vries, and *Rahil Hosseini (in press, 2025), “Balancing Generosity with Profitability: The Role of Relative Market Price and Value Perceptions in Crypto Philanthropy,” *International Journal of Research in Marketing* (special issue on Blockchain Meets Marketing), 34 (4), 694-704, ISSN: 1873-8001 (6.62 impact score, 121 h-index), <https://doi.org/10.1016/j.ijresmar.2025.02.001>

+Lee, Hyunjung Crystal, Susan Broniarczyk, and Frank Zheng, (2024) “Mapping Collective Consciousness to Consumer Research: In-Person to Virtual Social Presence,” *Journal of Consumer Psychology*. ISSN:1532-7663 (5 citations, 4.69 impact score, 130 h-index), <https://doi.org/10.1002/jcpsy.1435>

Lee, Kyuhyun, and +Hyunjung Crystal Lee (2023), “The Role of Moral Emotions in Innovation Research,” *Christian Cultural Studies*, 26, 9-50, ISSN: 2288-0488 (invited article published in Korean), <https://doi.org/10.35570/cfcc.2023.26.9-50>

- *De Vries, Eline L.E., and **Hyunjung Crystal Lee (2022), “Friend-Shield Protection from the Crowd: How Friendship Makes People Feel Invulnerable to COVID-19,” *Journal of Experimental Psychology: Applied*, 28(4), 794–815. ISSN: 1076-898X (17 citations, 3.25 impact score, 92 h-index), <https://doi.org/10.1037/xap0000417>; Selected as the high public impact paper by the American Psychological Association (<https://www.apa.org/news/press/releases/2022/04/believe-friends-protect-covid-19>); Research findings covered by numerous news outlets around the world (<https://edition.cnn.com/2022/04/07/health/friends-infect-friends-covid-wellness/index.html> ; <https://www.theguardian.com/world/2022/apr/07/people-have-false-sense-of-security-about-covid-risks-among-friends-study>)
- **Lee, Hyunjung Crystal, *Sunaina Chugani, and *Jaeun Namkoong (2022), “The Role of Entitlement and Perceived Resources in Gratitude’s Effect on Materialism: Longitudinal and Situational Effects,” *Journal of Business Research*, 139, 993-1003. ISSN: 0148-2963 (22 citations, 13.44 impact score, 236 h-index), <https://doi.org/10.1016/j.jbusres.2021.10.029>
- *Bayuk, Julia, **Hyunjung Crystal Lee, *Jooyoung Park, *Serkan Saka, *Debabrata Talukdar, and *Jayati Sinha (2022), “Mindfully Aware and Open: Mitigating Subjective and Objective Financial Vulnerability via Mindfulness Practices” *Journal of Consumer Affairs*, (Special Issue in Transformative Consumer Research), 56 (3), 1284-1311. ISSN: 1745-6606 (13 citations, 2.66 impact score, 70 h-index), <https://doi.org/10.1111/joca.12474>
- Lee, Kyuhyun, Kwangsun Yu, and +Hyunjung Crystal Lee (2017), "Cooperative Resurgence: The Effect of Government and Private Institution's Cooperative Program on Small Traders and Enterpriser's Resurgence and Policy Implications for Customer Satisfaction," *The Academy of Customer Satisfaction Management*, 19 (4), 2017, 107-127. ISSN: 2713-5667, (KCI article published in Korean), <https://researchportal.uc3m.es/display/act491007>
- +Nelson, S. Katherine, Matthew D. Della Porta, Katherine Jacobs Bao, Hyunjung Crystal Lee, Incheol Choi, and Sonja Lyubomirsky (2015), “‘It’s Up to You’: Experimentally Manipulated Autonomy Support for Prosocial Behavior Improves Well-Being in Two Cultures Over Six Weeks,” *Journal of Positive Psychology*, 10 (5), 463-476. ISSN: 1743-9760, (197 citations, 5.42 impact score, 92 h-index), <https://doi.org/10.1080/17439760.2014.983959>
- +Layous, Kristin, Hyunjung Crystal Lee, Incheol Choi, and Sonja Lyubomirsky (2013), “Culture Matters When Designing a Successful Happiness-Increasing Activity: A Comparison of the United States and South Korea,” *Journal of Cross-Cultural Psychology*, 44 (8), 1294-1303. ISSN: 0022-0221, (384 citations, 3.09 impact score, 125 h-index), <https://doi.org/10.1177/0022022113487591>

SCIENTIFIC ARTICLE PUBLICATIONS

(+ = Corresponding author, all peer-reviewed journal articles)

- +Lee, Hyunjung Crystal, and Eline De Vries (2025), “Managing Political Reactance and Consumer Victimization in Business Protests,” *Academy of Management Proceedings*, 1, 15700. ISSN: 2151-6561

+Lee, Hyunjung Crystal, and Eline L.E. de Vries (2021), “Strikes Against Emerging Competition: Respecting Consumers' Needs and Gaining Their Hearts,” *Advances in Consumer Research*, 49, 217-218. ISSN: 0098-9258

+Lee, Hyunjung Crystal, and Andrew D. Gershoff (2014), “Thanks for What I’ve Got and Thanks for What I’ve Not: The Effects of Two Types of Gratitude on Prosocial Spending For Close and Distant Others,” *Advances in Consumer Research*, 42, 795-795. ISSN: 0098-9258

WORKING PAPERS

Lee, Hyunjung Crystal, and Bing Guo, “Pitching the Aerospace and Defense Start-Ups to Investors,” Target journal: *Journal of Marketing Research*

Lee, Hyunjung Crystal, and Eline L.E. De Vries, “Managing Political Reactance and Consumer Victimization in Business Protests,” Target journal: *Journal of Applied Psychology*

Lee, Hyunjung Crystal, and Susan Broniarczyk, “The Power of Community: Interventions Counteracting Misinformation on Digital Platforms,” Target journal: *Journal of Public Policy and Marketing*

Esteban Bravo, Mercedes, Hyunjung Crystal Lee, and Jose M. Vidal Sanz, “A Strategic Segmentation Analysis of Backers’ Mindsets in Crowdfunding,” Target journal: *Journal of Business Venturing*

ONGOING RESEARCH

Lee, Hyunjung Crystal, and Andrew D. Gershoff, “Diverging Effects of Self-Disclaimers on Evaluative Judgments,” Target journal: *Personality and Social Psychology Bulletin*

Rico, Ramon, and Hyunjung Crystal Lee, “The Emotional Inception of Team Faultline Activation,” Target journal: *Academy of Management Journal*

Mai, Robert, and Hyunjung Crystal Lee, “Investors’ Bias towards Sustainable Digital Assets,” Target journal: *Journal of Consumer Psychology*

Mato Pacin, Natalia, Hyunjung Crystal Lee, and Eline de Vries, “Balancing Legal, Corporate, and Consumer Perspectives in Online Retail Contracts,” Target journal: *Journal of Retailing*

COMPETITIVE RESEARCH GRANTS

Grants as the Principal Investigator:

Optimizing Digitalized Business Innovations, *Community of Madrid*, Spain, individual research grant
2023-2027 € 200000

Leading Innovation on Crowdfunding and SNS Platforms, *Community of Madrid*, Spain, Co-P.I. with
Bing Guo, 4 research team members 2020-2022 € 56150

Gratitude Dissertation Research Award, <i>Greater Good Science Center, Univ. of California at Berkeley, USA</i> , individual research grant	2015-2016	\$ 10000
Bonham Fund, <i>The University of Texas at Austin, USA</i>	2013-2016	\$ 3000
Southwestern Regional Merit, <i>Korean American Scholarship Foundation, USA</i>	2015-2016	\$ 3000
Kenneth M. Jastrow Fellowship, <i>Univ. of Texas at Austin, USA</i>	2011-2013	\$ 10000
Graduate Fellowship, <i>Seoul National Univ, S. Korea, USA</i>	2008-2009	₩1000000
Undergraduate Research Fellowship, <i>University of North Carolina at Chapel Hill</i>	2007	\$ 3000

Grants as a Research Team Member:

Social Literacy in Cybersecurity: Detection, Monitoring, and Protection Against Cyber Threats, <i>National Institute of Cybersecurity, Spain</i> , P.I. Encarnacion Guillamon Saorin, 9 research team members	2023-2025	€ 350000
Cybersecurity: Determinants & Consequences, EU Strategic Projects Focused on the Ecological Transition and Digital Transition, <i>State Bureau of Investigation, Spain</i> , P.I. Beatriz Garcia Osma & Encarnacion Guillamon Saorin, 3 research team members	2022-2025	€ 138000
Enriched Marketing Analytics Models, <i>Ministry of Science and Innovation, Spain</i> , P.I. Mercedes Esteban Bravo & Jose Vidal Sanz, 1 research team member	2022-2026	€ 72600
Optimizing Transparency in Online Contracts for Innovation, <i>Ramón Areces Foundation, Spain</i> , P.I. Maria Natalia Mato Pacin, 2 research team members	2021-2026	€ 36000
Data-Driven Marketing Analytics Techniques, <i>Ministry of Science, Innovation and Universities, Spain</i> , P.I. Mercedes Esteban Bravo & Jose Vidal Sans, 1 research team member	2019-2022	€ 30371
Sustainable Product Labeling, <i>Ministry of Economy, Industry, and Competitiveness, Spain</i> , P.I. Alicia Barroso & Lola Duque, 4 research team members	2018-2021	€ 39930
New Ways of Innovation Financing, Ministry of Education and Research, <i>Community of Madrid, Spain</i> , P.I. Jose Antonio Tribo, 30 research team members	2017-2019	€ 193200

SELECTED HONORS & AWARDS

The Attraction of Experienced Research Talent, Community of Madrid, Spain	2023-2027
Excellence in Teaching Award, University Carlos III of Madrid, Spain	2021
The Attraction of Young Research Talent, Community of Madrid, Spain	2019-2022
The Best Paper Award, Academy of Customer Satisfaction Management, South Korea	2018
Graduate Mentor, Intellectual Entrepreneurship, U of Texas at Austin, USA	2016
Fred Moore Assistant Instructor Award for Teaching Excellence Nominee, U of Texas at Austin	2015
Marketing Doctoral Symposium Fellow, University of Houston, USA	2012
Merit Scholarship, God's Will Foundation, South Korea	2009
Merit Scholarship, Seoul National University, South Korea	2009

SELECTED CONFERENCE PRESENTATIONS

(* = Presenting author, all peer-reviewed international conferences)

- *Lee, Hyunjung Crystal, and Eline De Vries, “Managing Political Reactance and Consumer Victimization in Business Protests,” *Academy of Management Conference*, Copenhagen, Denmark, July 2025.
- Esteban Bravo, Mercedes, *Hyunjung Crystal Lee, Jose M. Vidal Sanz, “A Strategic Segmentation Analysis of Backers’ Mindsets in Crowdfunding,” *Academy of Management*, Copenhagen, Denmark, July 2025.
- *Lee, Hyunjung Crystal, Bing Guo, and Insang Moon, “Quantitative Analysis of Startup Funding Process: Focus on the Aerospace and Defense and Related Industries” *Space Research Conference*, Changwon, South Korea, June 2024.
- *Lee, Hyunjung Crystal, Eline De Vries, and Rahil Hosseini, “The Extravagant-Scrooge Effect: Decoupling the Choice of Cryptocurrency and the Donation Amount in Crypto Philanthropy,” *European Marketing Association Conference*, Bucharest, Romania, May 2024.
- *Lee, Hyunjung Crystal, and Insang Moon, “The Aerospace and Defense Startup Investment Analysis via Inter-Industry Comparisons,” *The Korean Society for Aeronautical and Space Sciences*, Jeju, South Korea, April 2024.
- *Lee, Hyunjung Crystal, and Insang Moon, “Acquiring Investment as the Balancing Act: Focus on the Aerospace & Defense Startups,” *The Korean Society of Propulsion Engineers*, Gyeongju, South Korea, November 2023.
- *Lee, Hyunjung Crystal, and Insang Moon, “The Private Investment Landscape of the Aerospace and Defense Business Industry,” *Space Research Conference*, Yeosu, South Korea, June 2023.
- Esteban Bravo, Mercedes, *Hyunjung Crystal Lee, Jose M. Vidal Sanz, “Consumer, Investor, and Philanthropist Mindsets of Crowdfunding Backers,” *Marketing Science*, Chicago, USA, June 2022.
- *+Lee, Hyunjung Crystal, and *Eline L.E. de Vries, “Strikes Against Emerging Competition: Respecting Consumers’ Needs and Gaining Their Hearts,” *Association for Consumer Research*, Seattle, USA, October 2021.
- *Lee, Hyunjung Crystal, and Eline de Vries, “Strikes Against Emerging Competition: Preventing Backfires by Respecting Consumers’ Needs,” *Marketing Science*, Florida, USA, June 2021.
- *Bayuk, Julia, *Hyunjung Crystal Lee, *Jooyoung Park, *Serkan Saka, *Debabrata Talukdar, and *Jayati Sinha, “Mindfulness Interventions and Financial Well-being” *Transformative Consumer Research*, Virginia, USA, June 2021.
- *Lee, Kyu Hyun, and *Hyunjung Crystal Lee, “Resisting Together: The Origin and Process of Consumer Resistance,” *Korea Customer Satisfaction Management Association*, Seoul, South Korea, Aug 2019.
- *Lee, Hyunjung Crystal, and Andrew D. Gershoff, “The Grateful Judge: The Attritional Effects of Power and Gratitude on Blaming Behaviors,” *Marketing Science*, Rome, Italy, June 2019.

- *Lee, Hyunjung Crystal, and Andrew D. Gershoff, “Knowing Where I am: Using Self-Assessment to Overcome Consumers' Reluctance in Seeking Help,” *Marketing Science*, Rome, Italy, June 2019.
- *Lee, Kyu Hyun, Kwangsun Yu, and Hyunjung Crystal Lee, “How Can We Resurge Together? A Study of a Cooperative Program for Small Enterpriser's Resurgence,” *Korea Customer Satisfaction Management Association*, December 2017.
- *Lee, Hyunjung Crystal, Sunaina K. Chugani, and Jaeun Namkoong, “Appreciating What You Got: The Effect of a Regular Gratitude Practice on Perceived Resource Availability and Materialism,” *Society for Consumer Psychology*, St. Pete Beach, FL, February 2016.
- *Lee, Hyunjung Crystal, and Andrew D. Gershoff, “The Effect of Being Grateful, and What We are Grateful For, on Evaluations of Products,” *Association for Consumer Research*, Baltimore, MA, Oct. 2014.
- *Layous, Kristin, Hyunjung Crystal Lee, Incheol Choi, and Sonja Lyubomirsky, “Culture Matters When Designing the Perfect Positive Activity: A Comparison of the U.S. and South Korea,” *Society for Personality and Social Psychology*, New Orleans, LA, January 2013.
- *Zanon, Cristian, Kristin Layous, Hyunjung Crystal Lee, Incheol Choi, and Sonja Lyubomirsky, “Testing for Measurement Invariance in the Subjective Happiness Scale,” *Western Psychological Association*, San Francisco, CA, April 2012.
- *Lee, Hyunjung Crystal, Sun Hae Sul, and Incheol Choi, “The Effect of Subjective Wellbeing and Message Framing on Prosocial Behavior,” *Association for Psychological Science*, Boston, MA, May 2010.
- *Lee, Hyunjung Crystal, and Incheol Choi, “The Influence of Self-Image Motives on Self-Other Difference in Imitative Purchase Behavior,” *Association for Psychological Science*, Boston, MA, May 2010.
- *Lee, Hyunjung Crystal, Bethany E. Kok, and Barbara L. Fredrickson, “The Eight Coping Behaviors Related to Positive Emotion, Self-Transcendence, and Psychological Resilience,” *Association for Psychological Science*, Chicago, IL, May 2008.

SELECTED SEMINAR & WORKSHOP PRESENTATIONS

(* = Presenting author)

- *Lee, Hyunjung Crystal, “Analysis of the Aerospace and Defense Industry” invited seminar at *Jeju Industry-University Convergence Center*, South Korea, June 2024.
- *Lee, Hyunjung Crystal, Rahil Hosseini, and Eline L.E. De Vries, “Balancing Generosity with Profitability: The Role of Relative Market Price and Value Perceptions in Crypto Philanthropy” invited seminar at *Grenoble Ecole Management*, France, June 2024.
- Esteban Bravo, Mercedes, *Hyunjung Crystal Lee, Jose M. Vidal Sanz, “Consumer, Investor, and Philanthropist Mindsets of Crowdfunding Backers,” invited seminar at *IE Business School*, Spain, November 2023.

- *Lee, Hyunjung Crystal, Rahil Hosseini, and Eline L.E. De Vries, “The Extravagant-Scrooge Effect: Decoupling the Choice of Cryptocurrency and the Donation Amount in Crypto Philanthropy” invited seminar at the *University of Texas at Austin*, USA, August 2023.
- *Lee, Hyunjung Crystal, Eline L.E. De Vries, “Heart-Winning Protests: Driving Effective Business Changes by Respecting Consumers’ Needs,” invited seminar at *Universitat de les Illes Balears*, Spain, October 2022.
- *Lee, Hyunjung Crystal, “Personal Branding” “Career Design” “Acquiring, Managing, and Sharing Resources” “Putting Money into Perspectives” a series of workshop presentations at *Financial Wisdom and Career Counseling Workshop*, Madrid, Spain, March – June 2022.
- *Lee, Hyunjung Crystal, and Eline de Vries, “Reconciling the Clash Between Traditional and On-Demand Businesses,” invited seminar at *Mediterranean Consumer Research Symposium*, Madrid, Spain, December 2019.
- *Lee, Hyunjung Crystal, Sunaina Chugani, and Jaeun Namkoong, “The Effect of Gratitude on Consumer Perception, Values, and Consumption Decisions,” invited seminar at *Mediterranean Consumer Research Symposium*, Milano, Italy, December 2017.

TEACHING EXPERIENCE

Supervised Master’s Thesis and PhD Dissertation:

34 Master of Science in Marketing Thesis Supervision as the Primary Advisor at UC3M
 2 Master of Research in Marketing Thesis Co-supervision at UC3M
 2 Marketing Ph.D. Dissertation Committee at UC3M
 Evaluated Numerous MBA, Master’s, and Undergraduate Honors Theses as a Committee at UC3M

Courses Taught as a Professor:

Received Excellence in Teaching Award at UC3M in 2021 (overall instructor rating 4.7/5.0)

Consumer Behavior, MBA, UC3M	Mar. 2025 – ongoing
Marketing Management, Undergraduate of Business Administration, UC3M	Jan. 2024 – ongoing
Market Analysis and Experimental Research, Master of Marketing, UC3M	Nov. 2017 – Jan. 2024
Consumer Behavior, Undergraduate of Business Administration, UC3M	Sep. 2017 – Jan. 2023
Behavioral Lab, Interdisciplinary Undergraduate Interdisciplinary majors, UC3M	Jan. – Apr. 2019

Nominated for Excellence in Teaching Award at UT-Austin in 2015 (overall instructor rating 4.8/5.0)

Principles of Marketing, Undergraduate, McCombs, The University of Texas at Austin	May – Jun. 2014
Introductory Biology, OnCampus Inc.	Aug. – Dec. 2008
Introductory Psychology, OnCampus Inc., Seoul Foreign Language High School	Mar. – Jun. 2008

Courses Managed as a Coordinator:

Consumer Behavior, MBA, UC3M	Apr. 2024 – ongoing
Brand Management in the Digital World (E-Branding), UC3M	Mar. 2025 – ongoing

Online Brand and Reputation Management, UC3M	Mar. 2025 – ongoing
Digital Consumer Behavior, Undergraduate of Business Administration, UC3M	Jan. 2024 – Feb. 2025
Market Analysis and Experimental Research, Master of Marketing, UC3M	Nov. 2017 – Jan. 2024

SELECTED ACADEMIC SERVICES

Welcome Team for New Faculty, Department of Business Administration, UC3M	Feb. 2024 – ongoing
Research Grant Support Team, Department of Business Administration, UC3M	May 2023 – ongoing
PhD Dissertation, Master's Thesis, and Bachelor's Thesis Committee, UC3M	Jan. 2018 – ongoing
Committee on Teaching, Ethics and Diversity, Dept. of Business Administration, UC3M	Jul. 2018 – 2020
Behavioral Lab Research Coordinator, Dept. of Business Administration, UC3M	Apr. 2018 – Apr. 2019
Symposium Organizer, Mediterranean Consumer Research	Sep. 2019 – Dec. 2019
Coordination Volunteer, Society for Consumer Psychology Conference	Oct. 2012 – Feb. 2013
Chair Secretary, Korean Consumption Culture Association	Feb. – Dec. 2010

INTERNATIONAL RESEARCH EXPERIENCE

Visiting Scholar, Sejong Research Institute, Director: Kyuhyun Lee, Ph.D.	Dec. 2024
Visiting Scholar, McCombs School of Business, The University of Texas at Austin, Directors: Andrew Gershoff, Ph.D. & Susan Broniarczyk, Ph.D.	Aug. 2023; Nov. 2024
Visiting Scholar, Korea Aerospace Research Institute, Director: Insang Moon, Ph.D.	Apr, May, Jul, Aug 2022; May, Jun, Dec 2023; Apr, Aug 2024
Visiting Scholar, Korea Development Institute, Director: Kwon Jung, Ph.D.	Mar. – May 2021
Research Associate, School of Nursing The University of Texas at Austin, Director: Richard A. Brown, Ph.D.	May 2016 – May 2017
Management Consultant, Korea Advanced Institute of Science and Technology	Jan. – Jun. 2011
Graduate Researcher, Center for Happiness Studies Seoul National University, Director: Incheol Choi, Ph.D.	Aug. 2010 – Jun. 2011
Researcher, Institute for Internationally Gifted Students Korea Advanced Institute of Science and Technology, Director: Joon Hee Maeng	Nov. 2009 – Feb. 2010
Research Assistant, Positive Emotions and Psychophysiology Lab The University of North Carolina at Chapel Hill, Director: Barbara L. Fredrickson, Ph.D.	Jan. – Aug. 2007
Research Lab Technician, Molecular Biology and Genetics Lab The University of North Carolina at Chapel Hill, Director: Robert J. Duronio, Ph.D.	Sep. 2005 – Jun. 2006
Research Assistant, Animal Developmental Control Lab Korea Research Institute of Bioscience and Biotechnology, Director: Yongman Han, Ph.D.	May – Aug. 2004

SELECTED VOLUNTEER ACTIVITIES _____

Management/Marketing PhD Student Research Lab Organizer, Marketing Journal Club Organizer, Entrepreneurship Mentor, Financial Wisdom and Career Counseling Workshop Organizer, Food Assistance Program Volunteer, Mobile Loaves and Fishes, Habitat for Humanity, Translator at Serving Friends, Math Tutor at Allison Elementary School, English Tutor at Zion Orphanage, Children's Heart Hospital Family Counselor, University of Michigan Silver Club Volunteer

PROFESSIONAL AFFILIATIONS _____

Association for Consumer Research
Society for Consumer Psychology
Association for Psychological Science
Academy of Management

INFORMS Society for Marketing Science
American Marketing Association
European Marketing Academy

OTHER SKILLS _____

R, SPSS, STATA, HTML, LIWC, ABM, English (Native), Korean & Spanish (Conversational)