

HYUN JUNG CRYSTAL LEE

Young Talent Attraction Professorship of Madrid

Assistant Professor of Marketing

University Carlos III of Madrid

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EDUCATION

Ph.D. Marketing, McCombs School of Business, The University of Texas at Austin 2017

M.A. Social Psychology, Seoul National University 2010

B.A. Psychology and Minor in Biology, The University of North Carolina at Chapel Hill 2007

RESEARCH INTERESTS

Growing cooperative business resilience in the midst of technological innovations & societal transformations

Creating connections while acquiring, managing, and sharing resources among business stakeholders

Consumer emotions & mindsets influencing interpersonal interactions and financial/digital decisions

Interdisciplinary research methods

JOURNAL PUBLICATIONS

(* = Equal authorship, + = Corresponding author)

Peer-Reviewed Journal Articles

*De Vries, Eline L.E. and **Hyunjung Crystal Lee (advance online publication 2022), “Friend-Shield Protection from the Crowd: How Close Friendships Make Us Seem Invulnerable to Covid-19,” *Journal of Experimental Psychology: Applied*. ISSN: 1076-898X

- <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>
- <https://www.apa.org/news/press/releases/2022/04/believe-friends-protect-covid-19>
- Selected as the high public interest paper of the published month by the American Psychological Association - Research findings covered by numerous news outlets around the world, reaching an estimated audience of over 154 million people according to the APA Public Affairs Office.

**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

*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

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

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," *Academy of Customer Satisfaction Management*, 19 (4), 2017, 107-127. ISSN: 2713-5667 (Q1 KCI article written in Korean)

+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 (141 citations)

+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

+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 (305 citations)

WORKING PAPERS & RESEARCH IN PROGRESS

(* = Equal authorship, + = Corresponding author)

*Lee, Hyunjung Crystal, and *Eline L.E. De Vries, “Heart-Winning Protests: Driving Effective Business Changes by Respecting Consumers’ Needs” Target journal: *Journal of Consumer Research*.

*Esteban Bravo, Mercedes, *Hyunjung Crystal Lee, and *Jose M. Vidal Sanz, “Consumer, Investor, and Philanthropist Mindsets of Crowdfunding Backers,” Target journal: *Journal of Marketing*.

+Lee, Hyunjung Crystal, and Andrew D. Gershoff, “Anonymous but Revealing: Self-Disclaimers when Seeking Help in Online Platforms,” Target journal: *Personality and Social Psychology Bulletin*.

+Lee, Hyunjung Crystal, and Andrew D. Gershoff, “Joy and Relief: What We are Grateful for Motivates Distinct Consumptions.” Target journal: *Psychological Science*.

+Guo, Bing, Anna Toldra, and Hyunjung Crystal Lee, “Economic Biases of Naïve to Professional Investors.” Target journal: *Journal of Financial Economics*.

COMPETITIVE RESEARCH GRANTS

Grants as the Principal Investigator:

- [1] Optimizing Digitalized Business Innovations, *Community of Madrid*, Spain, P.I. Hyun Jung Lee, individual grant 2022-2027, € 200000
- [2] Leading Innovation on Crowdfunding and SNS Platforms, *Community of Madrid*, Spain, P.I. Hyun Jung Lee & Bing Guo, 6 research team members including P.I. 2020-2022, € 56150
- [3] Gratitude Dissertation Research Award, *Greater Good Science Center, Univ. of California at Berkeley*, USA, P.I. Hyun Jung Lee, individual grant 2015-2016, \$ 10000
- [4] Bonham Fund, *The University of Texas at Austin*, USA, P.I. Hyun Jung Lee 2013-2016, \$ 3000
- [5] Southwestern Regional Merit Scholarship, *Korean American Scholarship Foundation*, USA, P.I. Hyun Jung Lee 2015-2016, \$ 3000
- [6] Kenneth M. Jastrow Fellowship, *Univ. of Texas at Austin*, P.I. Hyun Jung Lee 2011-2013, \$ 10000
- [7] Graduate Fellowship, *Seoul National Univ*, S. Korea, P.I. Hyun Jung Lee 2008-2009, 1000000 KRW
- [8] Summer Undergraduate Research Fellowship Grant, *University of North Carolina at Chapel Hill*, USA, P.I. Hyun Jung Lee 2007, \$ 3000

Grants as a Research Team Member:

- [1] Cybersecurity: Determinants & Consequences, EU Strategic Projects Focused on the Ecological Transition and Digital Transition, *State Bureau of Investigation*, Spain, P.I. Beatriz Garcia Osma & Encarnacion Guillamon Saorin, 11 research team members including P.I. 2022-2024, € 138000
- [2] Enriched Marketing Analytics Models, *Ministry of Science and Innovation*, Spain, P.I. Mercedes Esteban Bravo & Jose Vidal Sanz, 3 research team members including P.I. 2022 -2025, € 72600
- [3] Optimizing Transparency in Online Contracts for Cost-Effective Innovation in the Retail Industry, *Ramón Areces Foundation*, Spain, P.I. Maria Natalia Mato Pacin, 3 research team members including P.I. 2021-2024, € 36000
- [4] Data-Driven Marketing Analytics Techniques, *Ministry of Science, Innovation and Universities*, Spain, P.I. Mercedes Esteban Bravo & Jose Vidal Sans, 3 team members including P.I. 2019-2022, € 30371
- [5] Sustainable Product Labeling, *Ministry of Economy, Industry, and Competitiveness*, Spain, P.I. Alicia Barroso & Lola Duque, 6 research team members including P.I. 2018-2021, € 39930
- [6] New Ways of Innovation Financing, Ministry of Education and Research, *Community of Madrid*, Spain, P.I. Jose Antonio Tribo 2016-2019, € 193200

SELECTED HONORS & AWARDS

- The Attraction of Experienced Research Talent, Community of Madrid, Additional salary grant 2022-2027
- Excellence in Teaching Award, University Carlos III of Madrid, Spain 2021
- The Attraction of Research Talent - Young PhDs, Community of Madrid, Salary grant 2018-2023
- 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
Academic Scholarship, God's Will Mission Foundation, South Korea, Merit grant	2009
Merit Scholarship, Seoul National University, South Korea, Merit grant	2009

SELECTED CONFERENCE PRESENTATIONS

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

- 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 de Vries, "For or Against the Strikes: 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.
- *Lee, Hyunjung Crystal, and Eline de Vries, "Reconciling the Clash Between Traditional and On-Demand Businesses," *Mediterranean Consumer Research Symposium*, Madrid, Spain, December 2019.
- *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, Hyunjung Crystal, "The Effect of Gratitude on Consumer Perception, Values, and Consumption Decisions," *Mediterranean Consumer Research Symposium*, Milano, Italy, December 2017.
- *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.
- *Lee, Hyunjung Crystal, "Brand Gratitude," *Korean Marketing Association*, Seoul, August 2014.
- *Lee, Hyunjung Crystal, and Andrew D. Gershoff, "The Effect of Being Grateful, and What We are Grateful For, on Evaluations of Products," *Society for Consumer Psychology*, San Antonio, TX, Feb. 2013.
- *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.

TEACHING EXPERIENCE

Courses Taught as the Professor:

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

Market Analysis and Experimental Research, Master of Marketing, UC3M	Nov. 2017 – ongoing
Consumer Behavior, Undergraduate of Business Administration, UC3M	Sep. 2017 – ongoing
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

Selected Courses Taught as a Teaching Assistant:

Invisible Global Market	UT McCombs MBA	Dr. Vijay Mahajan
Behavioral Economics	UT McCombs MBA	Dr. Julie R. Irwin
Consumer Behavior	UT McCombs MBA	Dr. Andrew D. Gershoff
Fixed Income Analysis	UT McCombs MBA	Dr. Ehud Ronn
Principles of Marketing	UT Undergraduate Honors	Dr. Jade S. Dekinder
Business Ethics	UT Undergraduate	Dr. Julie R. Irwin
Modern Society and Psychology	SNU Undergraduate	Dr. Incheol Choi
Advanced Social Psychology	SNU Graduate	Dr. Incheol Choi

Supervised Master's Thesis and PhD Dissertations:

- 19 Master's of Marketing Thesis Supervised as the Primary Advisor at UC3M
- 2 Marketing Ph.D. Dissertation Committee Experiences at UC3M
- Evaluated Numerous Master's and Undergraduate Honors Thesis as a Committee at UC3M

INTERNATIONAL RESEARCH MOBILITY

- Visiting Scholar, Korea Aerospace Research Institute, Director: Insang Moon, Ph.D. Apr, May, Aug 2022
- 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
- Research & 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 ACADEMIC SERVICES

- Committee on Teaching, Ethics and Diversity, Dep. of Business Administration, UC3M Jul. 2018 – ongoing
- PhD Dissertation, Master's Thesis, and Bachelor's Thesis Committee, UC3M Jan. 2018 – ongoing
- Behavioral Lab Research Coordinator, Dep. 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

SELECTED VOLUNTEERING ACTIVITIES

Financial Wisdom and Career Counseling Workshop Leader, Behavioral Research Club Organizer, Mobile Loaves and Fishes, Habitat for Humanity, Serving Friends, Math Tutor at Allison Elementary School, English Tutor at Zion Orphanage, Children's Heart Hospital Family Counselor, U of Michigan Silver Club

PROFESSIONAL AFFILIATIONS

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| Association for Consumer Research | INFORMS Society for Marketing Science |
| Society for Consumer Psychology | American Marketing Association |
| Association for Psychological Science | European Marketing Academy |