

HYUN JUNG CRYSTAL LEE

Atracción de Talento Investigador (Doctores con Experiencia) hylee@emp.uc3m.es
Assistant Professor of Marketing Office: +34 (91) 624 9572
Universidad Carlos III de Madrid <https://orcid.org/0000-0002-4410-0308>
Calle Madrid 126, Normante, 6.0.45 <https://scholar.google.com/citations?user=X1IL6MAAAAJ&hl=en>
Getafe (Madrid), 28903, Spain <https://business.uc3m.es/en/faculty/profesor/perfil/hyunjung-crystal-lee>

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 business resilience amid technological innovations and macroenvironmental transformations
Creating genuine connections with consumers and entrepreneurial partners throughout business activities
Interdisciplinary research via field, laboratory, longitudinal, simulation, and large database analyses

TEACHING INTERESTS

Marketing management, Consumer behavior, Commercialization of technology, Entrepreneurship
Science of psychological and behavioral change, Interdisciplinary research methods for businesses

JOURNAL PUBLICATIONS

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

^{**}Lee, Hyunjung Crystal, *Eline De Vries, and *Rahil Hosseini (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 (6 citations, 4.69 impact score, 130 h-index),
<https://doi.org/10.1002/jcpy.1435>

*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](#)); Covered by numerous news outlets around the world, reaching over 154 million people in six months according to APA Public Affairs Office (<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 *Jaeeun 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, (Q1 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, (208 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, (388 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, <https://doi.org/10.5465/AMPROC.2025.15700abstract>

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>

⁺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, <https://acr.memberclicks.net/assets/docs/vol49.pdf>

⁺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

UNDER REVIEW & WORKING PAPERS

Lee, Hyunjung Crystal, and Susan Broniarczyk, “Collective Vigilance: The Longitudinal Effect of Collaborative Engagement Interventions on Sharing Veridical Health News,” Registered report under review in *Journal of Public Policy and Marketing* (special issue on Mitigating Misinformation)

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

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

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

ONGOING RESEARCH

Lee, Hyunjung Crystal, and Bing Guo, “Pitching the Aerospace and Defense Startups to Investors,” Target journal: *Management Science*

Mai, Robert, and Hyunjung Crystal Lee, “Invest or Spend? Bias towards Digital Assets,” Target journal: *Journal of Retailing*

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

Lee, Hyunjung Crystal, and Kyuhyun Lee, “Evolving Business Partnerships in High-Technology Industries,” Target journal: *Academy of Management Studies*

COMPETITIVE RESEARCH GRANTS

Grants as the Principal Investigator (all individual research grants, unless indicated otherwise):

Optimizing Digitalized Business Innovations, *Community of Madrid*, Spain, individual research grant
2023-2028 € 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, University of California at Berkeley, USA</i>	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, <i>Community of Madrid, Spain</i>	2023-2028
Research Merits Accreditation, <i>Sexenios, ANECA, Spain</i>	2024
Excellence in Teaching Award, <i>University Carlos III of Madrid, Spain</i>	2021
The Attraction of Young Research Talent, <i>Community of Madrid, Spain</i>	2019-2023
The Best Paper Award, <i>Academy of Customer Satisfaction Management, South Korea</i>	2018
Graduate Mentor, <i>Intellectual Entrepreneurship, University of Texas at Austin, USA</i>	2016
Fred Moore Assistant Instructor Award for Teaching Excellence Nominee, <i>U of Texas at Austin</i>	2015
Marketing Doctoral Symposium Fellow, <i>University of Houston, USA</i>	2012
Merit Scholarship, <i>God's Will Foundation, South Korea</i>	2009
Merit Scholarship, <i>Seoul National University, South Korea</i>	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*, 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, Alternative Energy, and Biotechnology 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 (2021), "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 Jaeeun 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, “Overview of Consumer Behavior and Recent Research Trends (aka hot topics),” invited seminar for PhD students, UC3M, Spain, February 2025.

*Lee, Hyunjung Crystal, “Analysis of the Aerospace and Defense Industry” invited public 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 marketing 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 entrepreneurship 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 marketing 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 invited 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 Jaeeun 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 the Professor: (all solo teaching, unless indicated as team teaching)

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

Consumer Behavior, MBA, UC3M Mar. 2025 – ongoing

2024/2025 course evaluations: 4.3/5.0 Lecture & Practical

Marketing Management, Undergraduate of Business Administration, UC3M Jan. 2024 – ongoing

2024/2025 course evaluations: 4.5/5.0 Lecture 58; 4.4 Lecture 70; 4.2 Lecture 73

“Professor Lee was clearly knowledgeable and very enthusiastic about the material. This made it very easy and fun to learn!” “Me ha gustado mucho la forma en la que enseña, mostrando ejemplos cuando es necesario y repitiendo las ideas clave varias veces para clarificar los conceptos.”

2023/2024 course evaluations: 3.7/5.0 Lecture 58; 4.3 Lecture 70; 4.4 Lecture 73

“Thank you for teaching the fundamentals of marketing during this course. Even though a lot of information was discussed, you managed to bring it to us in a very understandable way. Your passion for it was felt throughout the course” “Muy simpática, se nota que le gusta lo que hace y que le apasiona el tema.”

Market Analysis and Experimental Research, Master of Marketing, UC3M Nov. 2017 – Jan. 2024

2023/2024 course evaluations: 4.7/5.0 Lecture & Practical (team teaching with Vladimir Melnyk)

2022/2023 course evaluations: 4.7/5.0 Lecture & Practical sessions

“Works hard to make sure students are engaged and understand course material.” “Crystal es una gran profesora, aunque la asignatura es realmente aburrida, ella saca lo mejor de lo que el temario puede ofrecer.”

2021/2022 course evaluations: 4.0/5 Lecture & Practical sessions

“I really like her passion for the subject and that she tried almost everything so that every one of us understands everything. Actually, I am now also more interested in doing experiments for academic purposes. Also, during online classes, her teaching quality was still high and easy to follow.” “This class content is quite complex, but Crystal tries her best to explain concepts multiple times until we understand.”

2020/2021 course evaluations: 4.3/5.0 Lecture & Practical sessions

“Although the subject is difficult, the Professor is very flexible and adapts her teaching so that we understand more easily. The class structure is nicely organised, between lecture and practice sessions helping to understand the concepts through their manipulation.” “Sweet professor. very nice and patient!” “Una profesora excelente.” “We love u.”

2019/2020 course evaluations: 3.3/5.0 Lecture & Practical sessions

2018/2019 course evaluations: 4.2/5.0 Lecture & Practical sessions

2017/2018 course evaluations: 3.1/5.0 Lecture & Practical sessions

Consumer Behavior, Undergraduate of Business Administration, UC3M

Sep. 2017 – Jan. 2023

2022/2023 course evaluations: 4.2/5.0 Lecture 73; 4.2 Practical 73; 4.0 Practical 74

“I really liked Crystal’s personal way of teaching. Also, I was happy about the good structure and organisation of the course!” “it’s very important to coordinate well with my team members. In this class, I’ve learned a lot about how to interact and cooperate with team members, and with every mission we need to do, I always learned something new.”

2021/2022 course evaluations: 4.4/5.0 Lecture 73; 4.2 Practical 73; 4.8 Practical 74

2020/2021 course evaluations: 4.7/5.0 Lecture 70; 4.9 Practical 270

“It’s been a pleasure taking this course! I’ve learnt so many things that are not just useful for my academic life but also for my personal one. You’ve been the teacher who has tried the hardest to adapt to the new situation and make things as easy as possible for us so thank you very much!” “The lecture was done with a lot of effort and dedication.” “She was always happy and passionate about her work, and she was quite good at transmitting this enthusiasm to us.”

2019/2020 course evaluations: 4.4 Lecture 73; 4.8 Practical 73; 4.1 Practical 74; 4.6 Practical 75

“I really enjoyed lectures, and we covered material slowly and thoroughly in one class with many examples that helped me understand the concepts from class.” “The lessons for practice were structured really good, and you know what to do every lesson.”

2018/2019 course evaluations: 4.2 Lecture 73; 4.1 Practical 73; 4.5 Practical 74; 4.0 Practical 80

“I thoroughly enjoyed this course and it is one of my favorite courses that I have taken in my college career.” “Crystal was a fantastic teacher (one of the friendliest I’ve had), which really helped me to engage in the subject, and I looked forward to going to class.”

2017/2018 course evaluations: 4.6 Lecture 73; 4.5 Practical 73; 4.8 Practical 74; 4.4 Practical 80

“Crystal is a very good professor and makes lessons fun and interactive. She is considerate of all learning abilities/styles and successfully creates a positive classroom environment.” “I really like the way the class was conducted even though the amount of work is higher than other modules. Thank you for the support and advices you gave us through the semester, specially when conducting our CB challenge.”

Behavioral Lab, Interdisciplinary Undergraduate Interdisciplinary majors, UC3M

Jan. – Apr. 2019

(Newly designed and implemented experimental course for all social science majors, Team teaching with Eline De Vries and Mercedes Esteban Bravo)

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

“Easily one of the best classes and professors I had in my 4 years in the university.” “It was really inspiring to see how passionate you are in what you do, I hope I can feel the same way about my job in the future.” “I really appreciate how dedicated you were to each student’s progress, and I can honestly say that I learned a lot about marketing from your course. You went above and beyond in so many instances, such as individual meetings, detailed review sessions, personalized in-class examples, and guest speakers to name a few. You have a really positive attitude and made learning marketing very enjoyable.”

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
Management/Marketing PhD Student Brown Bag Facilitator, UC3M	Sep. 2022 – ongoing
PhD Dissertation, Master’s Thesis, and Bachelor’s Thesis Committee, UC3M	Jan. 2018 – ongoing
Development and Implementation of Behavioral Research Lab and Subject Pool	Sep. 2017 – 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	Dec. 2024; Aug. – Sep. 2025
Visiting Scholar, McCombs School of Business, The Univ. of Texas at Austin	Aug. 2023; Nov. 2024
Visiting Scholar, Korea Aerospace Research Institute (six visits of 3-8 weeks)	Apr. 2022 – Aug. 2024
Visiting Scholar, Korea Development Institute	Mar. – May 2021
Research Associate, School of Nursing, University of Texas at Austin	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	Aug. 2010 – Jun. 2011
Researcher, Institute for Internationally Gifted Students, KAIST	Nov. 2009 – Feb. 2010
Research Assistant, Positive Emotions and Psychophysiology Lab, UNC-Chapel Hill	Jan. – Aug. 2007
Research Lab Technician, Molecular Biology and Genetics Lab, UNC-Chapel Hill	Sep. 2005 – Jun. 2006

Research Assistant, Korea Research Institute of Bioscience and Biotechnology

May – Aug. 2004

SELECTED VOLUNTEER ACTIVITIES

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
International Astronautical Federation

OTHER SKILLS

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