

Sunme Lee

Texas A&M University–Central Texas, College of Business Administration
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EDUCATION

University of Iowa (Iowa City, IA)

Ph.D. in Marketing (Advisors: Dhananjay Nayakankuppam, Catherine Cole) 2017 - May 2022
Graduate Certificate in Informatics 2019 - 2021

KDI School of Public Policy and Management (Seoul, Korea)

M.S. in Public Policy (Specialized in Entrepreneurship & Private Sector Development) 2013 - 2015

Dongguk University (Seoul, Korea)

Bachelor's in Business Administration, English Interpretation and Translation 2009 - 2013

RESEARCH INTERESTS

Social Decision Making, Technology and Innovation, Consumer's Risk-Taking Behavior

SELECTED RESEARCH IN PROGRESS

The Differences Between Customization and Personalization

Work-in-progress

Authors: Sunme Lee, Chelsea Galoni

Consumer's Happiness in Product Delivery Contexts

Work-in-progress

Authors: Bowen Ruan, Sunme Lee

Hedonic Well-being and Eudemonic Well-being: Meta-Analysis

Working Paper

Authors: Rong Su, Thomas Ptashnik, Sunme Lee, Ivan Liu

CONFERENCES AND OTHER PRESENTATIONS

Society for Consumer Psychology 2022

“Are Individuals' Risk Perceptions in the Social Domains Similar to Those in the Financial Domains?”

51st Haring Symposium 2021

“Gambling and Social Relationship: Different Risk Preferences in the Social and the Financial Domain,” Indiana University, Bloomington, IN

Augsburg University the Principles of Psychology Class (Invited Talk) 2021

“Money and Social Relationship: Different Risk Preferences in the Social and the Financial Domain,” Augsburg University, Minneapolis, MN

Judgment and Decision-Making Lab Seminar in Psychological and Brain Sciences Department (Invited Talk)	2021
“Money and Social Relationship: Different Risk Preferences in the Social and the Financial Domain,” University of Iowa, Iowa City, IA	
Society for Judgment and Decision Making Conference	2020
“Systematic Differences in Risk Preferences Between Financial and Social Contexts.”	
Association for Consumer Research Annual Conference	2020
“Truth or Dare: Do People Behave Differently in Social Risk vs. Financial Risk? The Inherent Difference Between Financial and Social Risk.”	
Conference on Asia-Pacific Business Venturing and Entrepreneurship	2015
“A Study of Trainee Capacity Building Model for Improving the Effectiveness of Entrepreneurship Education,” Seoul, Korea	
Conference on Asia-Pacific Business Venturing and Entrepreneurship	2015
“A Comparison Study of International Models of Entrepreneurship Ecosystem,” Seoul, Korea	

TEACHING EXPERIENCE

Awarded <i>Murthy Memorial Prize for Excellence in Teaching</i> , University of Iowa	2021
Head Teaching Assistant , University of Iowa	Fall 2020
Introduction to Marketing Strategy (Oversaw TAs for 18 sections)	
Primary Instructor (Instructor of Record) , University of Iowa	Spring 2020
Introduction to Marketing Strategy	
Discussion Session Instructor , University of Iowa	2018 - 2020
Guest Speaker, Tippie College of Business , University of Iowa	Fall 2017
“East and West: Individualism and Collectivism,” International Marketing Class	
Graduate Teaching Assistant , University of Iowa	2017 - 2018
Graduate Teaching Assistant, KDI School of Public Policy and Management	
Tutor, Dongguk University	Fall 2010
Introduction of Organizational Behavior	

INDUSTRY EXPERIENCE

KDI School of Public Policy and Management (Sejong, Korea)	Dec 2015 - Aug 2016
<i>Junior Consultant</i> , Department of Competition Policy, Regulatory Studies Center	
KDI School of Public Policy and Management (Sejong, Korea)	Jul 2015 - Dec 2015
<i>Junior Consultant</i> , KDI Professor Shun Wang’s Research Team	
Energy Studies Institute (Singapore)	Oct 2014 - Dec 2014
<i>Intern</i> , Energy Security Team	

Korea Small Business Institute (Seoul, Korea)
Junior Consultant, Growth Strategy Research Department

Dec 2013 - Apr 2014

Baker & McKenzie, LLP (New York, United States)
Intern, Marketing Department

Aug 2011 - Feb 2012

AWARDS AND HONORS

AMA - Sheth Foundation Doctoral Consortium Fellow	2021
Murthy Memorial Prize for Excellence in Teaching, University of Iowa	2021
Graduate College Summer Fellowship	2021
Haring Doctoral Symposium Fellow, Kelly School of Business, Indiana University	2021
Writing Consultant Award	2011
Marketing Department Post-Comprehensive Fellowship	2021
Haring Doctoral Symposium Fellow, Kelly School of Business, Indiana University	2020
Ponder Summer Fellowship, University of Iowa	2017 - 2020
Outstanding Master's Thesis, KDI School of Public Policy and Management	2015
Outstanding Paper, Spring Conference on Asia-Pacific Business Venturing and Entrepreneurship	2015
Full-Semester Scholarship for Academic Excellence	2013-2014
International Field Trip and Academic Scholarships	2011
Three- Semester Scholarships for Academic Achievements and Leadership Performance	2009 – 2011

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)
- Society of Judgement and Decision Making (SJDM)

PROGRAMMING LANGUAGES & SKILLS

R, Python, and Eprime