

NA YOUNG LEE

Department of Management and Marketing
School of Business Administration
University of Dayton
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ACADEMIC POSITION

Assistant Professor of Marketing (tenure-track), August 2018 – Present
School of Business Administration, University of Dayton

EDUCATION

Ph.D., Business Administration, The University of Tennessee at Knoxville, May 2018
Major: Marketing

M.B.A., Vanderbilt University, Nashville, TN, 2005
Concentrations: Marketing and Strategy

B.A., Ewha Womans University, Seoul, South Korea, 1998
Major: Educational Technology

RESEARCH INTERESTS

Services Marketing, Frontline Employee Management, Frontline Service Encounter

PUBLICATIONS

Lee, Na Young, Stephanie M. Noble, Alex R. Zablah, “So Distant, Yet Useful: The Impact of Distal Stories on Customers’ Service Expectations,” Conditionally accepted at *Journal of Business Research*.

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2018), “Hey Big Spender!: The Golden (Color) Atmospheric Effect on Tipping Behavior,” *Journal of the Academy of Marketing Science*, 46 (2), 317-337.

Stevens, Jennifer L., Carol L. Esmark, Stephanie M. Noble, and **Na Young Lee** (2017), “Co-producing with Consumers: How Varying Levels of Control and Co-Production Impact Affect,” *Marketing Letters*, 28 (2), 171-187*.

*Article featured on MSI’s website as one of Peter Golder’s “3 Must Read” articles for 2017:
<http://www.msi.org/articles/3-must-reads-from-dartmouths-peter-golder/>

UNDER REVIEW AND IN PREPARATION

Lee, Na Young, Alex R. Zablah, and Stephanie M. Noble. [Title omitted]. Status: under review at the *Journal of Business Research*

Lee, Na Young and Riley Dugan. [Title omitted]. Status: Manuscript ready to submit to the *Journal of Personal Selling and Sales Management*

Kim, Sunny and **Na Young Lee**. [Title omitted]. Status: Manuscript ready to submit to the *Cornell Hospitality Quarterly*.

Lee, Na Young, Alex R. Zablah, and Stephanie M. Noble. [Title omitted]. Status: Manuscript in preparation. Target: *Journal of Marketing*.

CONFERENCE PRESENTATIONS

Lee, Na Young and Riley Dugan (2020). Do Salespeople need to get by with a Little Help from their Friends?: Exploring the Effects of Internal Networking and Supervisor's Organizational Status on Performance Growth Trajectories. *2020 AMA Winter Educators' Conference*, San Diego, CA.

Lee, Na Young, Stephanie M. Noble, and Alex R. Zablah (2018). "Too Close to be True: Impact of Distal Customer Stories on Service Encounter Expectations. *Frontiers in Service Conference*, Austin, TX, September 2018

Lee, Na Young, Stephanie M. Noble, and Alex R. Zablah (2017). "Does Meaningful Work Strengthen or Weaken the Performance Effects of Frontline Employee Organizational Identification?: A Meta-Analytic Evaluation, *Frontiers in Service Conference*, New York, NY

Lee, Na Young, Stephanie M. Noble, and Alex R. Zablah (2017). "Does Meaningful Work Strengthen or Weaken the Performance Effects of Frontline Employee Organizational Identification?: A Meta-Analytic Evaluation, *Southeast Marketing Symposium Conference*, Lexington, KY

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2015), "Hey Big Spender!: The Golden (Color) Atmospheric Effect on Tipping Behavior," *AMA Winter Educators' Conference*, San Antonio, TX

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2015), "Hey Big Spender!: The Golden (Color) Atmospheric Effect on Tipping Behavior," *Southeast Marketing Symposium Conference*, Tallahassee, FL

MEDIA ARTICLES & APPEARANCES

Lee, Na Young (2019, January 17). Want better tips? Go for gold. *The Conversation*. Retrieved from <https://theconversation.com/want-better-tips-go-for-gold-109368>

ACADEMIC HONORS AND AWARDS

2017 AMA-Sheth Foundation Doctoral Consortium Student Fellow

2017 Outstanding Doctoral Student Researcher, Haslam College of Business, The University of Tennessee at Knoxville

2017 Graduate Student Senate Award for Outstanding Achievements in Research Contribution, The University of Tennessee at Knoxville

2016 AMS Doctoral Consortium Student Fellow

2016 Outstanding Research Accomplishments Award, Marketing and Supply Chain Management Department, Haslam College of Business, The University of Tennessee

The Chancellors Scholarship, The University of Tennessee, 2013-2018

ESPN Scholarship, The University of Tennessee, 2013-2018

Owen Merit-Based Scholarship, Owen Graduate School of Management, Vanderbilt University, 2003-2005

TEACHING EXPERIENCE

Professor, Buyer Behavior and Market Analysis/Capstone (MKT 450), University of Dayton, School of Business. Fall 2018 – Present

Stand-alone Instructor, Marketing Strategy/Capstone (MKT 460), The University of Tennessee, Haslam College of Business. Summer 2017.

Stand-alone Instructor, Consumer Behavior (MKT 350), The University of Tennessee, Haslam College of Business. Fall 2013 – Summer 2016, Summer 2017

Stand-alone Instructor, Demand Management (BA332) [Similar to an Intro to Marketing Course], The University of Tennessee, Haslam College of Business, Summer 2014,

SELECTED INDUSTRY EXPERIENCE

Senior Product Manager, Johnson's Baby, Johnson and Johnson, Seoul, South Korea (2008-2009)

Brand Manager, Cooking Oil Category, CJ Corporation, Seoul, South Korea (2006-2008)

Corporate Communication Manager, Global Communication, Samsung SDI, Seoul, South Korea (2005-2006)

Product Manager, Marketing, LEGO Korea, Seoul, South Korea (2002-2003)

Assistant Brand Manager, Personal Care & Household Category, CJ Corporation Seoul, South Korea (1998-2002)

SERVICE

Ad hoc reviewer, Journal of Consumer Marketing, 2020 - present

Review Committee, 2020 Summer AMA conference

Reviewer, 2020, 2019 Winter AMA Conference

Reviewer, 2016 Summer AMA Conference

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA) – member