

NA YOUNG LEE

Curriculum Vitae – Dec 2023

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

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 Customer Experience, Frontline Employee Management

JOURNAL PUBLICATIONS

Lee, Na Young, Alex R. Zablah, and Stephanie M. Noble (2023), “A Meta-Analytic Investigation of the Organizational Identification – Job Performance Relationship in the Frontlines,” *Journal of Retailing*, 99(3), 370-384.

Kalra, Ashish, **Na Young Lee**, and Riley Dugan (2023), “Exploring Antecedents and Outcomes of Salesperson Change Agility: A Social Exchange Theory Perspective,” *Journal of Marketing Theory and Practice*.

Riley Dugan and **Na Young Lee** (2023) “Selling on Value: Using the Purposeful Choreography as the Basis of an Innovative Sales Role Play,” *Marketing Education Review* 33(2).

Adam Hepworth, **Na Young Lee**, and Alex R. Zablah (2021), “Feeling Anxious: The Dark Side of Checkout Charity Solicitations,” *Journal of Business Research*, 136 (Nov), 330-342.

Lee, Na Young, Dugan, R., Rouziou, M., and Anwar, A. (2020), “Give Me one but not the Other”: the Substitution Effects of Supervisor’s Organizational Status and Salesperson Internal Networking on Performance Growth Trajectories,” *Journal of Personal Selling & Sales Management*, 41(1), 28-38.

Lee, Na Young, Stephanie M. Noble, and Alex R. Zablah (2020), “So Distant, Yet Useful: The Impact of Distal Stories on Customers’ Service Expectations,” *Journal of Business Research*, 113 (May), 230-242.

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

- Mentioned in the Wall Street Journal: <https://www.wsj.com/articles/how-restaurants-win-back-customers-11635782346>: Featured in The Conversation (Lee 2019)

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.

- 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/>

MANUSCRIPTS UNDER REVIEW

Ashish Karla, **Na Young Lee**, Riley Dugan, Andrew Edelblum, Sangsuk Yoon, “Title withheld.” Under 2st round review at the *Industrial Marketing and Management*.

Ashish Karla and **Na Young Lee**, “Title withheld.” Invited for 2st round review at the *Journal of Personal Selling & Sales Management*.

SELECTED RESEARCH IN PROGRESS

Lee, Na Young, “Backfiring Effects of Anthropomorphized E-Service Agent.”

Lee, Na Young with Kevin H. Park, “Who Is Responsible for That? Service Failure Attribution in Two-Sided Market.”

Lee, Na Young with Andrew Edelblum and Kevin H. Park, “The Sound of Silence: A Single Modality Approach to Digital Sensory Experience.”

Lee, Na Young with Alex R. Zablah and Melissa Baucum, “Is Customer First or Employee First? Meta-Analytic Approach for the Effect of Organizational Identification and Customer Orientation.”

ACADEMIC HONORS AND AWARDS

SBA Summer Research Grant, School of Business Administration, University of Dayton, 2022-2023

SBA Grant-in-Aid, School of Business Administration, University of Dayton, 2022-2023

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

CONFERENCE PRESENTATIONS

Lee, Na Young and Riley G. 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.” *AMA Winter Educators’ Conference*, San Diego.

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

Lee, Na Young, Alex R. Zablah, and Stephanie M. Noble (2018), “Does Meaningful Work Strengthen or Weaken the Effects of Frontline Employee Organizational Identification? A Meta-Analysis,” *Academy of Marketing Science*, New Orleans, LA.

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

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

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2016), “Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior,” *Organizational Frontline Conference*, Florida State University.

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2015), “Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior,” *AMA Winter Educators’ Conference*, San Antonio, TX.

Lee, Na Young, Stephanie M. Noble, and Dipayan Biswas (2015), “Hey Big Spender!: The Impact of Bill Folder Color on Tipping Behavior,” *Southeast Marketing Symposium Conference*, Tallahassee, FL.

MEDIA ARTICLES & APPEARANCE

Lee, Na Young (March 13, 2023) Expert Thoughts on Costco Credit Card. *WalletHub*. Retrieved from https://wallethub.com/d/costco-credit-card-72c#expert=na_young_lee

Lee, Na Young (January 3, 2023) Checkout Charity Solicitations Can Give Customers Anxiety. *NPR The Academic Minute*. Retrieved from <https://www.npr.org/podcasts/564572329/the-academic-minute>

Lee, Na Young and Adam Hepworth (October 11, 2022) ‘Checkout charity’ can increase a shopper’s anxiety, especially when asks are automated. *The Conversation*. Retrieved from <https://theconversation.com/checkout-charity-can-increase-a-shoppers-anxiety-especially-when-asks-are-automated-190495>

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

TEACHING EXPERIENCE

Assistant Professor, University of Dayton, School of Business Administration, Dayton, OH
 MKT 450: Buyer Behavior and Market Analysis (Capstone)
 MKT 301: Principles of Marketing

Stand-alone Instructor, The University of Tennessee, Haslam College of Business, Knoxville, TN
 MKT 460: Marketing Strategy (Capstone)
 MKT 350: Consumer Behavior
 BA 332: Demand Management (Intro to Marketing Course)

SERVICE

Service to the Field:

Ad hoc Reviewer:

Journal of the Academy of Marketing Science
 Journal of Services Research
 Journal of Business Research
 Psychology and Marketing
 Journal of Consumer Marketing
 Journal of Strategic Marketing
 Journal of Personal Selling and Sales Management
 Journal of Economics and Management

Conference Reviewer:

2024, 2023, 2022, 2021, 2019 Winter AMA Conference
 2020, 2016 Summer AMA Conference

Service to the Department and School of Business Administration:

Graduate Committee, Spring 2024
 SBA Faculty Affairs Committee, Fall 2023
 Schaefer Chair of Marketing Search Committee, 2023
 School of Business Administration Faculty Affair Committee, Fall 2023
 Undergraduate Committee, 2022-2023
 Management and Marketing Department Hiring Committee, 2021

SELECTED INDUSTRY EXPERIENCE

Senior Product Manager, Johnson's Baby, Johnson and Johnson, Seoul, South Korea

Brand Manager, Cooking Oil Category, CJ Corporation, Seoul, South Korea

Corporate Communication Manager, Global Communication, Samsung SDI, Seoul, South Korea

Product Manager, Marketing, LEGO Korea, Seoul, South Korea

Assistant Brand Manager, Personal Care & Household Category, CJ Corporation. Seoul, South Korea