

Ju-Yeon Lee

(July 2024)

Ivy College of Business
Iowa State University

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PROFESSIONAL EXPERIENCE

Employment

John and Connie Stafford Professor in Business	2024–Present
Associate Professor of Marketing	2020–Present
Ph.D. Program Coordinator of the Marketing Department	2018–Present
John and Deborah Ganoë Faculty Fellow	2023–2024
Dean’s Faculty Fellow in Marketing	2021–2023
Assistant Professor of Marketing	2017–2020
Ivy College of Business, Iowa State University, Ames, IA	
Alison & Norman H. Axelrod ’74 Endowed Summer Research Fellow*	2016–2017
Assistant Professor of Marketing	2013–2017
Lehigh University, Bethlehem, PA	
ESL Camp Counselor	2005–2006
Camp Korea, Seoul, South Korea	

Honorary Appointments

Affiliated Faculty , Baroni Center for Government Contracting, George Mason University	2021–Present
Affiliated Researcher , Reynolds and Reynolds Sales Leadership Institute, Texas A&M University	2021–Present
Board Member , Korean Marketing Association	2021–Present
Research Fellow , Sales and Marketing Strategy Institute (SAMS Institute)	2019–Present
Affiliated Scholar , Collaborative for Customer-Based Execution & Strategy (CUBES)	2017–Present
Affiliated Researcher , Center for Sales and Marketing Strategy, University of Washington	2014–Present

EDUCATION

University of Washington, Foster School of Business, Seattle, WA	2008–2013
Ph.D. in Marketing, 2013	
Recipient of Evert McCabe Endowed Fellowship, 2012–2013	
M.S. in Business Administration (Marketing), 2011	
Yonsei University, Seoul, South Korea	2004–2008
B.B.A. in Business Administration	
B.A. in Applied Statistics	
Minor in Economics	
Exchange Student, University of Washington, Seattle, WA (2006–2007)	

* Awarded a two-year fellowship (2016–2018) but started a new academic position at Iowa State University in 2017.

HONORS AND AWARDS

Research Award

Winner of the Financial Times (FT) Responsible Business Education Awards (selected for best business school academic research with impact)	2022
Winner of the Best Paper Award in the Marketing Strategy and Dynamics Track, 2022 AMA Winter Conference	2022
Research Incentives Award , Ivy College of Business, Iowa State University (in recognition of elite journal publications)	2022-2024
Finalist for the AMA-Responsible Research in Business and Management (RRBM)-EBSCO Award (to recognize responsible research in marketing)	2022
Finalist for the 2020 AMA/Marketing Science Institute/H. Paul Root Award (given to a Journal of Marketing article that has made a significant contribution to the advancement of the practice of marketing)	2021
Winner of the Faculty Early Achievement in Research Award , Ivy College of Business, Iowa State University (in recognition of outstanding accomplishments of a junior faculty)	2020
Winner of the Journal of Retailing Davidson Award (best paper published in <i>Journal of Retailing</i> in 2018)	2019
Finalist for the Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition (in recognition of dissertations that contribute to the progress of business marketing)	2012

Student Advising/Teaching

Teacher of the Month Award Nominee , Ivy Student Council, Iowa State University (driven and nominated by students)	2023
PhD Advisor of the Winner and “Outstanding Submission” Awardee of the Institute for the Study of Business Markets (ISBM) Doctoral Dissertation Award Competition (in recognition of dissertations that contribute to the progress of business marketing)	2022
Peller Research Award , Lehigh University (received funding to support undergraduate research experiences for business undergraduates)	2015

Service to the Field

Vice Chair and Chair-Elect , Innovation, Technology and Interactivity (Tech) Special Interest Group (SIG), American Marketing Association (AMA)	2024-Present
Winner of the Best Reviewer Award , <i>Journal of the Academy of Marketing Science</i> (in recognition of contribution of reviewers)	2017

Faculty Mentor/Fellow at the Invitation-Only Consortia

Marketing Strategy Consortium , University of Cologne	2024
Marketing Strategy Consortium , University of Georgia	2023
Marketing Strategy Consortium , Texas A&M University	2022
Marketing Strategy Consortium , University of Texas at Austin	2020
Marketing Strategy Consortium , Indiana University	2019
AMA-Sheth Foundation Doctoral Consortium , The University of Leeds	2018

College/University Award Nominee

ISU Award for Mid-Career Achievement in Research, Nominee , Iowa State University (only one associate professor from the college is nominated)	2024
Associate Professor Research Award, Nominee , Ivy College of Business, Iowa State University (only one associate professor from the department is nominated)	2023-2024
Faculty Mid-Career Achievement in Research Award, Nominee , Ivy College of Business, Iowa State University (only one mid-career faculty from the department is nominated)	2021-2022
Faculty Early Achievement in Research Award, Nominee , Ivy College of Business, Iowa State University (only one junior faculty from the department is nominated)	2019

Academic Performance

Dean's List , University of Washington	2006–2007
Merit-Based Scholarship , Yonsei University	2004–2006
Honors Student , Yonsei University	2005

RESEARCH

Research Interests

Substantive

Customer centricity: My research investigates (1) how a firm can use its organizational structure to achieve marketing objectives (i.e., *customer-centric structural marketing*), (2) how a firm's realignment of various organizational design elements toward customers can create value for both customers and the firm (*customer-centric organizations*), and (3) how healthcare systems as a whole can provide more patient-centric care (*patient-centric healthcare*).

Business-to-government (B2G) and business-to-business (B2B) relationships: My research investigates how a firm that sells to government agencies or industrial buyers should manage its strategies and offerings to serve these customers

Digital/online channels: My research investigates how a firm that relies on sharing economy platforms and digital channels can deepen its understanding of customers and apply it to enhance the effectiveness of its strategy

Methodological

Panel data econometrics, applied econometrics, event studies, meta-analytic methods, and Bayesian methods

Industry Focus

Business-to-government (defense contractors, federal agencies), business-to-business, online platform businesses, healthcare sectors

Google Scholar

Citations: 935; h-index: 14; i10-index: 14

Journal Publications

- 1) Yan, Shuai, Ju-Yeon Lee, and Brett W. Josephson (2024), "The Effect of Customer Asset Strategies on Acquisition Performance in Business-to-Government Markets," *Journal of the Academy of Marketing Science*, 52 (3), 789-814.
 - Dissertation advisor of the first author.
 - Featured in the "Discover Business – Ivy Research on the Move"

- Featured in the “Role of M&A in the Defense Industry” Symposium, Baroni Center for Government Contracting, George Mason University
- 2) Lee, Daeyong, Ju-Yeon Lee, and Brett W. Josephson (2024), “Effects of Bid Protests against Government Agencies on Firm Performance: Role of Interorganisational Relationship,” *Economic Analysis and Policy*, 81, 520-40.
 - 3) Steinhoff, Lena, Robert W. Palmatier, Kelly D. Martin, Grace Fox, Conor M. Henderson, Julian K. Saint Clair, Shuai Yan, Ju-Yeon Lee, Taylor Perko, and Colleen M. Harmeling (2022), “Commentaries on Relationship Marketing: The Present and Future of Customer Relationships in Services,” *SMR-Journal of Service Management Research*, 6 (1), 2-27.
 - Invited commentary.
 - Contributed to the section “Sharing Economy and Marketing Implications of the COVID-19 Pandemic” with Shuai Yan.
 - 4) Kozlenkova, Irina V., Ju-Yeon Lee, Diandian Xiang, and Robert W. Palmatier (2021), “Sharing Economy: International Marketing Strategies,” *Journal of International Business Studies*, 52 (8), 1445-73.
 - Part of the edited *Journal of International Business Studies* (JIBS) Collection Volume, titled *Key Developments in International Marketing: Influential Contributions and Future Avenues for Research* (2024), Palgrave-McMillan.
 - 5) Mittal, Vikas, Kyuhong Han, Ju-Yeon Lee, and Shrihari Sridhar (2021), “Improving Business-to-Business Customer Satisfaction Programs: Assessment of Asymmetry, Heterogeneity, and Financial Impact”, *Journal of Marketing Research*, 58 (4), 615-643.
 - Lead article.
 - 6) Chen, Yixing, Ju-Yeon Lee, Shrihari Sridhar, Vikas Mittal, Katharine McCallister, and Amit G. Singal (2020), “Improving Cancer Outreach Effectiveness through Targeting and Economic Assessments: Insights from a Randomized Field Experiment,” *Journal of Marketing*, 84 (3), 1-27.
 - **Winner of the 2022 Financial Times (FT) Responsible Business Education Awards** (selected for best business school academic research with impact)
 - **Finalist for the 2022 AMA-Responsible Research in Business and Management (RRBM)-EBSCO Award** (the award honors outstanding research that produces both credible and useful knowledge that can be applied to benefit society)
 - **Finalist for the 2020 AMA/Marketing Science Institute/H. Paul Root Award** (selected for a significant contribution to the advancement of the practice of marketing)
 - Lead article.
 - Featured in the *Journal of Marketing* Webinar Series.
 - Featured in *Iowa State University News Releases, Discover Business: Ivy Research on the Move, Iowa State Alumni Association newsletter*.
 - Media Coverage: *JM Scholarly Insights, Rice University News & Media, Medical Xpress, EurekAlert!, The Horizons Tracker*.
 - 7) Quach, Sara, Park Thaichon, Ju-Yeon Lee, Scott Weaven, and Robert W. Palmatier (2020), “Toward a Theory of Outside-In Marketing: Past, Present, and Future,” *Industrial Marketing Management*, 89, 107-28.
 - Accompanied by a commentary: Musarra, Giuseppe and Neil A. Morgan (2020), “Outside-in Marketing: Renaissance and Future,” *Industrial Marketing Management*, 89, 98-101.
 - 8) Josephson, Brett W., Ju-Yeon Lee, Babu John Mariadoss, and Jean L. Johnson (2019), “Uncle Sam Rising: Performance Implications of Business-to-Government Relationships,” *Journal of Marketing*, 83 (1), 51-72.
 - **The first two authors contributed equally to this work.**
 - Invited for *Journal of Marketing Insights in the Classroom*.
 - Media Coverage: *Washington Technology, News at Mason*.
 - 9) Crecelius, Andrew T., Justin M. Lawrence, Ju-Yeon Lee, Son K. Lam, and Lisa K. Scheer (2019), "Effects

- of Channel Members' Customer-Centric Structures on Supplier Performance," *Journal of the Academy of Marketing Science*, 47 (1), 56-75.
- Featured in *UAB Collat News*.
- 10) Lee, Ju-Yeon, Eric Fang, Jisu J. Kim, Xiaoling Li, and Robert W. Palmatier (2018), "The Effect of Online Shopping Platform Strategies on Search, Display, and Membership Revenues," *Journal of Retailing*, 94 (3), 247-64.
- **Winner of the 2019 Davidson Award** (best paper published in the *Journal of Retailing* in 2018).
 - Lead article.
 - Featured in *Iowa State University News Releases*.
- 11) Ye, Jun, Beibei Dong, and Ju-Yeon Lee (2017), "The Long-Term Impact of Service Empathy and Responsiveness on Customer Satisfaction and Profitability: A Longitudinal Investigation in a Healthcare Context," *Marketing Letters*, 28 (4), 551-64.
- 12) Lee, Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier (2017), "The Effect of Firms' Structural Designs on Advertising and Personal Selling Returns," *International Journal of Research in Marketing*, 34 (1), 173-93.
- **Finalist for the 2012 ISBM Doctoral Dissertation Award Competition**.
- 13) Lee, Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier (2015), "Customer-Centric Org Charts Aren't Right for Every Company," *Harvard Business Review* (print and online), [available at <https://hbr.org/2015/06/customer-centric-org-charts-arent-right-for-every-company>].
- A version of this article appeared in the July–August 2015 issue, as "Customer Centricity: First, the Pain" (p. 22).
 - Mentioned by *Econsultancy*.
- 14) Lee, Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (2015), "Effect of Customer-Centric Structure on Long-Term Financial Performance," *Marketing Science*, 34 (2), 250-268.
- Highlighted in *Journal Selections from MSI* (November 2015), selected as noteworthy for its managerial relevance and potential to improve marketing practice.
 - An earlier version of this article was reprinted as a *MSI Working Paper*.
 - Recognized as one of the **Top 10 Most-Read MSI Articles in 2012**.
 - Featured in *Insights from MSI, The Biz Times (MK News)*.
- 15) Lee, Ju-Yeon, Irina V. Kozlenkova, and Robert W. Palmatier (2015), "Structural Marketing: Using Organizational Structure to Achieve Marketing Objectives," *Journal of the Academy of Marketing Science*, 43 (1), 73-99.
- Featured in *Marketing Weekly News*.

Books

- 16) Palmatier, Robert W., Christine Moorman, and Ju-Yeon Lee (2019), *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*. Cheltenham: Edward Elgar Publications.

Book Chapters

- 17) Lee, Ju-Yeon, and George S. Day (2019), "Designing Customer-Centric Organization Structures: Toward the Fluid Marketing Organization" in *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*, Robert W. Palmatier, Christine Moorman, and Ju-Yeon Lee, eds. Cheltenham: Edward Elgar Publications.
- Received research sponsorship from the Wharton School's *Mack Institute for Innovation Management*.
- 18) Palmatier, Robert W., Christine Moorman, and Ju-Yeon Lee (2019), "Introduction: Customer Centricity," in *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*, Robert

W. Palmatier, Christine Moorman, and Ju-Yeon Lee, eds. Cheltenham: Edward Elgar Publications.

- 19) Lee, Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier (2015), "Customer Centricity and Performance," in *Empirical Generalizations about Marketing Impact*, 2d ed., Dominique M. Hanssens, ed. Cambridge, MA: Marketing Science Institute Relevant Knowledge Series.

Marketing Science Institute (MSI) Research Reports (Peer Reviewed)

- 20) Lee, Ju-Yeon, and Robert W. Palmatier (2016), "Creating and Appropriating Alliance Value through Customer-Centric Structures," No. 16-127, *Marketing Science Institute (MSI) Working Paper Series*.
– Featured in MSI's *What Marketers Are Talking About* (January 2017).
- 21) Lee, Ju-Yeon, Mengzhou Zhuang, Irina V. Kozlenkova, and Eric Fang (2016), "The Dark Side of Mobile Channel Expansion Strategies," No. 16-119, *Marketing Science Institute (MSI) Working Paper Series*.
– Mentioned by *MetroMBA* and *Phys.org*.
– Featured in *Lehigh Business* and *Lehigh University News*.
- 22) Lee, Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (2012), "Effect of Customer-Centric Structure on Firm Performance," No. 12-111, *Marketing Science Institute (MSI) Working Paper Series*.
– Recognized as one of the *Top 10 Most-Read MSI Articles in 2012*.
– Featured in *Insights from MSI* (2013), "Does Customer-Centric Realignment Pay Off?" 1, 5-6.

White Papers

- 23) Lee, Ju-Yeon, Brett W. Josephson, and Shuai Yan (2022) "Importance of Customer Assets in Federal Mergers and Acquisitions", No. 14, *Baroni Center for Government Contracting White Paper*.

Papers under Review or Revision

- 24) Yan, Shuai, Ju-Yeon Lee, and Hui (Sophia) Feng, "Board of Directors and Business-to-Government Markets" (revising for 2nd round review at *Journal of Marketing*).
– **Winner of the Best Paper Award in the "Marketing Strategy and Dynamics" Track, 2022 AMA Winter Conference.**
– **Winner of the 2021 ISBM Doctoral Dissertation Award Competition (Outstanding Submission).**
– Dissertation advisor of the first author.
- 25) Lee, Ju-Yeon, Andrew T. Crecelius, Justin M. Lawrence, and Robert W. Palmatier, "Alliance Partners' Organizational Structures" (revising for 2nd round review at *Strategic Management Journal*).
– *MSI* Grant recipient, \$16,000.
– An earlier version was featured in MSI's *What Marketers Are Talking About* (January 2017).
- 26) Lee, Ju-Yeon, Shrihari Sridhar, Shuai Yan, and Narendra Krishna, "Digital Platform Customer Misconduct" (under 2nd round review at *Journal of the Academy of Marketing Science*).
- 27) Kim, Jisu J., Ju-Yeon Lee, Stephen A. Samaha, and Robert W. Palmatier, "Loyalty Program Enhancement Strategy" (revising for 2nd round review at *Journal of the Academy of Marketing Science*).

Works in Progress/Working Papers

- 28) "Artificial Intelligence and Firm Performance" with Suyun Mah, and Chengxin Cao (Analyzing data, targeted submission to *Journal of Marketing*).
- 29) "Role of the Government in Marketing" with Shuai Yan, in *Handbook of Interorganizational Research*, Rajdeep Grewal, eds (Writing the chapter).

- 30) “Effects of Customer-Centric Organizational Strategies on Firm Performance,” with Robert W. Palmatier, Christine Moorman, and Shuai Yan (analyzing data, targeted submission to *Journal of Marketing*).
 - MSI Grant recipient, \$4,800.
- 31) “Federal Contractors and Innovation” with Knott, Anne Marie, and Brett W. Josephson (Repositioning, targeted submission to *Journal of Operations Management*).
- 32) “Effect of Political Engagement Strategy on Firm Performance” with Brett W. Josephson, Kyuhong Han, Jiyeon Hong, and Vikas Mittal (analyzing data, targeted submission to *Journal of Marketing Research*).
- 33) “Marketing and Congress,” with Koushyar Rajavi, Shuai Yan, and Sarah Motallebi (Collecting data, targeted submission to *Journal of Marketing*)

Invited Presentations

- University of Hong Kong, School of Business, 2025 (scheduled)
- Hong Kong Polytechnic University, PolyU Business School, 2025 (scheduled)
- Yonsei University, School of Business, 2024
- Michigan State University, Eli Broad College of Business, 2024
- Korea Advanced Institute of Science & Technology (KAIST), College of Business, 2023
- Georgia Institute of Technology, Scheller College of Business, Distinguished Guest Speaker Series in Marketing, 2023
- George Mason University, School of Business[§], 2023
- University of Central Florida, College of Business, 2023
- The University of Texas Rio Grande Valley, Business School[§], 2022
- George Mason University, Baroni Center for Government Contracting[§], 2021
- Korea University, Business School[§], 2021
- Yonsei University, School of Business Research Colloquium, 2018
- Iowa State University, College of Business, 2017
- University of Washington, Center for Sales and Marketing Strategy Executive Board Meeting, 2016
- Colorado State University, College of Business, 2015
- Iowa State University, College of Business, 2015
- Case Western Reserve University, Weatherhead School of Management, 2012
- Southern Methodist University, Cox School of Business, 2012
- Lehigh University, College of Business and Economics, 2012
- Clark University, Graduate School of Management, 2012
- University of Hong Kong, School of Business, 2012
- University of Oklahoma, Price College of Business, 2012

Invited Panel Discussions

- George Mason University, Baroni Center for Government Contracting, The “Role of M&A in the Defense Industry” Symposium Panelist, 2022
 - This event was the centerpiece of the 2023/1/3 Wall Street Journal article, “Lagging Arms Production Makes Pentagon Wary of Further Industry Consolidation”

[§] Virtual.

Conference Proceedings

- Yan, Shuai, Ju-Yeon Lee, and Hui (Sophia) Feng (February 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *AMA Winter Marketing Educators’ Conference Proceedings*.
- Yan, Shuai, Ju-Yeon Lee, and Brett W. Josephson (February 2020), “Effects of Customer and Product Configurations on Acquisition Performance: Insights from Business-to-Government Markets,” *AMA Winter Marketing Educators’ Conference Proceedings*.
- Josephson, Brett W., Ju-Yeon Lee, and Shrihari Sridhar (February 2020), “Effect of Customer E-Commerce Migration on Customer Profitability,” *AMA Winter Marketing Educators’ Conference Proceedings*.
- Crecelius, Andrew T., Son Lam, Justin Lawrence, Ju-Yeon Lee, and Lisa Scheer (2018), “The Impact of Buying Firm Customer-Centric Structure on Selling Firm Profitability: A Dual Process Model,” *AMA Winter Educators’ Conference Proceedings*.
- Zhuang, Mengzhou, Ju-Yeon Lee, Eric Fang, and Irina V. Kozlenkova (2018), “The Dark Side of Mobile Channel Expansion Strategies,” *AMA Winter Educators’ Conference Proceedings*.
- Lee, Ju-Yeon and Robert W. Palmatier (2014), “How Customer-Centric Structures Leverage the Effects of Advertising and R&D on Brand Equity and Firm Performance,” *AMA Winter Educators’ Conference Proceedings*.
- Lee, Ju-Yeon, Conor M. Henderson, Robert W. Palmatier, and Shrihari Sridhar (2011), “Effect of Structural Sources of Customer Centricity on Firm Performance: An Empirical Examination,” *AMA Summer Educators’ Conference Proceedings*.

Scholarly Presentations († Denotes the presenter)

- Yan, Shuai[†], Ju-Yeon Lee, and Hui (Sophia) Feng (June 2023), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *China Marketing International Conference*, Chengdu, China.
- Yan, Shuai[†], Ju-Yeon Lee, and Hui (Sophia) Feng (May 2023), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *Theory + Practice in Marketing Conference*, Lausanne, Switzerland.
- Knott[†], Anne Marie, Brett W. Josephson, and Ju-Yeon Lee (May 2023), “Are Federal Contractors Less Innovative? Insights from Business-to-Government Markets,” *Wharton Technology and Innovation Conference*, Philadelphia, PA.
- Knott[†], Anne Marie, Brett W. Josephson, and Ju-Yeon Lee (May 2023), “Are Federal Contractors Less Innovative? Insights from Business-to-Government Markets,” *Atlanta Conference on Science and Innovation Policy*, Atlanta, GA.
- Lee, Ju-Yeon, Narendra Krishna[†], Shuai Yan, and Shrihari Sridhar (February 2023), “Digital Customer Misconduct: Theoretical Framework,” *AMA Winter Marketing Educators’ Conference*, Nashville, TN.
- Knott, Anne Marie, Brett W. Josephson[†], and Ju-Yeon Lee (August 2022), “Are Federal Contractors Less Innovative? Insights from Business-to-Government Markets,” *ISBM Academic Conference*, Chicago, IL.
- Yan, Shuai, Ju-Yeon Lee[†], and Hui (Sophia) Feng (August 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *ISBM Academic Conference*, Chicago, IL.
- Yan[†], Shuai, Ju-Yeon Lee, and Hui (Sophia) Feng (February 2022), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *AMA Winter Marketing*

Educators' Conference, Las Vegas, NV.

- Yan[†], Shuai and Ju-Yeon Lee (June 2021), “Effects of Government-to-Contractor Revolving Door Appointments on Customer Relationship Performance,” *AMS Annual Conference*, Virtual.
- Yan, Shuai, Ju-Yeon Lee, and Brett W. Josephson[†] (February 2020), “Effects of Customer and Product Configurations on Acquisition Performance: Insights from Business-to-Government Markets,” *AMA Winter Marketing Educators' Conference*, San Diego, CA.
- Josephson[†], Brett W., Ju-Yeon Lee, and Shrihari Sridhar (February 2020), “Effect of Customer E-Commerce Migration on Customer Profitability,” *AMA Winter Marketing Educators' Conference*, San Diego, CA.
- Josephson[†], Brett W., Ju-Yeon Lee, Shrihari Sridhar, and Robert W. Palmatier (May 2018), “Effect of Customer E-Commerce Migration on Customer Profitability,” *AMA Global Marketing SIG Special Conference*, Santorini, Greece.
- Crecelius[†], Andrew T., Son Lam, Justin Lawrence, Ju-Yeon Lee, and Lisa Scheer (February 2018), “The Impact of Buying Firm Customer-Centric Structure on Selling Firm Profitability: A Dual Process Model,” *AMA Winter Marketing Educators' Conference*, New Orleans, LA.
- Zhuang[†], Mengzhou, Ju-Yeon Lee, Eric Fang, and Irina V Kozlenkova (February 2018), “The Dark Side of Mobile Channel Expansion Strategies,” *AMA Winter Marketing Educators' Conference*, New Orleans, LA.
- Lee[†], Ju-Yeon, and Robert W. Palmatier (April 2017), “Creating and Appropriating Alliance Value through Customer-Centric Structure,” *AMA Global Marketing SIG Special Conference*, Havana, Cuba.
- Lee[†], Ju-Yeon, and Robert W. Palmatier (August 2016), “Alliance Value Creation and Appropriation through Customer-Centric Structure,” *ISBM Academic Conference*, Atlanta, GA.
- Lee[†], Ju-Yeon, Shrihari Sridhar, and Robert W. Palmatier (June 2015), “Influences of Customer-Centric Structures on Marketing Mix Effectiveness,” *MSI/JAMS Thought Leaders Conference on Customer Engagement and Customer Relationship Management*, Paris, France.
- Lee[†], Ju-Yeon, and Robert W. Palmatier (February 2014), “How Customer-Centric Structures Leverage the Effects of Advertising and R&D on Brand Equity and Firm Performance,” *AMA Winter Marketing Educators' Conference*, Orlando, FL.
- Lee[†], Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (August 2013), “Effects of Customer-Centric Structures on Firm Performance,” *HEC Paris Marketing Research Camp*, Paris, France.
- Lee[†], Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (August 2012), “Effect of Customer-Centric Structure on Firm Performance,” *ISBM Academic Conference*, Chicago, IL.
- Lee[†], Ju-Yeon, Conor M. Henderson, Robert W. Palmatier, and Shrihari Sridhar (August 2011), “Effect of Structural Sources of Customer Centricity on Firm Performance: An Empirical Examination” *AMA Summer Marketing Educators' Conference*, San Francisco, CA.

RESEARCH GRANTS

External Funding

Marketing Science Institute (MSI) Grant , RA 4000085, Co-Principal Investigator (with Robert W. Palmatier and Christine Moorman), “Effects of Customer-Centric Organizational Strategies on Firm Performance”	\$4,800	2016
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Marketing Science Institute (MSI) Grant , RA 4-1908, Co-Principal Investigator (with Robert W. Palmatier), “Effects of Customer-Centric Structural Elements on Marketing and R&D Alliance Performance”	\$16,000	2015
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Internal Funding

Research Bootstrap Grant , Ivy College of Business, Iowa State University	\$6,000	2023
Research Bootstrap Grant , Ivy College of Business, Iowa State University	\$6,000	2021
Summer Research Grant , Ivy College of Business, Iowa State University	\$17,000	2021
Summer Research Grant , Ivy College of Business, Iowa State University	\$17,000	2020
Research Acceleration Grant , Ivy College of Business, Iowa State University (teaching load reduction for two academic years, 2020–2022).	—	2019
Research Mini Grant , Ivy College of Business, Iowa State University	\$750	2019
Foreign Travel Grant , Iowa State University, “Effect of Customer E-Commerce Migration on Customer Profitability”	\$977	2018
Research Acceleration Grant , Ivy College of Business, Iowa State University (teaching load reduction for two academic years, 2018–2020).	—	2017
Research Mini Grant , Ivy College of Business, Iowa State University	\$750	2017
Research Travel Grant from Office of Provost , Lehigh University, Principal Investigator, “Alliance Value Creation and Appropriation through Customer- Centric Structure”	\$1,200	2016
Research Travel Grant from the Office of Provost , Lehigh University, Principal Investigator, “Influences of Organizational Structures on Marketing Mix Effectiveness”	\$1,500	2015
Faculty Research Grant from the Office of Vice President , Lehigh University, Principal Investigator, “Enhancing the Effects of Technological Capabilities on Innovation Performance: Why Customer-Centric Organizational Structure Is Key”	\$6,000	2014
Research Travel Grant from the Office of Provost , Lehigh University, Principal Investigator, “How Customer-Centric Structures Leverage the Effects of Marketing Mix on Brand and Firm Performance”	\$1,000	2014

TEACHING

Teaching Interests (managerially focused courses at undergraduate, MBA, and PhD levels)

Marketing Analytics	Marketing Strategy	Data-Driven Marketing
Marketing Channels	Principles of Marketing	Marketing Research

Teaching Experience (instructor ratings in parentheses, when available; only course ratings were available during the academic year of 2020-2021 due to the pandemic)

Iowa State University

Ph.D.

Marketing Strategy II

- SP 2024 (5.00/5.00)
- SP 2021 (5.00/5.00)

Undergraduate

Marketing Strategy (Strategic Marketing Management)

- SP 2019 (4.67/5.00)

Marketing Analytics

- FL 2024 (scheduled)
- SP 2024 (4.76/5.00)
- FL 2023 (4.69/5.00)
- FL 2022 (4.19/5.00)
- SP 2022 (5.00/5.00, 4.73/5.00)
- FL 2021 (4.75/5.00)
- SP 2021 (4.25/5.00)
- FL 2020 (4.07/5.00)
- FL 2019 (4.29/5.00)

Principles of Marketing

- FL 2018 (4.73/5.00, 4.59/5.00, 3.92/5.00)
- SP 2018 (4.00/5.00, 3.45/5.00)
- FL 2017 (4.06/5.00)

Lehigh University

MBA

Marketing Analytics

- FL 2015 (5.00/5.00)

Undergraduate

Marketing Analytics (Customer Insights through Data Analysis)

- FL 2016 (4.81/5.00)
- FL 2015 (3.94/5.00)

Principles of Marketing

- SP 2017 (4.73/5.00, 4.38/5.00)
- SP 2016 (4.86/5.00, 4.00/5.00)
- SP 2015 (4.82/5.00)
- FL 2014 (4.79/5.00, 4.39/5.00)
- FL 2013 (4.62/5.00, 4.32/5.00, 4.38/5.00)

University of Oregon

Ph.D.

Marketing Seminar, Guest Instructor, November 2022

Yonsei University

Ph.D.

Marketing Seminar, Guest Instructor, November 2022

Marketing Seminar, Guest Instructor, May 2021

Marketing Seminar, Guest Instructor, April 2018

DOCTORAL STUDENT MENTORING

Mentoring Activities at Doctoral Consortiums

Faculty Fellow at AMA-Sheth Doctoral Consortium

- University of Leeds, 2018
 - Presented in the session: “New Teachers: What to Expect and How to Deliver”

Faculty Mentor at Marketing Strategy Consortium

- University of Cologne, 2024
- University of Georgia, 2023
- Texas A&M University, 2022
 - Presented in the plenary session: “Looking ahead: How Strategy Scholars Stay Focused in their Career Management”
- University of Texas at Austin, 2020
- Indiana University, 2019

Mentoring Activities at Iowa State University

Highlights

- PhD Program Coordinator of the Marketing Department, 2018–Present
- Dissertation Chair for 1 student
- Member on Dissertation Committee for 3 students

Committee Chair

- Shuai Yan (Marketing), Iowa State University 2022; Initial Placement – University of Stavanger (Assistant Professor). Will be joining Colorado State University in 2024
 - **Winner of the Best Paper Award in the “Marketing Strategy and Dynamics” Track, 2022 AMA Winter Conference**
 - **Recipient of the 2022 Iowa State University Ivy College of Business Summer Research Award**
 - **Winner of the 2021 ISBM Doctoral Dissertation Award Competition**
 - **Winner of the 2021 Iowa State University Graduate College Research Excellence Awards**

Committee Member

- Khashayar Afshar (Marketing), Iowa State University 2023; Placement – University of Mississippi, (Assistant Professor)
- Preetinder Kaur (Marketing), Iowa State University 2022; Placement – University of Tennessee, Chattanooga (Adjunct Professor)
- Frederick Parker (Apparel, Events, and Hospitality Management), Iowa State University, ongoing

SERVICE

Service to the Editorial Review Board

Area Editor

- *Journal of the Academy of Marketing Science*, 2023–Present

Reviewer

- *Journal of Marketing*, 2022–Present
- *Journal of International Business Studies*, 2023–Present
- *Journal of the Academy of Marketing Science*, 2016–Present
 - Received **Best Reviewer Award**, 2017
- *Journal of Public Policy & Marketing*, 2020–Present
- *Journal of Business Research*, 2023–Present
- *Asia Marketing Journal* (flagship journal of the Korean Marketing Association), 2021–Present

Ad Hoc Reviewer

- *Journal of Marketing Research*
- *Production and Operations Management*
- *Industrial Marketing Management*
- *Journal of Business Research*
- *Journal of International Business Studies*, 2023 Paper Development Workshop
- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Mary Kay Dissertation Competition
- John A. Howard/AMA Doctoral Dissertation Award
- Global Marketing Conference
- Texas A&M Marketing Strategy Consortium Research Proposal Competition
- American Marketing Association (AMA) Conference Proceedings

Service to the Discipline

Vice Chair and Chair-Elect of Tech SIG

- Innovation, Technology and Interactivity (Tech) Special Interest Group (SIG), American Marketing Association (AMA), 2024-Present.

Conference Track Co-Chair

- Interorganizational Issues Track, American Marketing Association (AMA) Summer Educators' Conference, San Francisco, CA, August 2017.

Conference Session Chair

- ISBM Academic Conference, Chicago, IL, August 2022.
- *Journal of Retailing* Thought Leaders' Conference on Privacy in the Retail Environment, Florence, Italy, June 2019.
- *Journal of the Academy of Marketing Science* Thought Leaders' Conference on Marketing Strategy in Digital, Data-Rich, and Developing Environments, Beijing, China, June 2017.

Participant

- Winter AMA Mentor Networking Breakfast, Austin, TX, February 2019.
- Winter AMA Mentor Networking Breakfast, New Orleans, LA, February 2018.

Department Service

Iowa State University

- Committee Member, Department Promotion and Tenure Committee, 2022
- Chair, Marketing Area Ph.D. Program Committee, 2018–Present
 - PhD Program Coordinator of the Marketing Department
- Committee Member, Marketing Journal List Task Force, 2020
- Committee Member, Marketing Faculty Recruitment, 2018–2019
- Undergraduate Individual Honors Contract, Alina Lu, 2018

Lehigh University

- Co-Chair, Marketing Research Symposium, 2013 (inaugural year)–2015
- Advisor, YMA Fashion Scholarship Case Competition, 2014–2016
 - Three students won the competition (awarded a \$5,000 scholarship each)
- Advisor, Geoffrey Beene Case Competition, 2015
- Faculty Recruitment Committee Member, Marketing Faculty Recruitment, 2014
- Undergraduate Student Academic Advisor, Marketing majors (Lehigh University), 2014–2017

- Faculty Participant
 - Marketing Career Day, 2013–2016
 - Lehigh Life Day, 2015
 - Marketing Department's Spring Career Fair, 2015
 - Major Appreciation Day, 2014
 - CBE Candidates Day Information Fair, 2014
 - Honors Convocation, 2014
 - Spring 2014 Field Trip, 2014
 - CBE Major Fair, 2014

University of Washington

- Student Assistant, 47th AMA Sheth Foundation Doctoral Consortium, 2012

College Service

Iowa State University

- Committee Member, International Programs Committee, 2023–Present
- Committee Member, Ph.D. Program Area Committee, 2018–Present
 - PhD Program Coordinator of the Marketing Department
- Faculty Participant, *Building Our Community*, 2018
- Committee Member, *Computer Advisory Committee*, 2017–Present

Lehigh University

- Committee Member, *Building Task Force*, 2015–2017
- Committee Member, *College of Business and Economics Database and Software Committee*, 2014–2016

University Service

Lehigh University

- Committee Member, *Data X Innovation Grant Committee*, 2015–2017
- Recruitment Committee Member, *Librarian Recruitment*, 2015
- Member, *Future of the Internet, Media/Entertainment and Mobility: Envisioning an Innovative Research, Education & Engagement Agenda*, 2013

Local Community Service

- Volunteer Math Tutor, Eckstein Middle School, Seattle, WA, 2007