

ANGELA Y. LEE

Kellogg School of Management
Northwestern University
Evanston, IL 60208

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ACADEMIC POSITIONS

Mechthild Esser Nemmers Professor of Marketing, Kellogg School (2007-present)
Visiting Professor of Marketing, Hong Kong University of Science and Technology (Fall 2008)
PepsiCo Professor of International Marketing, Kellogg School (2006-2007)
Associate Professor of Marketing, Kellogg School (2001-2006)
Visiting Associate Professor of Marketing, Cornell University (2000-2001)
Assistant Professor of Marketing, Kellogg School (1995-2001)

EDUCATION

Ph.D. University of Toronto (Marketing)
M.Phil. University of Hong Kong (Economics)
B.B.A. University of Hawaii (Marketing & Travel Industry Management)

HONORS, AWARDS AND GRANTS

- Mechthild Esser Nemmers Professorship (2007)
- PepsiCo Research Chair in International Marketing (2006)
- Winner of the Stanley Reiter Award (2006)
- Invited Speaker, Midwestern Psychological Association Meeting (2001, 2005)
- Consortium Faculty, AMA Sheth Foundation Doctoral Consortium (2003, 2004, 2008, 2010)
- MSI Young Scholar (2001)
- Winner of the Otto Klineberg Award (2000)
- McManus Research Chair (1996, 1998)
- Kraft Research Chair (1997)
- AMA Doctoral Consortium Fellow (1994)

RESEARCH INTERESTS

- Conscious and nonconscious influences of memory on judgment and choice
- Goal, motivation and self regulation
- Cross-cultural psychology
- Affect, emotion and metacognition

ARTICLES

Lee, Sujin, Angela Y. Lee and Mary Kern (2011), "The Role of Temporal Construal in the Motivation of the Selves," *European Journal of Social Psychology*, 41, 191-200.

Hong, Jiewen and Angela Y. Lee (2010), "Feeling Mixed but Not Torn: The Moderating Role of Construal Level in Mixed Emotions Appeals," *Journal of Consumer Research*, 37(3), 456-472.

Lee, Angela Y., Punam Keller and Brian Sternthal (2010), "Value from Regulatory Construal Fit," *Journal of Consumer Research*, 36 (5), 735-747.

Lee, Angela Y. (2009), "Engaging the Consumer: The Opposing Forces of Regulatory Nonfit versus Fit," *Journal of Consumer Psychology*, 19, 134-136.

Kim, Hakkyun, Akshay Rao and Angela Y. Lee (2009), "It's Time to Vote: Fit Between Construal Level and Temporal Distance on Political Persuasion," *Journal of Consumer Research*, 35(6), 877-889.

Hong, Jiewen and Angela Y. Lee (2008), "Be Fit and Be Strong: Mastering Self-Regulation with Regulatory Fit," *Journal of Consumer Research*, 34, 682-695.

Labroo, Aparna and Angela Y. Lee (2006), "Between Two Brands: A Goal Fluency Account of Brand Evaluation," *Journal of Marketing Research*, 18, 374-385.

Aaker, Jennifer L. and Angela Y. Lee (2006), "Understanding Regulatory Fit," *Journal of Marketing Research*, 43(1), 15-19.

Wang, Jing and Angela Y. Lee (2006), "The Role of Regulatory Focus in Preference Construction," *Journal of Marketing Research*, 43(1), 28-38.

Van Osselaer, Stijn M. J., Suresh Ramanathan, Margaret C. Campbell, Joel B. Cohen, Jeannette K. Dale, Paul M. Herr, Chris Janiszewski, Arie W. Kruglanski, Angela Y. Lee, Stephen J. Read, J. Edward Russo, and Nader T. Tavassoli (2005), "Choice Based on Goals," *Marketing Letters*, 16, 335-346.

Lee, Angela Y. (2004), "The Prevalence of Meta-Cognitive Routes to Judgment," *Journal of Consumer Psychology*, 14(4), 349-355.

Lee, Angela Y. and Aparna Labroo (2004), "Effects of Conceptual and Perceptual Fluency on Affective Judgment," *Journal of Marketing Research*, 41(2), 151-165.

Lee, Angela Y. and Jennifer L. Aaker (2004), "Bringing the Frame into Focus: The Influence of Regulatory Fit on Processing Fluency and Persuasion," *Journal of Personality and Social Psychology*, 86(2), 205-218.

* *Winner of the 2006 Stanley Reiter Award for best paper*

Lee, Angela Y. (2002), "Effects of Implicit Memory on Memory-Based versus Stimulus-Based Brand Choice," *Journal of Marketing Research*, 39(4), 440-454.

Lee, Angela Y. (2001), "The Mere Exposure Effect: An Uncertainty Reduction Explanation Revisited," *Personality and Social Psychology Bulletin*, 27(10), 1255-1266.

Aaker, Jennifer L. and Angela Y. Lee (2001), "I Seek Pleasures and We Avoid Pains: The Role of Self Regulatory Goals in Information Processing and Persuasion," *Journal of Consumer Research*, 28 (June), 33-49.

Lee, Angela Y., Jennifer L. Aaker, and Wendi L. Gardner (2000), "The Pleasures and Pains of Distinct Self-Construals: The Role of Interdependence in Regulatory Focus," *Journal of Personality and Social Psychology*, 78(6), 1122-1134.

Gardner, Wendi L., Shira Gabriel, and Angela Y. Lee (1999), "I value Freedom, but 'We' Value Relationships: Self-construal Priming Mirrors Cultural Differences in Judgment," *Psychological Science*, 10(4), 321-326.

* Winner of the 2002 Otto Klineberg Award for best paper on international and intercultural relations.

Lee, Angela Y. and Brian Sternthal (1999), "Effects of Positive Mood on Memory," *Journal of Consumer Research*, 26 (September), 115-127.

Monroe, Kent B. and Angela Y. Lee (1999), "Remembering vs. Knowing: Issues in Buyers' Processing of Price Information," *Journal of the Academy of Marketing Science*, 27 (Spring), 207-225.

Sherman, Jeffrey W., Angela Y. Lee, Gayle R. Bessenoff, and Leigh A. Frost (1998), "Stereotype Efficiency Reconsidered: Encoding Flexibility under Cognitive Load," *Journal of Personality and Social Psychology*, 75(3), 589-606.

Lee, Angela Y. (1994), "The Mere Exposure Effect: Is It A Mere Case of Misattribution?" in *Advances in Consumer Research*. ed. Chris T. Allen and Deborah Roedder-John, Provo, UT: Association of Consumer Research, 21, 270-275.

BOOKS AND CHAPTERS

Lee, Angela Y. (2010), "Goal Driven Market Research: The Answer to a Shrinking Budget," in *Kellogg on Marketing*. ed. Alice M Tybout and Bobby Calder, Wiley, pp.361-372.

Lee, Angela Y. and Gün R. Semin (2009), "Culture through the Lens of Self-Regulatory Orientations," in *Understanding Culture: Theory, Research and Application*. ed. Robert Wyer, Ying-yi Hong, and C.Y. Chiu, New York: Psychology Press.

Lee, Angela Y. and E. Tory Higgins (2009), "The Persuasive Power of Regulatory Fit," in *The Social Psychology of Consumer Behavior*. ed. Michaela Wänke, New York: Psychology Press, pp.319-333.

Shavitt, Sharon, Angela Y. Lee, and Carlos J. Torelli (2009), "Cross-Cultural Issues in Consumer Behavior," in *The Social Psychology of Consumer Behavior*. ed. Michaela Wänke, New

York: Psychology Press, pp.228-250.

Lee, Angela Y. (2008), "Rethinking Message Strategies: The Difference between Thin and Thick Slicing," in *Kellogg on Advertising and Media*, ed. Bob Calder, Hoboken, NJ: Wiley & Sons, pp.139-158.

Lee, Angela Y. and Dilip Soman (Eds.) (2008), *Advances in Consumer Research*, Duluth, MN: Association of Consumer Research.

Shavitt, Sharon, Angela Y. Lee, and Timothy Johnson (2008), "Cross-Cultural Consumer Psychology," in *Handbook of Consumer Psychology*, ed. C. Haugtvedt, P. Herr, and F. Kardes, Mahwah, NJ: Erlbaum, pp.1103-1132.

Molden, Daniel, Angela Y. Lee, and Tory E. Higgins (2008), "Motivations for Promotion and Preventions," in *Handbook of Motivational Science*, ed. James Shah and Wendi Gardner, New York: Guilford Publications, pp.169-187.

Sternthal, Brian and Angela Y. Lee (2005), "Building Brands through Effective Advertising," in *Kellogg on Branding*, ed. Alice M Tybout and Tim Caulkins, Wiley & Sons, pp.129-149.

Lee, Angela Y. (2004), "China Coping with SARS," in *Kellogg on China: Strategies for Success*, ed. Anuradha Dayal-Gulati and Angela Y. Lee, Evanston, IL: Northwestern University Press, pp.227-236.

Dayal-Gulati, Anuradha and Angela Y. Lee (Eds.) (2004). *Kellogg on China: Strategies for Success*. Evanston IL: Northwestern University Press.

Lee, Angela Y. and Brian Sternthal (1998), "Putting Copy-Testers to the Test," *Mastering Marketing*, Financial Times.

WORKING PAPERS

Bradford, Tonya Williams and Angela Y. Lee, "Matching the Ask to the Donor: The Role of Self-Construal in Charitable Gifting," under review at *Journal of Marketing Research*.

Harding, Lora, Monika Lisjak and Angela Y. Lee, "The Persuasive Power of Regulatory Nonfit," under revision for resubmission to *Journal of Consumer Research*.

Hong, Jiewen and Angela Y. Lee, "The Effect of Mixed Emotions on Variety Seeking" under revision for resubmission to *Journal of Consumer Research*.

Koo, Minjung, Aparna Labroo and Angela Y. Lee, "Prevention Orientation and Successful Self-Control Strategy: Focus on the Goal and Ignore the Temptation," under review at *Journal of Personality and Social Psychology*.

Lisjak, Monika, Daniel Molden and Angela Y. Lee, "Primed Interference: The Self-regulatory Cost of an Incongruity between Chronic and Primed Motivational Orientations," under review at *Journal of Personality and Social Psychology*

Lisjak, Monika, Angela Y. Lee and Wendi Gardner, "Brands as Extended Self: When a Threat to the Brand is a Threat to the Self," under review at *Personality and Social Psychology Bulletin*

Nam, Myungwoo, Jing Wang and Angela Y. Lee, "How Experts Look at Differences: The Moderating Role of Consumer Knowledge on the Processing of Alignable vs. Nonalignable Attributes," under revision for resubmission to *Journal of Consumer Research*.

Rucker, Derek, Angela Y. Lee and Pablo Brinol, "Learning More Yet Knowing Less: The Effects of Information Acquisition on Subjective Knowledge and Information Processing," under revision for resubmission to *Journal of Consumer Research*

Spassova, Gerri and Angela Y. Lee, "Looking into the Future: A Fit between Self-Construal and Temporal Distance," under revision for resubmission to *Journal of Consumer Research*.

Sun, Jin, Hean Tak Keh and Angela Y. Lee, "Choosing between Services: The Role of Attribute Alignability and Service Type on Judgment," under revision for resubmission to *Journal of Consumer Research*.

RESEARCH IN PROGRESS

"Embodiment and Perspective Taking," (with Dongwon Min) *Manuscript in preparation*

"Regulatory versus Hedonic Goals: Understanding the Nature of the Goal Fluency Effect on Judgment" (with Aparna Labroo) *Manuscript in preparation*

"The Effect of Bilateral Affective Priming on Judgment" (with Jiewen Hong) *Manuscript in preparation*

"The Effect of Depletion on Strategic Allocation of Self-regulatory Resource" (with Monika Lisjak) *Manuscript in preparation*

"From Feeling Right to Doing the Right Thing: The Effect of Regulatory Fit on Morality" (with Jung Kim) *Manuscript in preparation*

"Red as an Approach or Avoidance Cue" (with Michal Maimaran)

"Colors and Happiness" (with Hal Ersner-Hershfield)

CONFERENCE PROCEEDINGS

Labroo, Aparna A. and Angela Y. Lee (2005), "The Role of Goal-Related Associations in Judgment and Behavior," *Advances in Consumer Research*, 32.

Angela Y. Lee (2003), "The Influence of Self-Regulatory Goal on Information Processing,

Affective Responses and Counterfactual thinking,” *Advances in Consumer Research*, 31, 82-84.

Angela Y. Lee (2002), “Approach and Avoidance: The Role of Risk and Framing in Persuasion,” *Advances in Consumer Research*, 29, 309-310.

Aaker, Jennifer L. and Angela Y. Lee (2001), “What is Your Goal? The Impact of Goals on Counterfactual Thinking, Attitude Formation, and Predictions of the Future,” *Advances in Consumer Research*, 28, 276-277.

INVITED TALKS

2011 Consumer Research Forum, Ben-Gurion University of the Negev, Israel
International Forum of Marketing Science & Applications, Hangzhou, China

2010 Cornell University
University of Toronto, Toronto, Canada
AMA-Sheth Doctoral Consortium
Virginia Tech
Kellogg Impact Series (Hong Kong)
University of Arizona
National University of Singapore, Singapore

2009 Social Psychology Department, Northwestern University
ACR Doctoral Symposium, Pittsburgh, PA
Koc University, Istanbul, Turkey
Kellogg Marketing Research Camp
Marketing Scholar Forum, Hong Kong
Yale Center for Customer Insight, Yale University
Southern Methodist University
University of Notre Dame
University of Alberta, Canada

2008 Baptist University, Hong Kong
Purdue University
Marketing Scholar Forum, Beijing, PRC
AMA-Sheth Doctoral Consortium
University of British Columbia, Vancouver, Canada
University of Hawaii, Manoa
University of California, Berkeley
University of Pennsylvania
University of Minnesota

2007 Erasmus University, Rotterdam, Netherlands
ACR Doctoral Symposium, Memphis TN
Marketing Scholar Forum, Shanghai, PRC
Yale University Marketing Camp
University of Korea

University of Michigan
Tulane University

- 2006** International Conference on Cultural Influences on Behavior, Hong Kong
Chinese University of Hong Kong
Columbia University
Stanford University
Tilburg University, Netherlands
University of Toronto, Canada
Marketing Science Institute Young Scholars Reunion Meeting
Society of Personality and Social Psychology Pre-Conference on Attitudes Research
- 2005** University of Iowa Marketing Camp
Midwest Psychological Association Annual Meeting
Social Psychologists of Chicago Annual Meeting
SCP Advertising & Consumer Psychology Conference
- 2004** ACR Doctoral Symposium
AMA-Sheth Doctoral Consortium
University of Chicago
Hong Kong University of Science and Technology
Quaker Asian American Association
Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research
Northwestern University, Cognitive Psychology Seminar
- 2003** ACR Doctoral Symposium
AMA-Sheth Doctoral Consortium
University of Chicago, Social Psychology Seminar
Northwestern University, Social Psychology Seminar
University of Washington
- 2002** Cornell University
University of Illinois, Champagne-Urbana
Kellogg Research Speaker Series
New York University Marketing Camp
Rice University
University of Toronto
Zell Center for the Study of Risk Perceptions Speaker Series, Kellogg School
- 2001** Midwestern Psychological Association Annual Meeting
Marketing Science Institute Young Scholars Conference
University of Pennsylvania
Organizational Behavior Colloquium, Kellogg School
Northwestern University, Cognitive Psychology Seminar
Northwestern University, Social Psychology Seminar
- 1995 - 2000**
University of Chicago
University of Colorado, Boulder

Cornell University
University of Illinois Urbana-Champaign Marketing Camp
Hong Kong University of Science and Technology
Jiotung University, Shanghai, China
Ohio State University Marketing Camp
Northwestern University, Psychology Department
University of Pennsylvania
University of Pittsburgh
Stanford University

CONFERENCE PRESENTATIONS

“Embodied Cognition and Perspective Taking,” ACR Preconference on Embodied Cognition, Jacksonville FL (2010) **Invited Talk*

“Choosing with Crying Smiles and Laughing Tears: Dual Effects of Mixed Emotions on Variety Seeking,” ACR Annual Conference, Jacksonville FL (2010)

“Effects of Bilateral Affective Priming on Judgment,” Society of Personality & Social Psychology Annual Conference, Albuquerque NM (2008)

“Effects of Bilateral Affective Priming on Judgment,” ACR Annual Conference, Memphis TN (2007)

“The Persuasive Power of Regulatory Fit,” Attitude Pre-Conference, Society of Personality & Social Psychology Annual Conference, Palm Spring CA (2006) **Invited Talk*

“The Prevalence of Meta-Cognitive Routes to Judgment,” Midwest Psychological Association Annual Meeting, Chicago IL (2005) **Invited Talk*

“Happiness from Transaction vs. Relationship Wealth,” Advertising and Consumer Psychology Conference, Washington DC (2005) **Invited Talk*

“The Joy of Being a Good Citizen,” ACR Annual Conference, Portland OR (2004)

“Roots of the Interdependent Self: Family Size & Self-Definition in a Changing China,” Sheth Foundation/Sudman Symposium on Cross-Cultural Survey Research, Champaign-Urbana IL (2004) **Invited Talk*

“Are Happy People Mindless or Mindful Processors of Information?” ACR Annual Conference, Toronto, Canada (2003)

“The Effect of Conceptual and Perceptual Fluency on Brand Evaluation,” ACR Annual Conference, Toronto, Canada (2003)

“The Role of Regulatory Fit and Processing Fluency in Message Framing Effects,” Society of Consumer Psychology Winter Conference, New Orleans LA (2003)

“Stability vs. Change: The Effects of Regulatory Focus Compatibility Non Strategy Substitution,” Society of Consumer Psychology Winter Conference, New Orleans LA (2003)

“Approach vs. Avoidance: The Role of Regulatory Fit and Processing Fluency in Message Framing Effects,” Midwest Marketing Camp, Champagne-Urbana IL (2002)

“Approach and Avoidance: The Role of Risk and Framing in Persuasion,” ACR Annual Conference, Austin TX (2001)

“The Mere Exposure Effect: An Uncertainty Reduction Explanation Revisited,”
Midwestern Psychological Association Annual Meeting, Chicago IL (2001) **Invited Talk*

“Pleasures and Pains of Distinct Self-Construals,” Marketing Science Institute Young Scholars Conference, Park City UT (2001) **Invited Talk*

“Looking at Different Differences: Moderating Effects of Repetition on Judgment and Choice,” Society for Consumer Psychology Winter Conference, San Antonio TX (2000)

“Effects of Exposure on Memory-based vs. Stimulus-based Choice,” Society for Consumer Psychology Winter Conference, St. Petersburg, FL (1999)

“Looking at Different Differences: The Processing of Alignable vs. Nonalignable Features,” Marketing Science Conference, Los Angeles CA (1999)

“The Effects of Repetition on the Truth Effect for Different Types of Product Attributes,” ACR Annual Conference, Montreal, Canada (1998)

“The Effects of Mood and Arousal on Consumer Decision Making,” Asia Pacific ACR Conference, Hong Kong (1998)

“Remembering vs. Knowing: Implications for Processing Price Information,” Asian Pacific ACR Conference, Hong Kong (1998)

“The Effects of Positive Mood on Explicit vs. Implicit Memory,” ACR Annual Conference, Boston MA (1994)

“The Mere Exposure Effect: Is It a Mere Case of Misattribution?” ACR Annual Conference, Nashville, TN (1993)

“Different Types of Memory Accessibility,” American Psychological Association 101st Convention, Toronto, Canada (1993)

TEACHING EXPERIENCE

Research Methods in Marketing (Kellogg MBA)

Marketing Management (Kellogg MBA, Cornell MBA)

Consumer Behavior (Kellogg PhD, Cornell PhD)

Global Initiatives in Management – China, South Africa, Japan (Kellogg MBA)

Experimental Research in Consumer Behavior (University of Lausanne, Switzerland PhD)
Customer Insights Tools (Keio University, Japan MBA)

NORTHWESTERN UNIVERSITY/KELLOGG SCHOOL SERVICE

Junior Faculty Mentoring

Blakely McShane
Kelly Goldsmith
Michal Mairaman
Yi Qian
Peter Bouman

PhD Advising

Jung Kim (Chair, expected 2013)
Monika Lisjak (Chair, expected 2012)
Monika Bauer (Psychology Department, expected 2010)
Gale Lucas (Psychology Department, 2010)
Ashlee Humphreys (2008)
Jiewen Hong (Chair, 2008)
Jenny Sun (Peking University, 2008)
Kristy Dean (Psychology Department, 2006)
Jing Wang (Co-Chair, 2005)
Myung-Woo Nam (2004)
Ginger Pennington (Psychology Department, 2002)
Georgios Bakamitsos (2000)
Alexander Bezjian-Avery (1996)

External Examiner

University of Cape Town, South Africa 2003
University of Toronto, Canada 2005

Committee

Northwestern University Institutional Review Board (2003-present)
Kellogg Behavioral Research Lab Committee (2005-present)
Northwestern University Technology Transfer Program Review Subcommittee (2005-6)
Kellogg Leadership Taskforce (2004-2006)
Kellogg Student Affairs and Activities Committee (2002-2005)
Kellogg Instructional Computing Committee (2003-2005)
Kellogg Program Review Committee - Diversity of Faculty and Students (2004)
Kellogg Personnel Committee, Observer (1995-96)
Psychology Department Faculty Recruiting Committee (2001, 2004, 2005)
Cross-School Initiative in Culture, Language & Cognition, Steering Committee (2001-02)

Service

Fellow, Shepard Residential College, Northwestern University (2005 – present)
Speaker, Kellogg Impact Series – Hong Kong (2010)
Kellogg Centennial Conference – Shanghai, Co-chair (2009)
Marketing Department Subject Pool Coordinator (2001-2008)

Guest lecturer in GIM – China, Japan (2000 - present)
China Business Conference Panel Moderator (2009)
Faculty Speaker, Marketing Conference MBA-Update (2008)
Panel Moderator, Women Business Association Conference (2008)
Marketing Faculty Recruiting Coordinator (1996, 2001, 2005, 2007)
Panel Moderator, Marketing Conference (2004, 2005, 2006, 2007)
Marketing Research Advisor, *Kellogg on Management* (2005-2006)
Keynote speaker, Twin Cities Kellogg Club (2005)
Guest lecturer in ENTR 901A: Understanding and Managing Risk (2005, 2006)
PhD Orientation Presenter (1998, 2001, 2004)
Zell Center for Risk Research Conference Executive Committee (2004): *Trust in Retailing*
Zell Center for Risk Research Conference Chair (2002): *The Risk of Misunderstanding Generation
Y: The Need for New Marketing Strategies*
Panel Moderator, Committee of 200 (2002)
Faculty Presenter, CIM Week (2002)
Presenter, Kellogg Research Speaker Series (2002)

SERVICE TO PROFESSIONAL ASSOCIATIONS

Service

ACR Embodied Cognition Preconference (2010), Co-Chair
ACR Annual Conference (2007), Co-Chair
SCP Advertising & Consumer Psychology Conference (2005), Co-Chair
ACR Program Policy Committee (2000, 2002, 2004, 2006, 2008)

Editorial Board

Journal of Consumer Research, 2007 – present (Associate Editor 2008-2010)
Journal of Marketing Research, 2003 – present
Journal of Consumer Psychology, 2002-2010

Ad Hoc Reviewer

*National Science Foundation, Journal of Consumer Psychology, Journal of Marketing, Journal of
Personality & Social Psychology, Personality & Social Psychology Bulletin, Organizational Behavior &
Human Decision Process, MSI Doctoral Dissertation Proposal Competition, European Journal of Social
Psychology, Journal of Experimental Social Psychology, Psychology & Marketing, International Journal of
Research in Marketing, Journal of Applied Psychology, Journal of Economic Psychology*