

## ANGELA Y. LEE

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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)  
Professor of Marketing, Kellogg School (2006-present)  
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, Society of Personality & Social Psychology Attitude Pre-Conference (2006)
- Invited Speaker, Midwestern Psychological Association Meeting (2001, 2005)
- Consortium Faculty, AMA Sheth Foundation Doctoral Consortium (2003, 2004, 2008)
- 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

1. Lee, Angela Y. (forthcoming), "Engaging the Consumer: The Opposing Forces of Regulatory Nonfit versus Fit," *Journal of Consumer Psychology*.
2. 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.
3. 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.
4. Labroo, Aparna and Angela Y. Lee (2006), "Between Two Brands: A Goal Fluency Account of Brand Evaluation," *Journal of Marketing Research*, 18, 374-385.
5. Aaker, Jennifer L. and Angela Y. Lee (2006), "Understanding Regulatory Fit," *Journal of Marketing Research*, 43(1), 15-19.
6. Wang, Jing and Angela Y. Lee (2006), "The Role of Regulatory Focus in Preference Construction," *Journal of Marketing Research*, 43(1), 28-38.
7. 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.
8. Lee, Angela Y. (2004), "The Prevalence of Meta-Cognitive Routes to Judgment," *Journal of Consumer Psychology*, 14(4), 345-355.
9. Lee, Angela Y. and Aparna Labroo (2004), "Effects of Conceptual and Perceptual Fluency on Affective Judgment," *Journal of Marketing Research*, 41(2), 151-165.
10. 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
11. Lee, Angela Y. (2002), "Effects of Implicit Memory on Memory-Based versus Stimulus-Based Brand Choice," *Journal of Marketing Research*, 39(4), 440-454.
12. Lee, Angela Y. (2001), "The Mere Exposure Effect: An Uncertainty Reduction Explanation Revisited," *Personality and Social Psychology Bulletin*, 27(10), 1255-1266.
13. 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.
14. 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.

15. 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.
16. Lee, Angela Y. and Brian Sternthal (1999), “Effects of Positive Mood on Memory,” *Journal of Consumer Research*, 26 (September), 115-127.
17. 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.
18. 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.
19. 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

20. 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, Yingyi Hong, and C.Y. Chiu, New York: Psychology Press.
21. 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.
22. 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.
23. 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.
24. Lee, Angela Y. and Dilip Soman (Eds.) (2008), *Advances in Consumer Research*, Duluth, MN: Association of Consumer Research.
25. 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.

26. Molden, Daniel, Angela Y. Lee, and Tory E. Higgins (2007), "Motivations for Promotion and Preventions," in *Handbook of Motivational Science*. ed. James Shah and Wendi Gardner, New York: Guildford Publications, pp.169-187.
27. 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.
28. 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.
29. Dayal-Gulati, Anuradha and Angela Y. Lee (Eds.) (2004). *Kellogg on China: Strategies for Success*. Evanston IL: Northwestern University Press.
30. Lee, Angela Y. and Brian Sternthal (1998), "Putting Copy-Testers to the Test," *Mastering Marketing*, Financial Times.

## **WORKING PAPERS**

31. Lee, Sujin, Angela Y. Lee and Mary Kern, "The Role of Temporal Construal in the Motivation of the Selves," under review at *Organizational Behavior & Human Decision Processes*
32. Spassova, Gerri and Angela Y. Lee, "Looking into the Future: A Fit between Self-Construal and Temporal Distance," under review at *Journal of Consumer Research*.
33. Lee, Angela Y., Punam Keller and Brian Sternthal, "Value from Regulatory Construal Fit," under revision for resubmission to *Journal of Consumer Research*
34. 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*
35. Hong, Jiewen and Angela Y. Lee, "Feeling Torn and Being Persuaded," under revision for resubmission to *Journal of Consumer Research*
36. Williams, Tonya and Angela Y. Lee, "'I' Give Money and 'We' Give Time: The Role of Self-Construal in Charitable Gifting"
37. 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"

## **RESEARCH IN PROGRESS**

"Choosing Between Services: The Role of Attribute Alignability and Service Type on

Judgment” (with Jin Sun and Hean Tat Keh) *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 Bi-lateral Hemispheric Processing on Judgment” (with Jiewen Hong)  
*Manuscript in preparation*

“Family Size Matters: The Evolution of the Self in Modern China” (with Wendi Gardner)  
*Manuscript in preparation*

The Effects of Chronic versus Primed Regulatory Focus on Persuasion: A View through the Lens of Involvement (with Lora Harding and Monika Lisjak)

Asymmetrical Effects of Construal Levels on Fit (with Meng Zheng)

Switching Regulatory Focus in Response to Constraints (with Lora Harding)

The Cost of Pursuing Gains and Avoiding Losses: The Effects of Regulatory Goal Priming on Self-regulatory Resources (with Monika Lisjak)

Brands as Extended Self: Influences on Consumer Judgment and Behaviour (with Monika Lisjak)

## CONFERENCE PROCEEDINGS

Labroo, Aparna A. and Angela Y. Lee (forthcoming), “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

**2009** Koc University, Istanbul, Turkey  
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**

“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 101<sup>st</sup> 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)

## **UNIVERSITY SERVICE**

### **Junior Faculty Mentoring**

Michal Miraman  
Yi Qian  
Peter Bouman

### **PhD Advising**

Monika Lisjak (Chair, expected 2012)  
Lora Harding (expected 2010)  
Monika Bauer (Psychology Department, expected 2009)  
Gale Lucas (Psychology Department, expected 2009)  
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 (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)  
Northwestern University Technology Transfer Program Review Subcommittee (2005-6)  
Kellogg Behavioral Research Lab Committee (2005-present)  
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**

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 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 2008-2011)  
*Journal of Marketing Research*, 2003 – present  
*Journal of Consumer Psychology*, 2002 – present

### **Ad Hoc Reviewer**

*National Science Foundation, Journal of Consumer Research, 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*