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Farmer School of Business
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EDUCATION

- Ph.D. **Michigan State University**, Doctor of Philosophy
Major: Marketing/Minor: International Business (Aug. 2014)
- M.S. **University of Illinois**, Urbana-Champaign
Major: Finance (May 2009)
- B.A. **Ewha Womans University**, Seoul-Korea
Summa cum laude
Majors: International Studies, Business Administration (Feb. 2008)

ACADEMIC APPOINTMENTS

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|--------------|---|
| 2022-Present | Director, Higgin Kim Asia Business Program, Farmer School of Business |
| 2021-Present | Associate Professor, Miami University |
| 2021 | Director, South Korean Relations, Farmer School of Business |
| 2014 – 2021 | Assistant Professor, Miami University |
| 2009 – 2014 | University Distinguished Fellowship, Michigan State University |
| 2010 – 2014 | Graduate Assistantship, Michigan State University |

RESEARCH

Primary Research Interests

My research fundamentally falls within the field of marketing strategy inclusive of intra- and inter-organizational governance, relationship marketing, managerial decision making, and the influence of culture and institutional factors on international marketing strategy.

Journal Articles

Griffith, David A., Hannah S. Lee, and Goksel Yalcinkaya (2022). "Understanding the Relationship Between Advertising Spending and Happiness at the Country Level," *Journal of International Business Studies*, (In Press).

Griffith, David A., Hannah S. Lee, and Goksel Yalcinkaya. (2022). "Social Media and the Prevalence of Depression: A Multi-County Examination of Value Co-Creation and Consumer Well-being," *International Marketing Review*, 39 (1), 1-31.

Lee, Hannah S. and David A. Griffith (2021). "Reward Strategy Spillover Effects on Observer Cooperation in Business Networks," *Marketing Letters*, 32 (1), 47–59.

Randhawa, Praneet and Hannah S. Lee (2021). "The Roles of Workplace Friendship and Supervisory Interactional Justice in the Relationship Between Workplace Envy and Service Outcomes," *Services Marketing Quarterly*, 42 (1-2), 20–37.

Lee, Hannah S. and David A. Griffith (2019). "The Balancing of Country-Based Interaction Orientation and Marketing Strategy Implementation Adaptation/Standardization for Profit Growth in Multinational Corporations," *Journal of International Marketing*. 27 (2), 22–37.

Lee, Hannah S. and David A. Griffith (2019). "Social Comparison in Retailer-Supplier Relationships: Referent Discrepancy Effects," *Journal of Marketing*. 83 (2), 120-137.

Johnson, Jeff S., Scott B. Friend, and Hannah S. Lee (2017). "Big Data Facilitation, Utilization, and Monetization: Exploring the 3Vs in a New Product Development Process," *Journal of Product Innovation Management*, 34 (5), 640-658.

- Included in JPIM virtual special issue – Disruption Innovation: Conceptual Foundations, Empirical Evidence, and Research Opportunities in the Digital Age

Griffith, David A., Jessica J. Hoppner, Hannah S. Lee, and Tobias Schoenherr (2017). "The Influence of the Structure of Interdependence on the Response to Inequity in Buyer–Supplier Relationships." *Journal of Marketing Research*. 54 (1), 124-137.

- Selected as a finalist for the 2022 Weitz-Winer-O'Dell Award for the article in the Journal of Marketing Research that has made the most significant long-term contribution to marketing theory, methodology, and/or practice.

Griffith, David A., and Hannah S. Lee (2016). "Cross-National Collaboration of Marketing Personnel Within a Multinational: Leveraging Customer Participation for New Product Advantage." *Journal of International Marketing*. 24 (4), 1-19.

Griffith, David A., Hannah S. Lee, Chang Seob Yeo, and Roger Calantone (2014). "Marketing Process Adaptation: Antecedent Factors and New Product Performance Implications in Export Markets," *International Marketing Review*. 31 (3), 308-334.

Lee, Hannah S. and David A. Griffith (2012). "Comparative Insights into the Governance Problems of Agency Theory: The Influence of Institutional Environment on the Basic Human Tenets," *Academy of Marketing Science Review*. 2 (1), 19-33.

Book Chapters

Lee, Hannah S. and David A. Griffith (2012). "Transferring Corporate Brand Image to Local Markets: Governance Decisions for Market Entry and Global Branding Strategy," *Advances in International Marketing: New Directions in International Advertising Research: Product Design, Innovation, & Branding in International Marketing*, K. Scott Swan, Shaoming Zao, & Chris Adkins (eds.), Emerald Group Publishing Limited. pp. 39-65.

Conference and Invited Presentations (*= presenter)

Griffith, David A., Hannah S. Lee*, Chang Seob Yeo, and Roger Calantone (2011) “Transferring Brand Image and Brand Associations to Local Markets: Governance Decisions for Market Entry,” working paper presented at the American Marketing Association (AMA) Winter Marketing Educators' Conference; Austin, TX.

Griffith, David A., Jessica J. Hoppner, Hannah S. Lee*, and Tobias Schoenherr (2012) “Behavioral Responses to Positive and Negative Supplier Inequity in Buyer-Supplier Relationships: The Influence of Relative Dependence and Relationship Performance Consequences.” working paper presented at the Haring Symposium; Bloomington, IN.

Griffith, David A. *, and Hannah S. Lee (2016) “Building New Product Advantage Across Markets Through Customer Participation: The Role of Cross-Country Collaboration Within Multinationals.” working paper presented at the Institute for the Study of Business Markets (ISBM) 2016 Academic Conference; Atlanta, GA.

Lee, Hannah S. and David A. Griffith* (2016) “The Effect of Influence Strategy Spillovers on Cooperative Behavior in Business Networks,” working paper presented at invited presentation at the University of Hong Kong; Hong Kong.

Johnson, Jeff S., Scott B. Friend*, and Hannah S. Lee. (2016) “The 3Vs of Big Data: Strategic Drivers and Contingent Effects on New Product Revenue,” working paper presented at the Journal of Product Innovation Management (JPIM)/Marketing Science Institute (MSI) Research Workshop; Knoxville, TN.

Randhawa, Praneet*, Hannah S. Lee, and Ronald Chicy. (2017) “The Moderating Impact of Workplace Friendship and Supervisory Interactional Justice on the Relationship Between Workplace Envy and Service Environment,” working paper presented at the Frontiers in Service 2017 Conference, New York, NY.

Lee, Hannah S. * (2018) “Incorporating the Readiness Assurance Process in the Flipped Classroom: The Team Readiness Assurance Test and Team-Based Learning,” presented at Alumni Teaching Scholars Teaching and Learning Symposium hosted by Center for Teaching Excellence, Miami University; Oxford, OH.

Lee, Hannah S. * and David A. Griffith (2018) “The Effect of Influence Strategy Spillovers on Cooperative Behavior in Business Networks,” working paper presented at the Institute for the Study of Business Markets (ISBM) 2018 Academic Conference; Boston, MA.

Lee, Hannah, David A. Griffith*, and Goksel Yalcinkaya (2022) “Understanding the Effects of Country-Level Retail Channel Sales Derived from Channel Advertising Spending: A Multi-Country Study.” *Journal of International Marketing's* inaugural Theory and Practice in Global Marketing special issue and post-AMA conference event (Peer-Reviewed) (2021)

AWARDS, HONORS, AND ACTIVITIES

- 2022 *James Robeson Junior Faculty Research Excellence Award*, FSB Miami University
- 2018 *Alumni Teaching Scholars (ATS) Faculty Learning Community*, Miami University
- 2013 *Summer Graduate Office Fellowship Award*, Michigan State University
- 2013 *Graduate Research Fellowship Award*, Michigan State University

- 2012 *Summer Graduate Office Fellowship Award*, Michigan State University
 2012 *Graduate Research Fellowship Award*, Michigan State University (proposal)
 2012 *Haring Symposium 2012 Doctoral Fellow*, Indiana University
 2011 *Student Representative*, Eli Broad College of Business Doctoral Program Committee, Michigan State University
 2011 *46th AMA-Sheth Doctoral Consortium Fellow*, Oklahoma State University
 2011 *Summer Research Funding*, Department of Marketing, Michigan State University
 2010 *Marketing Department Summer Research Fellowship*, Michigan State University
 2009 *University Distinguished Fellowship (2009-2014)*, Michigan State University
 2007 *Participant*, Ewha-GE Leadership Challenge, Ewha Career Development Center, Seoul, Korea
 2004 *Dean's List (2004-2008)*, Ewha Womans University, Seoul, Korea
 2005 *Delegate*, Northeast Asian Network, Yonsei University, Seoul, Korea
 2006 *Financial Manager*, PEACE Buddy, Ewha International Education Institute, Seoul, Korea
 2005 *Participant*, 12th Global Business School, Federation of Korean Industries, Seoul, Korea
 2005 *Interpreter*, 9th International Interdisciplinary Congress on Women, Seoul, Korea
 2005 *Member*, 5th Young Leaders Club, Federation of Korean Industries, Seoul, Korea

TEACHING

Miami University:

Undergraduate Level

MKT 395 Strategic Thinking and Decision Making in Marketing (Fall 2021- Present)

MKT 335 Analytical Research and Reasoning for Marketers (Fall 2018 – Spring 2021)

MKT 335 Marketing Research (Fall 2017 – Spring 2018)

MKT 291 Principles of Marketing (Fall 2014 – Fall 2016)

(Primary Instructor) Full responsibility over course implementation, which included textbook selection, syllabus development, course content and administration, instruction and grading.

Michigan State University:

Graduate Level

MKT 860 International Business, (Fall 2010; Fall 2011)

(Teaching Assistant) Assistance in case assignment and exam grading; development of three MBA-level international business case studies

Undergraduate Level

MKT 310 International and Comparative Dimensions of Business (Summer 2010)

MKT 317 Quantitative Business Research Methods (Summer 2012)

MKT 327 Introduction to Marketing (Summer 2013)

MKT 415 International Marketing Management (Spring 2013)

(Primary Instructor) Full responsibility over course implementation, which included textbook selection, syllabus development, course content and administration, instruction and grading.

MKT460 Marketing Strategy (Fall 2012)

(Guest Lecturer) Introduction and lead discussion of PharmaSim marketing management simulation project; covering segmentation and position, management of a brands portfolio, integrated marketing communications, and multiple channels with intermediaries.

SERVICE

PROFESSIONAL SERVICE

- Member, Editorial Review Board, Journal of International Marketing, 2022 to Present
- Track Co-Chair, AMA Global Marketing SIG Buenos Aires Conference (Export and Import Management Track), 2019
- Ad Hoc Reviewer, American Journal of Business Review, 2017
- Reviewer, Hong Kong Research Grants Council, 2016 to Present
- Summer Educator's Conference Reviewer (B2B and Channels of Distribution track), American Marketing Association (AMA) 2016
- Reviewer, Journal of International Marketing, 2010 to Present
- Reviewer, Industrial Marketing Management (Special Issue: "Integrating marketing and operations for business sustainability"), 2012
- Reviewer, Academy of Marketing Science (Services Track), 2011

UNIVERSITY –LEVEL SERVICE

- Member, I.T. Policy Committee 2018-2021

DIVISIONAL-LEVEL SERVICE

- Served as Faculty Spotlight Speaker for Make it Miami Event (Spring 2022)
- Director, Higgin Kim Asia Business Program (2022-present)
- Member, Recruiting Committee (Director Global Programs), 2021- 2022
- Member, Recruiting Committee (Chair & Professor of Marketing), 2021- 2022
- Member, FSB International Studies Committee, 2021 to Present
- Member FSB Diversity Committee, 2021 to Present
- Director, South Korean Relations, FSB Higgin Kim Asia Business Program, 2021
- Member, FSB Research Committee 2018 to 2021
- In Spring 2019, I led the Asian-American Diversity Workshop for the Diversity & Inclusion Series for the First-Year Integrated Core (FYIC).
- Every year (since 2015), I have participated regularly in "Make It Miami" recruitment sessions in which I answer questions from potential new FSB students and their parents.

DEPARTMENTAL-LEVEL SERVICE

- Member, Department Chair Recruiting Committee 2021
- Member, Departmental Recruiting Committee (Visiting Assistant Professor, Instructor, and TCPL) 2021
- Member, Cradle of Marketers Committee (Fall 2021)
- Member, Strategy Committee (Summer/Fall 2021)
- Member, Jim and Shelley Stearns Scholarship Committee (Spring 2020)
- Member, Department Curriculum Committee 2018-Present
- Member, Departmental Recruiting Committee 2018
- Member, New MKT 335 Course Development Group, 2018
- Member, Research Performance Evaluation Ad Hoc Committee 2018
- Member, Department Governance Document Committee 2016

- Member, Glos Research Professorship Recruiting Committee 2016
- Student Advising, Fall 2015- Present
- Member, Glos Research Professorship Recruiting Committee 2015
- Member, Departmental Recruiting Committee 2014