

Hannah S. Lee

Assistant Professor of Marketing
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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 EXPERIENCE

- Assistant Professor of Marketing, Farmer School of Business, Miami University, 2014- Present
- Research Fellow, Michigan State University, 2009-2014
- Instructor, Michigan State University, 2010-2013

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.

Publications

- *Refereed Journal Articles*

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.

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.

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.

Lee, Hannah S. and David A. Griffith (2012), 23, 39-65. "Transferring Corporate Brand Image to Local Markets: Governance Decisions for Market Entry and Global Branding Strategy," *Advances in International Marketing*. 23, 39-65.

Presentations at Meetings of Learned Societies (*= 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.* 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.

AWARDS AND HONORS

- 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, MSU
- 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
- 2004 *Dean's List (2004-2008)*, Ewha Womans University, Seoul, Korea

TEACHING

Miami University:

Undergraduate Level

- MKT 301 Strategic Thinking and Decision Making for Marketers* (to teach Fall 2020)
- MKT 335 Analytical Research and Reasoning for Marketers* (Fall 2018 – Present)
- MKT 335 Marketing Research* (Fall 2017 – Spring 2018)
- MKT 291 Principles of Marketing* (Fall 2014 – Fall 2016)

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

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

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)

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

- Track Co-Chair, AMA Global Marketing SIG Buenos Aires Conference (Import and Export Track), 2019
- Ad Hoc Reviewer, American Journal of Business Review, 2017
- Reviewer, Hong Kong Research Grants Council, 2016-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-Present

DIVISIONAL-LEVEL SERVICE

- Member, FSB Research Committee 2018-Present

DEPARTMENTAL-LEVEL SERVICE

- 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

PROFESSIONAL AFFILIATIONS

- American Marketing Association, 2009 to present
- 5th Young Leaders Club, Federation of Korean Industries, 2005 to Present