

TERRYN LEE

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Fox School of Business, Temple University
1801 Liacouras Walk, Alter Hall 501d,
Philadelphia, PA 19122

+1 (201) 688-9941
terryn.lee@temple.edu

EDUCATION

Fox School of Business, Temple University Ph.D., <i>Marketing</i>	Philadelphia, PA 2019-present
New York University M.A., <i>Psychology</i>	New York, NY 2017-2019
Seoul National University M.S., <i>Marketing</i>	Seoul, Korea 2015-2017
Kyung Hee University B.B.A., <i>Business Administration</i> Summa Cum Laude	Seoul, Korea 2009-2015

RESEARCH INTERESTS

Online Consumer Behavior: Social Media, Video Consumption (Thumbnail effect, Auto-play), Online Privacy
Psychology of Money: Denomination Effect, Cashless Premium
Search Strategy and Intertemporal Choice

SELECTED REASERCH IN PROGRESS (*Denotes equal authorship)

Terryn Lee, Yuqian Chang, Joydeep Srivastava, “Disciplined Money? The Role of Product Type and Purchase Amount on the Denomination Effect.” *Submitted to JACR*.

Terryn Lee*, Thomas B. Swanton*, Seungyeon Kim, Sharon Collard, Ellen Garbarino, Sally M. Gainbury, Joydeep Srivastava, “Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review.” *To be submitted to JCR*.

Terryn Lee, Crystal Reeck, “Motivation and Time Preference: Does Purchase Motivation Influence Patience in Intertemporal Choice?” *Five studies conducted, eye-tracking data analysis in progress*.

Terryn Lee, Monica Wadhwa, “The Thumbnail Effect.” *1 pilot study conducted, data collection completed, analysis in progress*.

Terryn Lee (2019), “Watching to be Connected: How the Live Streaming on Social Media Affects our Sense of Social Connection.” (Master’s thesis) *New York University*, New York, NY, United States.

Terryn Lee (2017), “Price-Sensitive Subordinate, Price-Insensitive Boss: How Interpersonal Power Shapes Gift-Recipient’s Feelings of Appreciation.” (Master’s thesis) *Seoul National University*, Seoul, Korea.

CONFERENCES & PRESENTATIONS (*Denotes presenter)

- Terry Lee***, Thomas B. Swanton, Seungyeon Kim, Sharon Collard, Ellen Garbarino, Sally M. Gainbury, Joydeep Srivastava (2022, Oct), “Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review.” Competitive Paper at the annual conference of the *Association for Consumer Research*, Denver, Colorado.
- Terry Lee**, Thomas B. Swanton*, Seungyeon Kim, Sharon Collard, Ellen Garbarino, Sally M. Gainbury, Joydeep Srivastava (2022, March), “Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review.” Competitive Paper at the annual meeting of the *Society for Consumer Psychology*, Virtual.
- Terry Lee***, Thomas B. Swanton, Seungyeon Kim, Sharon Collard, Ellen Garbarino, Sally M. Gainbury, Joydeep Srivastava (2021), “Evaluating Evidence for the Cashless Premium: A Meta-Analytic Review.” Poster at the 11th *Annual PhD Student Research Competition*, Philadelphia, Pennsylvania.
- Terry Lee***, Crystal Reeck (2020, Fall), “Motivation and Time Preference: Does Purchase Motivation Influence Patience in Intertemporal Choice?” Presentation at the 10th *Annual PhD Student Research Competition*, Philadelphia, Pennsylvania.
- Terry Lee***, Yuqian Chang, Joydeep Srivastava (2020, Spring), “Disciplined Money? The Role of Product Type and Purchase Amount on the Denomination Effect.” Poster at the 22th *Young Scholars Interdisciplinary Forum*, Philadelphia, Pennsylvania.
- Terry Lee***, Crystal Reeck (2019, Spring), “Motivation and Time Preference: Does Purchase Motivation Influence Patience in Intertemporal Choice?” Poster at the 20th *Young Scholars Interdisciplinary Forum*, Philadelphia, Pennsylvania.
- Terry Lee***, Alixandra Barasch (2019, April), “Watching to be Connected: How the Live Streaming on Social Media Affects our Sense of Social Connection.” Poster at the annual *NYU MA Psychology Research Conference*, New York, New York.
- Anni Sternisko, **Terry Lee***, and Yaacov Trope (2018, April), “The Effect of the Construal Level on People’s Sense of Control.” Poster at the annual *NYU MA Psychology Research Conference*, New York, New York.
- Woo Jin Choi, Jae Hong Park, and **Terry Lee*** (2016, February), “Gifts from Whom Matters: The Effect of Asymmetric Power between Givers and Receivers on Their Preferences for Gifts.” Poster at the annual meeting of the *American Marketing Association*, Las Vegas, Nevada.
- Woo Jin Choi, Jae Hong Park, and **Terry Lee*** (2016, February), “Gifts from Whom Matters: The Effect of Asymmetric Power between Givers and Receivers on Their Preferences for Gifts.” Poster at the annual meeting of the *Society for Consumer Psychology*, St. Pete Beach, Florida.

HONORS, AWARDS, AND ACKNOWLEDGEMENTS

- The 10th Annual PhD Student Research Competition, 3rd place, Temple University, 2020
 The 22th Young Scholars Interdisciplinary Forum, \$, Temple University, 2020
 The 20th Young Scholars Interdisciplinary Forum, \$672, Temple University, 2019
 Research Assistantship, Temple University, 2019-2023
 Scholarship for Graduate Research Assistant, Seoul National University, 2015
 Summa Cum Laude, Kyung Hee University, 2015
 Dean’s List, Kyung Hee University, 2010, 2014, 2015
 The Army Commendation Medal, Department of the Army, United States, 2013
 1st place in the Business Strategy Competition, Kyung Hee University, 2012
 The Bright Society Scholarship (for an International Exchange Semester), Kyung Hee University, 2011

Full Scholarship, Kyung Hee University, 2009-2015

RESEARCH EXPERIENCES

Fox Behavioral Lab, Temple University <i>Lab Manager</i>	Philadelphia, PA 2020-present
Center for Applied Research Decision Making, Temple University <i>Research Assistant</i>	Philadelphia, PA 2020-present
Fox School of Business, Temple University <i>Research Assistant</i>	Philadelphia, PA 2019-present
Stern School of Business, New York University <i>Research Assistant</i>	New York, NY 2018-2019
Trope Lab, Department of Psychology, New York University <i>Research Assistant</i>	New York, NY 2018-2019
School of Management, Kyung Hee University <i>Research Assistant</i>	Seoul, Korea 2014-2016
INPACT G.C.F Consulting <i>Research Assistant</i>	Seoul, Korea 2009

TEACHING ASSISTANTSHIPS

“Customer Data Analytics”, for Crystal Reeck, Spring 2021, 2022
 “Business Policy Game”, for Sang-Hyung Ahn, Fall 2015
 “Total Quality Management”, for Sang-Hyung Ahn, Fall 2015

PROFESSIONAL EXPERIENCE

United States Forces Korea (USFK) <i>Chaplain's Assistant Noncommissioned Officer</i>	Seoul, Korea 2011-2013
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DOCTORAL COURSEWORK

Marketing

- Proseminar in Marketing	Joydeep Srivastava
- Consumer Behavior	Joydeep Srivastava
- Judgement and Decision Making	Vinod Venkatraman
- Marketing Theory Development	Monica Wadhwa
- Quantitative Marketing I	Xueming Luo
- Artificial Intelligence and Machine Learning II	Xueming Luo

Human Resource Management and Organizational Behavior

- Organizational Behavior	Crystal Harold
- Scientific Inquiry of Management Research	Lynne Andersson

Methodologies

- Intro to Research Design and Methods	Will Jordan
- Statistics Methods for Business Research I	Zhigen Zhao
- Statistics Methods for Business Research II	Zhigen Zhao

- Econometrics in Business Research I	Yan Li
- Microeconomic and Theory of Choice	Tedi Skiti
- Quantitative Research Method II	Crystal Reeck
- Quantitative Research Method III	Ryan Vogel
- Meta-Analysis	In-Sue Oh