

TERRYN LEE

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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

Emotion and Experiential Consumption
Technology and Digital Marketing; Video Contents and Live Streaming on Social Media
Interpersonal Dynamics; Social Influence
Psychological Distance and Construal Level

RESEARCH EXPERIENCES

Fox School of Business, Temple University <i>Research Assistant</i> <ul style="list-style-type: none">- Working on multiple projects with Dr. Joydeep Srivastava, Dr. Crystal Reeck, Dr. Monica Wadwha	Philadelphia, PA 2019-present
Stern School of Business, New York University <i>Research Assistant</i> <ul style="list-style-type: none">- P.I.: Dr. Alixandra Barasch- Took part in a research project about live streaming and social connection	New York, NY 2018-2019
Trope Lab, Department of Psychology, New York University <i>Research Assistant</i> <ul style="list-style-type: none">- P.I.: Dr. Yaacov Trope- Involved in a research project about construal levels and sense of control	New York, NY 2018-2019
School of Management, Kyung Hee University <i>Research Assistant</i> <ul style="list-style-type: none">- P.I.: Dr. Jae Hong Park- Participated in a research project about gift-giving and social power	Seoul, Korea 2014-2016
INPACT G.C.F Consulting <i>Research Assistant</i> <ul style="list-style-type: none">- Participated in major projects, such as Kyung Hee University's Campus Plan and Dongdaemun Design Plaza (DDP)	Seoul, Korea 2009

PUBLICATIONS

Terry 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.

Terry 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.

PRESENTATIONS (*Denotes presenter)

Terry Lee* (2019, April), “Watching to be Connected: How the Live Streaming on Social Media Affects our Sense of Social Connection.” Poster presented 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 presented 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 presented 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 presented at the annual meeting of the *Society for Consumer Psychology*, St. Pete Beach, Florida.

TEACHING ASSISTANTSHIPS

“Business Policy Game” (Undergraduates), for Sang-Hyung Ahn, Fall 2015

“Total Quality Management” (Undergraduates), for Sang-Hyung Ahn, Fall 2015

PROFESSIONAL EXPERIENCE

United States Forces Korea (USFK) Seoul, Korea

Chaplain’s Assistant Noncommissioned Officer 2011-2013

- Served two years in the military as KATUSA (Korean Augmentation Troops to the United States Army) and supported Colonel David L. Waters Sr. (the Command Chaplain) as an administrator and interpreter
- Awarded the Army Commendation Medal and discharged from the military service as a sergeant

HONORS, AWARDS, AND ACKNOWLEDGEMENTS

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

REFERENCES

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