

Leonard Lee

Curriculum Vitae – October 2008

Columbia Business School
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- Employment** *July 2006 – present.* Assistant Professor, Marketing Division, Columbia Business School.
- 1999-2000.* Manager, Electronic Commerce, Infocomm Development Authority of Singapore, Singapore.
- 1998-1999.* Senior Officer, Internationalization Office, National Computer Board, Singapore.
- Education** *Ph.D., Marketing, September 2006.*
 Massachusetts Institute of Technology (MIT), Sloan School of Management, Cambridge, MA.
 Thesis title: “Money, Beer, and Toys: Essays in Consumer Decision Making”
- M.S., Computer Science, June 1998.*
 Stanford University, Palo Alto, CA.
 (Concentration in Systems and Databases)
- B.Sc., Computer and Info Science, June 1996.*
 National University of Singapore (NUS), Singapore.
- Research Interests** Consumer judgment and decision-making, psychology of preferences, shopping and promotions.
- Publications** Lee, L., Ariely, D., & Amir, O. (forthcoming). “In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition,” *Journal of Consumer Research*.
- Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. (2008). “If I’m Not Hot, Are You Hot or Not? Physical Attractiveness Evaluations and Dating Preferences as a Function of Own Attractiveness.” *Psychological Science*, 19(7), 669-677.
- Lee, L. & Ariely D. (2006). “Shopping Goals, Goal Concreteness, and Conditional Coupons.” *Journal of Consumer Research*, 33(1), 60-70.
- Lee, L., Frederick, S., & Ariely D. (2006). “Try It, You’ll Like It: The Influence of Expectation, Consumption, and Revelation on Preferences for Beer.” *Psychological Science*, 17(12), 1054-1058.

Working Papers Lee, L., Bertini, M., & Ariely D. (2008). "Money Muddles Thinking: The Influence of Price on Preference Consistency." *Under Review at Journal of Marketing Research*.

Lee, L., & Norton, M. (2007). "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." *Preparation for submission to Journal of Consumer Research*.

Lee, L., Carmon, Z., & Dhar, R. (2008). "The Prudent Shopper." *Preparation for submission to Journal of Marketing Research*.

Lee, L., Pham, M. T., & Stephen, A. (2008). "The Emotional Oracle: The Role of Emotions in Predicting Mass Crowd Behavior"

Research in Progress

- "Attribute Representation and the Attraction Effect" – *with Shane Frederick*
- "Retrospective Sunk-Cost Effect" – *with Michael Norton*
- "How Music Influences Consumption" – *with Manoj Thomas*
- "Interpreting Smiles" – *with Dan Ariely and Daniel Mochon*
- "Motivation-Based Anchoring and Conditional Promotions" – *with Dan Ariely and Ayelet Gneezy*

Conference Presentations

2008

Norton, M., & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." Society for Consumer Psychology Winter Conference, New Orleans, LA.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." FUR 2008, XIII International Conference on the Foundations and Applications of Utility, Risk, and Decision Theory, Barcelona, Spain.

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Association for Consumer Research Annual Conference, San Francisco, CA. – *Chair for Special Session: "Experiential and Informational Perspective of Consumer Preference Consistency."*

Norton, M., & Lee, L. "The Fees → Savings" Link, or Purchasing Fifty Pounds of Pasta." Association for Consumer Research Annual Conference, San Francisco, CA.

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Society for Judgment and Decision Making Annual Conference, Chicago, IL.

2007

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Society for Consumer Psychology Winter Conference, Las Vegas, NV. – *Co-chair for Special Session: "Money Matters: Psychological Perspectives of Money and Product Valuation."*

Lee, L., Bertini, M., & Ariely, D. "Money Muddles Thinking: The Effects of Price Consideration on Preference Consistency." Marketing Science Annual Conference, Singapore.

Lee, L., Carmon, Z., & Dhar, R. "The Prudent Shopper." Association for Consumer Research Annual Conference, Memphis, TN.

Lee, L., Loewenstein, G., Ariely, D., Hong, J., & Young, J. "If I'm Not Hot, Are You Hot or Not? Attractiveness Adaptation and Dating Preferences." Association for Consumer Research Annual Conference, Memphis, TN.

Frederick, S., & Lee, L. "Attribute Representation and the Attraction Effect." Association for Consumer Research Annual Conference, Memphis, TN.

2006

Lee, L., & Norton, M. "Members Only: The Effects of Membership Fees on Consumer Spending." Society for Consumer Psychology Winter Conference, Carnival Cruise from Port of Miami. – *Co-chair for Special Session: "Committed Consumers: Psychological Investment and Consumer Behavior."*

Frederick, S., & Lee, L. "Attribute Representation and the Attraction Effect." Society for Consumer Psychology Winter Conference, Carnival Cruise from Port of Miami.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." Association for Consumer Research Annual Conference, Orlando, FL.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." Society for Judgment and Decision Making Annual Conference, Houston, TX.

Frederick, S., & Lee, L. "Attribute Representation and the Attraction Effect." Society for Judgment and Decision Making Annual Conference, Houston, TX.

Lee, L., Ariely, D., & Amir, O. "In Search of *Homo Economicus*: Transitivity, Emotions, and Cognition." Affect, Motivation, and

Decision Making Conference, Dead Sea, Israel.

2005

Lee, L., & Ariely, D. "Are Consumers Getting the Best Deal? Transaction Utility versus Spending Goals in Promotional Coupon Redemption." Society for Consumer Psychology Winter Conference, St. Pete Beach, FL.

Ariely, D., Frederick, S., & Lee L. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." Society for Consumer Psychology Winter Conference, St. Pete Beach, FL.

Ariely, D., Frederick, S., & Lee L. "Try It, You'll Like It: Experiential and Conceptual Bases for Drink Preferences." Association for Consumer Research Annual Conference, San Antonio, TX.

2004

Lee, L., & Ariely, D. "The Goal-Driven Shopper: The Influence of Goal Setting and Goal Completion on Consumer Spending." Society for Consumer Psychology Winter Conference, San Francisco, CA.

Lee, L., & Ariely, D. "Conditional Coupons: Preference Uncertainty and Spending Goals." Association for Consumer Research Annual Conference, Portland, OR. – Chair for Special Session: *"The Influence of Primary and Secondary Goals on Consumer Decision Making."*

Lee, L., Frederick, S., Ariely, D. "The Long and Short of It: Visualizing Set Properties." Society for Judgment and Decision Making Annual Conference, Minneapolis, MN

Invited Talks

2009

- Faculty representative, SCP Doctoral Consortium, Society for Consumer Psychology Winter Conference, San Diego, CA.

2007

- "Preference Consistency, Emotion, and Cognition"
 - *University of Pennsylvania, The Wharton School*
- Faculty representative, ACR Doctoral Consortium, Association for Consumer Research Annual Conference, Memphis, TN.

2005

- "Shopping Goals, Goal Concreteness, and Conditional Coupons."
 - *Columbia Business School, INSEAD Fontainebleau, National University of Singapore, Northwestern Kellogg School of Management, NYU Stern School, Singapore Management University, UCLA Anderson School of Management, University of Chicago GSB, University of Minnesota Carlson School of Management, University of Toronto Rotman School*

- Ad-Hoc Journal Reviews**
- Journal of Consumer Research
 - Journal of Marketing Research
 - Marketing Science
 - Journal of Marketing
 - MSI Aiden G. Clayton Doctoral Dissertation Proposal Competition
 - Visual Cognition
 - Association for Consumer Research Annual Conference
 - Society for Consumer Psychology Winter Conference
- Classes Taught**
- B7601 – Marketing Strategy (EMBA Marketing Core), Columbia Business School, Spring 2008
 - W3021 – Marketing Management, Columbia Business School, Fall 2007
 - B6601 – Marketing Strategy (MBA Marketing Core), Columbia Business School, Spring 2007, 2008
- Professional Membership**
- Association for Consumer Research
 - Society for Consumer Psychology
 - Society for Judgment and Decision Making
- Honors & Awards**
- Advertising Educational Foundation (AEF) Visiting Professor Program (VPP) Fellow, 2008.
 - Journal of Consumer Research, Robert Ferber Award (Honorable Mention), 2007.
 - Zannetos Fund Fellowship, 2005 – 2006.
 - AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.
 - MIT Presidential Graduate Fellowship, 2000 – 2005.
 - Stanford Asia-Pacific Scholar, 1997 – 1998.
 - AT&T Asia-Pacific Leadership Award, 1996.
 - Lee Kuan Yew Gold Medal, 1996.
 - Asia Life Gold Medal, 1996.
 - Lim Soo Peng Book Prize, 1995.
 - Dean's List, NUS, 1993 – 1996.
 - National Computer Board Undergraduate Scholarship, 1993 – 1996.
- Media Mentions** The New York Times, BusinessWeek, US News and World Report, MSNBC, Christian Science Monitor, Scientific American MIND, Men's Health, Yahoo! News, United Press International, Atlanta Journal Constitution, Association for Psychological Science (APS) Observer, Discovery Channel Canada, New York Daily News, Ottawa Citizen, The Improper Bostonian.