



JUNG EUN LEE, Ph.D.

Associate Professor in in Apparel Merchandising
Consumer and Design Sciences Department

308C Spidle Hall

Phone: (334) 844-xxxx; e-mail: jlee@auburn.edu

Google Scholar Citation: <https://www.linkedin.com/in/jung-eun-lee-00375b7b/>; <https://www.researchgate.net/profile/Jung-Eun-Lee-7>

Education

Ph.D., The Ohio State University, 2013, Fashion and Retail Studies (Minor: Quantitative Psychology)

M.S., Hanyang University, 2008, Fiber and Polymer Engineering

B.S., Hanyang University, 2006, Clothing and Textiles (Minor: Business Administration)

Summary

Dr. Jung Eun Lee is a prominent figure in the field of promotion and advertising, particularly within the context of fashion consumers. Her research revolves around understanding how consumers assess advertisements and promotions, offering invaluable insights for marketers to communicate effectively. She has explored topics ranging from price promotions to luxury retail ads and social media campaigns. Dr. Lee also examines the interplay of technology, such as AI and NFTs, in shaping consumer behavior and the fashion industry. Prior to joining Auburn University in 2023, Dr. Lee worked at a land grant university, Virginia Tech, for nine years. She has authored over 50 works, including 20 peer-reviewed research papers, 9 juried design exhibitions, and 30 refereed international and national conference presentations. Her research is published in prestigious journals including the *Journal of Business Research*, *Psychology & Marketing*, *Computers in Human Behavior*, and *Clothing and Textile Research Journal*. Looking ahead, Dr. Lee aims to expand her research to embrace diverse populations and integrate innovative retail technologies.

Selected Publications:

- Lee, J.E., & Cho, J. (2023). The effects of a Disney masstige brand collaboration on perceptions of brand luxury: vertical versus horizontal product line extension strategies. *Journal of Product & Brand Management*, 32(1), 138-156.
- Lee, J.E., & Youn, S. (2021). Luxury marketing in social media: the role of social distance in a craftsmanship video. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 826-845.
- Shin, E., & Lee, J.E. (2021). What makes consumers purchase apparel products through social shopping services that social media fashion influencers have worn? *Journal of Business Research*, 132, 416-428.
- Youn, S., Lee, J.E., & Ha-Brookshire, J. (2021). Fashion consumers' channel switching behavior during the covid-19: Protection motivation theory in the extended planned behavior framework. *Clothing and Textile Research Journal*, 39(2), 139-156.
- Lee, J.E., & Shin, E. (2020). The effects of apparel names and visual complexity of apparel design on consumers' apparel product attitudes: A mental imagery perspective. *Journal of Business Research*, 120, 407-417.
- Lee, J.E. (2019). Plausible versus implausible tensile price claim: Selective accessibility model approach. *Psychology & Marketing*, 36(1), 57-71.
- Lee, J.E., Hur, S., & Watkins, B. (2018). Visual communication of luxury brands on social media: Visual simplicity vs. complexity. *Journal of Brand Management*, 25(5), 449-462.
- Lee, J.E. & Stoel, L. (2016). An unintended consequence of exaggerated maximum-discount tensile price claims. *Journal of Product & Brand Management*, 25(7), 700-709.
- Lee, J.E. & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.

Professional Memberships: ITAA, KSCT

Selected Honors and Awards since 2016:

GMC Joint Premier Award (L'Oréal Professorship in Creativity Marketing Award, Beauty & Marketing Track, 2018); Recognition of Teaching Excellence at Virginia Tech (2018); ITAA Paper of Distinction (Consumer Behavior Track, 2017); EAERCD Best Paper Award (2017)