

YOUNGSU LEE

Assistant Professor of Marketing
College of Business, California State University, Chico
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EDUCATION

2014 Ph.D. in Marketing
Iowa State University, Ames, IA

2001 MBA, College of Business
Yonsei University, Seoul, South Korea

1999 BBA, Department of Business Administration
Yonsei University, Seoul, South Korea

ACADEMIC POSITIONS

2016 – Present Assistant Professor, Marketing
California State University, Chico

2015 – 2016 Assistant Professor, Marketing
Whitworth University, Spokane, WA

NON-ACADEMIC PROFESSIONAL EXPERIENCE

2002 – 2009 LGERI (LG Economic Research Institute), Seoul, South Korea
Senior Analyst and Business Consultant

2001 – 2001 LG Electronics, Seoul, South Korea
Marketing Researcher, Life Soft Research Center

2000 – 2001 Internet Business Research Center, Seoul, South Korea
Researcher

TEACHING

TEACHING INTERESTS

CRM (Customer Relationship Management)
Sales / Sales Management Marketing Management
Marketing Research B2B Marketing
Marketing Channels International Marketing
Principles of Marketing Digital Marketing

TEACHING EXPERIENCE

California State University, Chico, College of Business
Faculty of the Seufferlein Sales Program (SSP)

Course #1: MKTG 464 Customer Relationship Management (CRM)

- Developed a brand new elective course for the marketing major and the Professional Sales Certificate Program
- Have taught both current theories of CRM and real-world software such as Salesforce.com and SAP CRM

Course #2: MKTG 483 Advanced Sales (Sales Practicum Course)

- Collaborated with both for-profit organizations (e.g., Sendum Wireless, Kovar's, Kaleidoscope) and non-profit organizations (e.g., MixMat)
- Established a curriculum that embraces theories of negotiation and persuasion and hands-on sales experience such as cold calling
- Incorporated Salesforce.com for students' career development

Course #3: MKTG 380 Marketing Research

- Have taught the procedures and methods used in collecting and analyzing market information for managerial decision making
- Adopted a free and innovative statistical software, Jamovi, to enhance students' learning and reduce financial burden

Course #4: MKTG 305 Survey of Marketing

- Developed course materials for online teaching including lecture videos
- Taught in an online format

Course #5: MKTG 502 CRM and Salesforce (Under development)

- Will teach the procedures and methods used in collecting and analyzing market information for managerial decision making for the OMBA program

Extra-curricula Course: Salesforce

- Salesforce Trailhead Community Group leader on campus
- *Mountaineer* Rank (3rd Rank) on Salesforce Trailhead

TEACHING TRAINING

Digital Pedagogy FLC, California State University, Chico

Fall 2020

- Participating in a semester-long workshop course organized by FLC and led by Dr. Kim Jaxon
- Developing a new curriculum for the Online MBA program

Improving Teaching Practice, California State University, Chico

Spring 2017

- Took a 12-week intensive course organized by FDEV (Faculty Development) and led by Dr. Paula Selvester on learning pedagogies, in-class strategies, design of assessment, development of a course, etc.
- Developed a new curriculum for CRM course, which has been offered in Fall 2017

RESEARCH

RESEARCH INTERESTS

CRM	Sales/Sales Management
Marketing Management	B2B Marketing
Internet Marketing	Social Media Marketing
Big Data Analysis	

PUBLICATIONS

Peer-Reviewed Journal Papers

Lee, Youngsu, Joonwhan In, and Seungjun Lee (2020), "Social media engagement, service complexity, and experiential quality in U.S. hospitals," *Journal of Services Marketing (JSM)*, Forthcoming, <https://doi.org/10.1108/JSM-09-2019-0359>.

Lee, Youngsu and Tim Heinze (2020), "Do Technology-based Sales Support Materials Make a Difference in Personal Selling?: The Impact of Technology Usage by Gender in the Personal Selling Process," *Journal of Marketing Education (JME)*, Forthcoming, <https://doi.org/10.1177/0273475320925124>.

Lee, Youngsu, Tim Heinze and Casey Donoho (2018), "An International Study of Culture, Gender, and Moral Ideology on Sales Ethics Evaluations: How Should Educators Respond?" *Journal of Marketing Education*, 40 (3), 196-210, <https://doi.org/10.1177/0273475318755492>.

- *Best Paper of the Year Award in Sales* by University Sales Center Alliance (USCA)

Heinze, Tim, Youngsu Lee and Brittany Fortune (2018), "Weighing the Case for University Sales Competitions: Significant Commitment and Rewards," *Journal of Selling*, 18 (1), 97-110.

Kim, Stephen and Youngsu Lee (2017), "Making Channel Incentives Work: A Discriminating Alignment Framework," *Industrial Marketing Management*, 65, 1-14, <https://doi.org/10.1016/j.indmarman.2017.06.006>.

Sloan, David, Robert Beckham and Youngsu Lee (2017), "Exploring Differentiation of Self and Organizational Commitment," *Journal of Managerial Psychology*, 32 (2), 193-206, <https://doi.org/10.1108/JMP-07-2016-0209>.

Nam, Hyunjung, Wongyun No and Youngsu Lee (2017), "Are Commercial Databases Reliable?: New Evidence from Korea," *Sustainability*, 9 (8), 1406, <https://doi.org/10.3390/su9081406>.

Working Papers

Lee, Youngsu, "When Does a Dealer Tolerate Reseller Opportunism? Transaction Benefit and Cost Perspectives."

Im, Jongho, Taikgun Song, Youngsu Lee, and Jewoo Kim, "Confirmatory Aspect-Level Opinion Mining Processes for Tourism and Hospitality Research: A Proposal of DiSSBUS."

- Working paper available online at <https://arxiv.org/abs/1907.12850>.

Conference Proceedings and Presentations

- Son, Jaebong, Arash Negahban, Youngsu Lee, James Connolly, and Dalen T Chiang (2020), "When More is More and Less is More: Depth and Breadth of Product Reviews and Their Effects on Review Helpfulness," the 53th HICSS (Hawaii International Conference on System Sciences), Hawaii.
- Son, Jaebong, Youngsu Lee and Kijeong Jeon (2018), "An Exploratory Study of Product Questions as Active Information Seeking: Evidence from an Online Retailer," AMA Summer Marketing Educators' Conference, Boston.
- Lee, Seung Jun, Joonhwan In and Youngsu Lee (2018), "Impacts of Social Engagement on Hospital Outcomes," WDSI (the Western Decision Science Institute) Conference, Hawaii.
- Shin, Sohyoun, Youngsu Lee and Vincent Aleccia (2017), "Effects of Students' Perception of Instructors' Exercised Justice on Grade Appeal Intention, Satisfaction toward Instructors and Overall Effectiveness of College Instruction," AMA Summer Marketing Educators' Conference, San Francisco.
- Lee, Youngsu, Jongho Im, Taikgun Song, and Jewoo Kim (2017), "A Confirmatory Approach to Extracting Meanings from Online Customer Reviews," AMA Summer Marketing Educators' Conference, San Francisco.
- Lee, Youngsu, Sridhar Ramaswami and Douglas Walker (2017), "Does Entrepreneurial Strategy of a Firm Improve Customer Equity?" 2017 AMA Winter Marketing Educators' Conference, Orlando.
- Lee, Youngsu and Stephen Kim (2016), "When Does a Supplier Tolerate Reseller Opportunism?" AMA Summer Marketing Educators' Conference, Atlanta.
- Im, Jongho, Taikgun Song, Jewoo Kim, and Youngsu Lee (2016), "A Translation Approach for Unstructured Online Reviews," Joint Statistical Meetings (JSM), Chicago.

RESEARCH (In Progress)

- Lee, Youngsu and Tim Heinze, "How Do Salespeople's Communication with Customers Affect Performance?: A big data analysis approach," Research model proposed and data analysis in progress.
- Lee, Youngsu and Tim Heinze, "How Do Salespeople's Communication Style Affect Sales Performance," Research model proposed and data collection in preparation.
- Lee, Youngsu, Sridhar Ramaswami and Douglas Walker, "Does Entrepreneurial Strategy of a Firm Improve Customer Equity?" Target journal: *IMM (Industrial Marketing Management)*.
- Lee, Youngsu, Sridhar Ramaswami and Douglas Walker, "Improving Customer Equity through Value Creation and Value Appropriation Organizational Processes," Manuscript being prepared for submission to the *JAMS (Journal of the Academy of Marketing Science)*.

Lee, Youngsu, Youngme Seo, and Jongho Im, "Is Cash Always King? A Boundary Condition for Cash Payment as a Premium Booster in the Residential Housing Market," Manuscript in Preparation for submission to a journal.

Im, Jongho, Jewoo Kim, Youngsu Lee, and Taikgun Song, "Use of Big Online Review Data for Re-examining Satisfaction of Restaurant Services," Research model proposed and data analysis in progress.

BOOK CHAPTERS (Translation)

Lee, Youngsu, and Sangduk Kim (2017), "The Customer Trap: How to Avoid the Biggest Mistake in Business," Translated into Korean, Originally Written by Tim Wilkinson and Andrew Thomas (2015); Parkyoungsa, Seoul.

SERVICE

PROFESSIONAL SERVICES

- University Level
 - Human Subjects in Research Committee (HSRC), Expedited Reviewer and Voting Member (Current)
 - Equity-Minded Programs Initiative (EMPI), Participant and COB Representative (Current)
 - Sustainability Fund Allocation Committee (SFAC), Faculty Advisor (Current)
 - Academic Status Committee, Member (2018-2020)
 - University Library Committee, College Liaison (2017-2018)
- College Level
 - Student Learning Fee (SLF) Committee, Chair (Current)
 - Seufferlein Sales Program (SSP), Faculty Member (Current)
 - College of Business Scholarship Committee, Member (2016-2017)
- Department Level
 - Marketing Core Coordinator (Current)
 - Department Scholarship/Award Committee, Member (2016-2017)
 - Department Hiring Committee, Member (Spring 2017, Fall 2018)

PROFESSIONAL SERVICES (Outside University)

- Industrial Marketing Management (IMM), Reviewer
- Journal of Marketing Education (JME), Reviewer
- Journal of Business Research (JBR), Recognized reviewer
- International Journal of Physical Distribution & Logistics Management, Reviewer
- Journal of Distribution & Logistics (in Korean), Reviewer

OTHER

AWARDS & HONORS

University Sales Center Alliance (USCA)

- Best Research Paper of the Year in Sales (2019)

California State University, Chico, College of Business

- Summer Research Proposal Grant (2018, 2019, 2020): \$11,000 Total
- Research Proposal Grant (2017): \$5,000

ANALYTICAL TOOLS/APPROACHES AND OTHER

Mplus, Stata, SPSS, Amos, SmartPLS, R, Salesforce, SAP CRM