Sanghak Lee

Department of Marketing
W. P. Carey School of Business
Arizona State University
PO Box 874106
Tempe, AZ 85287-4106

Cell Phone: (614) 557-8053 (primary)
Office Phone: (480) 965-5433
Fax: (480) 965-8000
E-mail: sanghak.lee@asu.edu

Academic Employment

Arizona State Univeristy, W. P. Carey School of Business
Associate Professor of Marketing, July 2024 - Present
Assistant Professor of Marketing, July 2017 - June 2024

The University of Iowa, Tippie College of Business
Assistant Professor of Marketing, August 2012 - June 2017

Education

Ph.D., 2012, The Ohio State University, Columbus, Ohio
Marketing Major, Statistics Minor

M.S., 2007, Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea
Management Engineering

B.S., 2003, Seoul National University, Seoul, Korea
Chemical Engineering

Publications

Mende, Martin, Amy Ostrom, Juneha Baek, Donghyuk Shin, Sanghak Lee and Maura L. Scott (2026) "The 2026 Service Research Priorities: AI-Driven Discovery, Interdisciplinary Influence Dynamics, and the "Interactive Service Scholarship Incubator" for Personalized Priorities," *Journal of Service Research*, 29(3), 339-359.

Lim, Stanley, Elliot Rabinovich, Sanghak Lee and Sungho Park (2025) "Estimating Stockout Costs and Optimal Stockout Rates: A Case on the Management of Ugly Produce Inventory," *Management Science*, 71(4), 3106-3126.

Kim, Sunghoon, Sanghak Lee and Robert McCulloch (2024) "A Topic-based Bayesian Mixture Regression for Identifying Segment-level Grouped Variables from Unstructured Text Review," *Journal of Marketing Research*, 61(6), 1132-1151.

Lee, Sanghak, Donghyuk Shin, K. Hazel Kwon, Sang-Pil Han and Seok Kee Lee (2024) "Disinformation Spillover: Uncovering the Ripple Effect of Bot-Assisted Fake Social Engagement on Public Attention," *Management Information Systems Quarterly*, 48(3), 847-872.

Bell, J. Jason, Sanghak Lee and Thomas S. Gruca (2024) "Bringing the Doctor to the Patients: Cardiology Outreach in Rural Areas," *Journal of Marketing*, 88(1), 31-52.

Kim, Dong Soo, Sanghak Lee, Taegyu Hur, Jaehwan Kim and Greg M. Allenby (2024) "A Direct Utility Model for Access Costs and Economies of Scope," *Management Science*, 70(6), 3398-3416.

Lee, Sanghak, Sunghoon Kim and Sungho Park (2022) "A Sequential Choice Model for Multiple Discrete Demand," *Quantitative Marketing and Economics*, 20, 141-178.

Lee, Sanghak, Suman A. Thomas and Greg M. Allenby (2020) "An Economic Analysis of Demand of the Very Poor," *International Journal of Research in Marketing*, 37, 544-556.

Lee, Sanghak, Hyowon Kim, Jaehwan Kim and Greg M. Allenby (2018) "A Choice Model for Mixed Decision Variables," *Journal of Choice Modelling*, 28, 82-96.

Kang, Moon Young, Byungho Park, Sanghak Lee, Jaehwan Kim and Greg M. Allenby (2016) "Economic Analysis of Charitable Donations," *Journal of Marketing and Consumer Behaviour in Emerging Markets*, 2(4), 40-57.

Howell, John R., Sanghak Lee and Greg M. Allenby (2016) "Price Promotions in Choice Models," *Marketing Science*, 35(2), 319-334.

Lee, Sanghak and Greg M. Allenby (2014) "Modeling Indivisible Demand," *Marketing Science*, 33(3), 364-381.

Lee, Sanghak, Jaehwan Kim and Greg M. Allenby (2013) "A Direct Utility Model for Asymmetric Complements," *Marketing Science*, 32(3), 454-470.

Working Papers

"Conditional Promotions on Spending," with Taegyu Hur (2026). Revising for the 2nd round review at *Production and Operations Management*.

"Beyond Green Consumption: Revealing the Intellectual Architecture and Future of Sustainable Consumer Psychology," with Martin Mende, Marina Cozac, Maura Scott, Leonard Lee (2026). Under the 1st round review at *Consumer Psychology Review*.

"Energy Use and the Efforts of Countries to Reduce Greenhouse Gas Emissions: A Multiple Discrete Continuous Approach," with Suyeon Kim, Sungho Park, and Duk Bin Jun (2026). Preparing for submission to *Journal of the Royal Statistical Society*.

"Conversing with the Future: How LLMs Fuel Marketing's Evolution in the Age of AI," with Juneha Baek, Martin Mende, Donghyuk Shin, Maura L. Scott, and Amy Ostrom (2026). Preparing for submission to *Information Systems Research*.

"Locally-Rational Demand Models," with Taegyu Hur, and Greg M. Allenby (2026). Preparing for submission to *Management Science*.

"Choosing How to Consider: Attribute Selection for Consideration Set Formation," with J. Jason Bell, and Gary J. Russell (2026). Preparing for submission to *Quantitative Marketing and Economics*.

Work in Progress

"Behind the Scroll: Understanding Factors Affecting Review Engagement," with Nuo Dong, Jihoon Hong, Joseph Ryoo.

"Strategic Integration of Sponsorships in Influencer Videos," with Frances X. Wang.

"Product Ethical Labels: Quality Uncertainty and Post-Purchase Behaviors," with Hyunsuk Baek, Rui Yin, and Yimin Wang.

"Bayesian Multinomial Probit Regression Trees in Machine Learning," with Sunghoon Kim, Xuetao Lu, and Robert McCulloch.

Presentations

"Conversing with the Future: How LLMs Fuel Marketing's Evolution in the Age of AI"

- INFORMS Marketing Science Conference, Carcavelos, Portugal, Jun 2026
- Korea University, Guest Speaker Research Seminar, Seoul, Korea, Nov 2025

"In-depth Exploration of Digital Marketing Using Quantitative Methods"

- Pusan National University, Distinguished Guest Lecture Series, Pusan, Korea (online), Jun 2025

"Modeling Conditional Promotions on Spending"

- INFORMS Marketing Science Conference, Washington, DC, Jun 2025

"Locally-Rational Demand Models"

- Global Marketing Conference, Seoul, Korea, Jul 2023
- INFORMS Marketing Science Conference, Miami, FL, Jun 2023

"A Sequential Choice Model for Multiple Discrete Demand"

- Seoul National University, Marketing Colloquium Series, Seoul, Korea (online), Jan 2021
- Korea University, Bayesian Econometrics Research Group Seminar Series, Seoul, Korea (online), Dec 2020
- INFORMS Marketing Science Conference, Duke University, Durham, NC (online), Jun 2020

"Identifying the Pivotal Attributes for the Choice of Variety"

- INFORMS Marketing Science Conference, Philadelphia, PA, Jun 2018

"A Direct Utility Model for Access Costs and Economies of Scope"

- ASU/UA Marketing Symposium, Tempe, AZ, Mar 2018

"A Choice Model for Mixed Decision Variables"

- Arizona State University, W. P. Carey School of Business, Marketing Dept. Seminar Series, Tempe, AZ, Apr 2016
- University of Iowa, Marketing Dept. Brownbag Seminar Series, Iowa City, IA, Apr 2016

"Price Promotions in Choice Models"

- Arizona State University, W. P. Carey School of Business, Marketing Dept. Seminar Series, Tempe, AZ, Nov 2015
- University of Iowa, Marketing Dept. Brownbag Seminar Series, Iowa City, IA, Apr 2014

"Modeling Indivisible Demand"

- International Symposium on Forecasting, Seoul, Korea, Jun 2013
- University of Iowa, Marketing Dept. Brownbag Seminar Series, Iowa City, IA, Nov 2012
- INFORMS Marketing Science Conference, Boston, MA, Jun 2012
- Ohio State University, Statistics, Psychology and Marketing (SPAM) Seminar Series, Columbus, OH, May 2012
- KAIST Business School, Seminar Series, Seoul, Korea, Dec 2011

"A Direct Utility Model for Asymmetric Complements"

- KAIST Business School, Seminar Series, Seoul, Korea, Dec 2011
- Emory University, Goizueta Business School, Marketing Dept. Seminar Series, Atlanta, GA, Oct 2011
- University of Georgia, Terry College of Business, Marketing Dept. Seminar Series, Athens, GA, Oct 2011
- University of Iowa, Marketing Dept. Seminar Series, Iowa City, IA, Oct 2011
- Georgia Institute of Technology, Scheller College of Business, Marketing Dept. Seminar Series, Atlanta, GA, Sep 2011
- INFORMS Marketing Science Conference, Houston, TX, Jun 2011
- Haring Symposium, Bloomington, Indiana, Apr 2011 (Best Paper Award)
- INFORMS Marketing Science Conference, Cologne, Germany, Jun 2010
- Ohio State University, Statistics, Psychology and Marketing (SPAM) Seminar Series, Columbus, OH, May 2010
- Ohio State University, Fisher College of Business, Columbus, OH, Mar 2010

Teaching Experience

Instructor, Seminar - Advanced Topics in Quantitative Marketing, Arizona State University, Fall 2024 (6.7/7.0 Avg.Rating)

Instructor, Marketing Research, Arizona State University, Spring 2026 (1 Section, 6.5/7.0 Avg.Rating), Fall 2024 (2 Sections, 6.6/7.0 Avg.Rating), Spring 2024 (1 Section, 6.6/7.0 Avg.Rating), Fall 2023 (3 Sections, 6.5/7.0 Avg.Rating), Fall 2022 (3 Sections, 6.3/7.0 Avg.Rating), Fall 2021 (3 Sections, 6.7/7.0 Avg.Rating), Fall 2020 (3 Sections, 6.5/7.0 Avg.Rating), Fall 2019 (3 Sections, 6.2/7.0 Avg.Rating), Fall 2018 (3 Sections, 6.5/7.0 Avg.Rating), Fall 2017 (2 Sections, 6.1/7.0 Avg.Rating)

Instructor, Marketing Analytics, The University of Iowa, Spring 2017 (5.7/6.0 Rating), Fall 2016 (5.5/6.0 Rating)

Instructor, Marketing Research, The University of Iowa, Fall 2016 (2 Sections, 5.5/6.0 Avg.Rating), Fall 2015 (3 Sections, 5.3/6.0 Avg.Rating), Spring 2015 (3 Session, 5.7/6.0 Avg.Rating), Spring 2014 (3 Sections 5.4/6.0 Avg.Rating), Spring 2013 (3 Sections 5.4/6.0 Avg.Rating)

Instructor, Marketing Research, The Ohio State University, Summer 2010 (4.3/5.0 Rating), Summer 2009 (4.3/5.0 Rating), Summer 2008 (3.3/5.0 Rating)

Teaching Assistant, Bayesian Statistics and Marketing (Ph.D.), The Ohio State University, Winter 2011, Winter 2009

Teaching Assistant, Forecasting Theory and Its Applications (PhD/MS), KAIST, Spring 2006

Teaching Assistant, Business Statistics (MBA), KAIST, Fall 2005

Graduate Student Committees (affiliation upon graduation) / Advising

Advisor for Nuo Dong, Arizona State University, 2024-present

Committee Member for Frances X. Wang, Cornell University, 2024-2025

Co-advisor for Min Kyu Kim, Arizona State University, 2020-2023

Committee Member for Ph.D. Dahae Jeong, Arizona State University, 2023 (Assistant Professor, Thompson Rivers University, Canada)

Committee Member for Ph.D. Yuan Yuan, The University of Cincinnati, 2021 (Global Transaction Banking Dept., Ping An Bank, Shenzhen, China)

Committee Member for Ph.D. J. Jason Bell, The University of Iowa, 2018 (Assistant Professor, Saïd Business School, University of Oxford, UK)

Committee Member for Ph.D. I-Hsuan Chiu, The University of Iowa, 2017 (Assistant Professor, University of Wisconsin-Milwaukee, USA)

Committee Member for Ph.D. David M. Harman, The University of Iowa, 2016 (Assistant Professor, University of St. Thomas, USA)

Committee Member for Ph.D. Chanchal Bahadur Tamrakar, The University of Iowa, 2016 (Assistant Professor, Armstrong State University, USA)

Committee Member for Ph.D. Tae Hyung Pyo, The University of Iowa, 2014 (Assistant Professor, SUNY New Paltz, USA)

Undergraduate Advising

The Barrett Honors Thesis at Arizona State University

Thesis Director for Sanjana Pitti, 2023-2024

Second Reader for Akshay Warrier, 2022-2023

Second Reader for Jamie Stroh, 2019-2020

Honors Contract Project in MKT352 at Arizona State University for Barrett Students, 2017-present

Faculty Advisor for Tempe Korean Presbyterian Church Young Adult Group, Arizona State University, 2018-present

Work Experience

Military Service — Wonju, Korea
Korean Augmentation To US Army (KATUSA) — April 1999 - June 2001

Honors and Awards

W. P. Carey AI Catalyst Grant (Total award: $9,087), Principal Investigator, "The Impact of AI-Generated Review Summaries on Consumer Engagement, Decision Quality, and Product Returns," Arizona State University, 2026

W. P. Carey AI Catalyst Grant (Total award: $7,270), Co-Investigator, "Predicting the Future of Business Research: A Multi-Agent LLM Knowledge Discovery Framework," Arizona State University, 2026

W. P. Carey School of Business Dean's Mid-Career Research Award, Arizona State University, 2025

W. P. Carey Excellence in Research Summer Grant, Arizona State University, 2025

Research Grant from Naver, Inc. (Total award: $87,833), Co-Investigator, 2018

AMA-Sheth Foundation Doctoral Consortium, Faculty Host, The University of Iowa, 2017

Professors Institute Invitee, SMU Cox Brierley Institute for Customer Engagement, 2017

Wendell Smith Teaching Award, The University of Iowa, 2016

Best Paper Certificate - "Economic Analysis of Charitable Donations for Targeting," Paris Economics, Finance and Business Conference, Paris, France, 2015

Fund for Experiential Learning, JPEC, The University of Iowa, 2014

Old Gold Summer Fellowship, The University of Iowa, 2013

Best Paper Award - "A Direct Utility Model for Asymmetric Complements," Haring Symposium, Indiana University, 2011

ISMS Doctoral Consortium Fellow, 2009-2011

Haring Symposium Fellow, 2010-2011

Robert Bartels Marketing Fellowship, The Ohio State University, 2007-2011

William R. Davidson Doctoral Fund, The Ohio State University, 2007-2011

Entrance Scholarship & Academic Excellence Fellowship, KAIST, 2003-2006

The Most Outstanding Proposal Prize, KAIST, 2005

Baden-Württemberg State Scholarship, University of Mannheim, Germany, 2004

Academic Excellence Fellowship, Seoul National University, 1998-2002

Services to the Department and School

Coordinator, Quantitative Marketing Brownbag Series, Marketing Department, Arizona State University, 2023-present

Course Lead for MKT 352, Marketing Department, Arizona State University, 2018-present

Member, Annual Performance Review Committee, Marketing Department, Arizona State University, 2018, 2020, 2025, 2026

Member, Promotion and Tenure Committee, Marketing Department, Arizona State University, 2018, 2024-present

Member, PhD Committee, Marketing Department, Arizona State University, 2021-present

Member, PhD Admission Committee, Marketing Department, Arizona State University, 2020, 2024, 2026

Member, Faculty Recruiting Committee (Quant & Diversity Positions), Marketing Department, Arizona State University, 2021, 2022

Coordinator, Seminar Series, Marketing Department, Arizona State University, 2022-2023

Services to the Discipline

Data Editor, *Journal of Marketing*, 2026

Editorial Review Board, *Journal of Marketing*, 2025-present

Ad Hoc Reviewer, *Marketing Science*

Ad Hoc Reviewer, *Management Science*

Ad Hoc Reviewer, *Journal of Marketing Research*

Ad Hoc Reviewer, *Quantitative Marketing and Economics*

Ad Hoc Reviewer, *Journal of Economics and Management Strategy*

Professional Affiliations

Member, INFORMS Society for Marketing Science

Member, American Marketing Association