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Jeremy LEE (李翊軒)

Curriculum Vitae

Schulich School of Business, York University
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EDUCATION

Schulich School of Business, York University, Toronto, Canada
PhD in Administration (Marketing), Sep 2022 – 2027 (expected)

- Research interests: Marketplace morality, meaning, goal pursuit, consumer wellbeing

NOVA School of Business and Economics, Universidade NOVA de Lisboa, Lisbon, Portugal
Visiting PhD student, Nov 2025

The Hong Kong University of Science and Technology, Hong Kong
Bachelor of Business Administration in Global Business and Marketing, Minor in Humanities, First Class Honors, Sep 2014 – Jun 2020

- CGA: 3.66/4.3 (3.61/4.0)

PEER-REVIEWED PUBLICATIONS

Liu, Jingshi (Joyce), Amy N. Dalton and **Jeremy Lee** (2021). The "Self" under COVID-19: Social role disruptions, self-authenticity and present-focused coping. *PLoS ONE, 16*(9). doi:10.1371/journal.pone.0256939

WORK IN PROGRESS

- "The morality of meaning in the marketplace" (with N. Mead and L. Williams). Manuscript submitted.
- "Is it commendable to pay your way to your goal?" (with N. Mead and K. Vohs). In preparation.

AWARDS

- Schulich Dissertation Proposal Defense Prize ($2,000 CAD), Sep 2025
- Beta Gamma Sigma, May 2023 (awarded to top 10% students of bachelor business program)
- Winning team of Shark Tank session of Doctoral Symposium, Association for Consumer Research Annual Conference, Denver, CO, Oct 2022

CONFERENCE ACTIVITY

Jeremy Lee, Nicole L. Mead and Kathleen D. Vohs (2025). Is it cheating to pay your way towards your goal? Poster presented at the *Association for Consumer Research (ACR) Annual Conference*, Washington D.C., Oct 2025.

Jeremy Lee, Nicole L. Mead and Lawrence E. Williams (2025). The morality of seeking meaning in the marketplace. Talk presented at the *Society for Consumer Psychology (SCP 2025) Annual Convention*, Las Vegas, NV, Feb 2025.

Jeremy Lee, Nicole L. Mead (2024). Finding and Creating Meaning in the Marketplace. Special session presented at the *Association for Consumer Research (ACR) Annual Conference*, Paris, France, Sep 2024.

Jeremy Lee, Nicole L. Mead and Lawrence E. Williams (2024). The morality of meaning in the marketplace. Talk presented at the *Association for Psychological Science (APS 2024) Annual Convention*, San Francisco, CA, May 2024.

Jeremy Lee, Nicole L. Mead and Lawrence E. Williams (2024). The morality of meaning in the marketplace. Flash talk presented at the *Southern Ontario Behavioral Decision Research (SOBDR 2024) Conference*, Toronto, ON, May 2024.

Jeremy Lee, Nicole L. Mead and Lawrence E. Williams (2024). The morality of meaning in the marketplace. Poster presented at the *York/University of Toronto Social Personality Abnormal (YUTSPA 2024) Conference*, Toronto, ON, May 2024.

Jeremy Lee, Nicole L. Mead and Lawrence E. Williams (2023). The morality of meaningful consumption. Working paper presented at the *Association for Consumer Research (ACR) Annual Conference*, Seattle, WA, Oct 2023.

Liu, Jingshi (Joyce), Amy N. Dalton and **Jeremy Lee** (2021). The Self Under COVID-19: Social Role Disruptions Undermine Self-Authenticity. Working paper presented at the *Association for Consumer Research Annual Conference*, online, Oct 2021.

INVITED TALKS

NOVA School of Business and Economics, Marketing Area, Nov 2025

TEACHING EXPERIENCE

The Hong Kong University of Science and Technology

Teaching Assistant, Marketing Department, School of Business and Management, Spring 2020 & Spring 2021

- Marketing Management (Undergraduate level), teaching assistant for Prof. Amy N. Dalton

PROFESSIONAL SERVICE

- Schulich Behavioral Lab Coordinator, Schulich School of Business, York University
- Ad-hoc reviewer for European Association for Consumer Research 2023

PROFESSIONAL ASSOCIATIONS

- Association for Consumer Research
- Association for Psychological Science
- Society for Consumer Psychology