

# Jeremy LEE (李翊軒)

## Curriculum Vitae

Schulich School of Business, York University  
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### ■ EDUCATION

#### Schulich School of Business, York University

*PhD in Administration (Marketing)*, Sep 2022 – 2027 (expected)

- Research interests: Consumer behavior, social influences, self & identity, consumer well-being

#### The Hong Kong University of Science and Technology

*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)

### ■ RESEARCH EXPERIENCE

#### The Hong Kong University of Science and Technology

*Instructional Assistant, Marketing Department, School of Business and Management*, Feb 2022 – Jul 2022

*Research Assistant, Marketing Department, School of Business and Management*, Jan 2020 – Feb 2022

- Research assistant for Prof. Amy N. Dalton
- Reviewed literature, designed studies on Qualtrics, gathered and analyzed data, and co-authored publication on COVID-19-related role disruptions, its relationship with self-authenticity, and coping using time perspective
- Assisted marketing faculty with written response coding, creating studies on Qualtrics, and posting studies on SONA

#### Hong Kong Metropolitan University

*Research Assistant, Lee Shau Kee School of Business & Administration*, Sep 2021 – Nov 2021

- Research assistant for Prof. Canice Kwan
- Reviewed literature, designed studies on Qualtrics, and co-authored manuscript for research project on trashing and impacts on future consumption

### ■ 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

### ■ CONFERENCE ACTIVITY

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

### ■ 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
- Assisted with designing quizzes, developing marking schemes, and grading assignments

### ■ INDUSTRY EXPERIENCE

#### L'Oréal Travel Retail Asia Pacific

*Business Analysis Assistant, Strategic Business Development*, Feb 2019 – Dec 2020

*Business Analysis Intern, Strategic Business Development*, Jan 2018 – Dec 2018

- Analyzed, forecasted, and communicated sales and trend data for 13 brands and 14 APAC territories

- Generated travel retail-specific insights on shopper behavior, driven by latest macroeconomic and industry trends
- Crafted impactful visuals and presentations for C-suite executives and external investors

#### ■ AWARDS AND ACHIEVEMENTS

- 2020 Outstanding Performance Award (H&SS Minor Program), Oct 2020
- Test of English as a Foreign Language (TOEFL): 118/120 (99th percentile), Oct 2020
- Graduate Record Examination (GRE), General Test, Jun 2020
  - Verbal Reasoning: 166/170 (97th percentile)
  - Quantitative Reasoning: 163/170 (80th percentile)
  - Analytical Writing: 5.0/6.0 (92nd percentile)
- Dean's List (for outstanding academic performance), two semesters, Fall 2017 & Spring 2019
- HKUST JUPAS Admission Scholarship, Sep 2014

#### ■ SKILLS

- Languages: English (Native), Cantonese (Native), Putonghua (Fluent), German (Basic), French (Basic)
- Computer skills: Proficient in MS Word, Excel and PowerPoint, IBM SPSS, Qualtrics, Audacity; Basic in R, Adobe Premiere Pro & Photoshop