

## Jongkuk Lee

Ewha Womans University  
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### Education

Ph.D., Marketing, University of Illinois at Urbana-Champaign, 2009  
M.S., Management engineering (area: applied econometrics), Korea Advanced Institute of Science and Technology, Korea, 1999  
B.S., Industrial Chemistry, Seoul National University, Seoul, Korea, 1997

### Academic Position

Associate Professor, Ewha Womans University, 2015 - present  
Assistant Professor, Ewha Womans University, 2011 - 2015  
Full-time lecturer, Ewha Womans University, 2009 - 2011

### Research Area

New product innovation & launching, technology market, business customer analysis, network analysis, B2B marketing strategy

### Publications in International Journals

Kim, Minyoung, Sunghoon Kim, and Jongkuk Lee (2018), "Spatial Heterogeneity of Country-of-Origin Effects within a Country: Analysis of Online Review Ratings in the Us Car Market," Marketing Letters, Vol. 29, No. 2, pp. 189-205. (The three authors contributed equally)

Oh, Yoojin, Jongkuk Lee, and Namwoon Kim (2018), "The Contingency Value of the Partner Firm's Customer Assets in a Business-to-Business Relationship," Industrial Marketing Management, Vol. 73, pp. 47-58.

Wang, Yonggui, Jongkuk Lee, Er Fang, and Shuang Ma (2017), "Project Customization and the Supplier Revenue–Cost Dilemmas: The Critical Roles of Supplier–Customer Coordination," Journal of Marketing, Vol. 81, No. 1, pp.136-154.

Lee, Jongkuk and Minyoung Kim (2016), "Market-Driven Technological Innovation Through Acquisitions: The Moderating Effect of Firm Size," Journal of Management, Vol. 42, No. 7, pp. 1934-1963.

Fang, Eric, Jongkuk Lee, Robert Palmatier, and Zhaoyang Guo (2016), "Understanding the Effects of Plural Marketing Structures on Alliance Performance," Journal of Marketing Research, Vol. 53, No. 4, pp. 628-645. (The first two authors contributed equally).

Fang, Eric, Jongkuk Lee, Robert Palmatier, and Shunping Han (2016), "If It Takes a Village to Foster Innovation, Success Depends on the Neighbors: The Effects of Global and Ego Networks on New Product

Launches," Journal of Marketing Research, Vol. 53, No. 3, pp. 319-337.

Lee, Jongkuk, Glenn P. Hoetker, and William J. Qualls (2015), "Alliance Experience and Governance Flexibility," Organization Science, Vol. 26, No. 5, pp. 1536-1551.

Fang, Eric, Jongkuk Lee, and Zhi Yang (2015), "The Timing of Codevelopment Alliances in New Product Development Processes: Returns for Upstream and Downstream Partners," Journal of Marketing, Vol. 79, No. 1, pp.64-82. (The first two authors contributed equally)

Lee, Jongkuk and Young Bong Chang (2014), "Interplay between internal investment and alliance specialization in R&D and marketing," Industrial Marketing Management, Vol. 43, No. 5, pp. 813-825.

Lee, Jongkuk (2011), "The Alignment of Contract Terms for Knowledge-Creating and Knowledge-Appropriating Relationship Portfolios," Journal of Marketing, Vol. 75, No. 4, pp. 110-127.

Lee, Jongkuk, Udatta S. Palekar, and William J. Qualls (2011), "Supply Chain Efficiency and Security: Coordination for Collaborative Investment in Technology," European Journal of Operational Research, Vol. 210, No. 3, pp. 568~578.

Lee, Jongkuk and William J. Qualls (2010), "A Dynamic Process of Buyer-Seller Technology Adoption," Journal of Business & Industrial Marketing, Vol. 25, No. 3, pp. 220 - 228.

## Conference Presentations

Oh, Yoojin and Jongkuk Lee (2017 February), Enhancement and Control Mechanisms for Multi-Dimensional Cross-National Distances in International Alliance, Paper presented at the 2017 Winter American Marketing Association Conference, Orlando, FL.

Kim, M. Y., Kim, S. H., and Lee, J. K. (2015, October), Country-of-Origin Effects: Spatial Heterogeneity in the US Auto Market, presented in the 2015 Strategic Management Society Annual International Conference, Denver, Colorado.

Oh, Yoojin and Jongkuk Lee (2014, November), The Effect of Alliance Scope on International Versus Domestic Alliance Performance: The Critical Role of Cross-National Distance, Paper presented at 2014 Korean Scholars of Marketing Science Spring International Conference, Korea.

Kim, Minyoung, Sunghoon Kim, and Jongkuk Lee (2014, November), Country of Origin Effects in US Auto Industry, Paper presented at 2014 Korean Scholars of Marketing Science Spring International Conference, Korea.

Namwoon Kim, Lee, Jongkuk, and Minyoung Kim (2014, September), Technological and Product Market Similarities for Post-Acquisition Innovation Performance in High-Tech Industries, Paper presented at 2014 Strategic Management Society Conference, Spain

Lee, Jongkuk (2014, April), The Effect of Forming Marketing Alliances on Firm Profitability in High-Tech Industries, Paper presented at 2014 Korean Society for Strategic Management spring conference, Korea.

Lee, Jongkuk, Minyoung Kim, and Namwoon Kim (2013, May), How Do Market and Technological Similarities Affect Post-Acquisition Innovation Performance?, Paper presented at 2013 Korean Scholars of Marketing Science Spring International Conference, Korea.

Song, Sangyoung and Lee Jongkuk (2013, May), Licensing Agreement along the Innovation Process , Paper

presented at 2013 Korean Scholars of Marketing Science Spring International Conference, Korea.

Kim, Minyoung and Lee Jongkuk (2013, August), Target-Specific Relational Resources and Post-Acquisition Innovation Performance, Paper presented at Academy of Management 2013 Annual Meeting, Orlando, FL.

Lee, Jongkuk (2012, August), When and How Do Technological Similarities Matter in High-Tech Industries? A Contingency Analysis for Post-Acquisition Innovation Performance, Paper presented at the Globalization and Innovation in Emerging Economies Conference, Changsha, China.

Oh, Yoojin and Jongkuk Lee (2012, June), Marketing Alliances as a Channel to Access Customer Assets of Other Firms, Paper presented at the Marketing Science Conference, Boston.

Kim, Min-Young and Jongkuk Lee (2011, November), Beyond the Dilemma: The Role of Market Relatedness and Alliance Experience for the Post-Acquisition Innovations, Paper presented at the SMS Annual International Conference, Miami, FL.

Lee, Jongkuk and Young-Bong Chang (2011, June), Interplay Between Internal Investment Specialization and Relationship Specialization in R&D and Marketing, Paper presented at the Marketing Science Conference, Houston, TX.

Lee, Jongkuk, Glenn Hoetker, and William J. Qualls (2010, April), Alliance Experience and Accommodation in the Choice of Alliance Governance Structure. Paper presented at the 10th Annual Wharton Technology Conference, PA.

Lee, Jongkuk and William J. Qualls (2008, June), Innovation Alliance Strategies: Alignment of Resource Access and Interfirm Governance. Paper presented at the Marketing Science Conference, Vancouver, Canada.

Lee, Jongkuk (2008, January), Global Supply Chain Strategy: Alignments with Business Strategy and Task Environments. Paper presented at the AMS Cultural Perspectives in Marketing Conference, New Orleans, LA.

Lee, Jongkuk, Udatta S. Palekar, and William J. Qualls (2007, June), Supply Chain Coordination for Collaborative Technology Adoption. Paper presented at the Marketing Science Conference, Singapore.

Lee, Jongkuk and William J. Qualls (2007, February), Collaboration Behavior and Interorganizational Governance: An Integrative Framework. Paper presented at the American Marketing Association Winter Educators' Conference, San Diego, CA.

Lee, Jongkuk and William J. Qualls (2006, June), Collaboration Behavior and Interorganizational Governance in Buyer-Seller Networks. Paper presented at the Marketing Science Conference, Pittsburgh, PA.

Lee, Jongkuk and William J. Qualls (2006, February), A Dynamic Process of Buyer-Seller Technology Adoption Behavior. Paper presented at the 13th annual academic workshop by the Center for Business and Industrial Marketing at Georgia State University, GA.

## **Teaching**

I teach marketing management, interorganizational relationship marketing, and international marketing at the undergraduate and graduate levels.

Marketing Management (Under)  
International Marketing (Under, MBA)  
Interorganizational Relationship Marketing (MBA)  
Marketing Seminar: B2B marketing (Graduate)

## **Honors and Other Activities**

Journal of Marketing Editorial Review Board, 2018 - present

Research award, Ewha Womans University, 2018 Spring

Teaching award, Ewha Womans University, 2012 Spring

Fellow, American Marketing Association Sheth Foundation Doctoral Consortium, Arizona State University, 2007

Fellow, 37th Annual Haring Symposium, Indiana University, 2007

Seymour Sudman Research Excellence Award, University of Illinois at Urbana-Champaign, 2007

J.M. Jones Fellowship, University of Illinois at Urbana-Champaign, 2004–2009