

Ruby P. Lee, PhD
Curriculum Vitae

The Dr. Persis E. Rockwood School of Marketing
College of Business
Florida State University
Tallahassee, FL 32306
USA

EDUCATION

Ph.D. Washington State University, Pullman, WA
MPhil. The Chinese University of Hong Kong
B.S.W. (Honors). The University of Hong Kong

ACADEMIC ADMINISTRATION

CURRENT	Director (Dept Head) of Rockwood School of Marketing, Florida State University (Interim, Aug 2024-January 2025, Permanent; February 2025 – Present)
	Director of Global Initiatives, FSU College of Business (Jan 2015 – Present)
PREVIOUS	Director of Master of Science in Marketing Program, FSU College of Business (Jun 2013 – May 2017)
	Interim Director of International Programs, FSU College of Business (Aug - Dec 2014)

FACULTY APPOINTMENTS

CURRENT	Professor of Marketing, Florida State University (Aug 2016 – Present)
PREVIOUS	Associate Professor of Marketing, Florida State University, Aug 2010 – Jul 2016
	Assistant Professor of Marketing, Florida State University, Aug 2006 – Jul 2010
	Assistant Professor of Marketing, University of Nevada, Las Vegas, Aug 2003 – Jul 2006

VISITING APPOINTMENTS

Fulbright Scholar, University of Prishtina, Kosovo (1 Feb – 31 Aug 2024)

Visiting Scholar, School of Business, Hong Kong Baptist University, Hong Kong (Jan – May 2018, Jan – May 2019)

Visiting Professor, City University of Hong Kong (Jan – May 2018)

Fulbright-Hanken Distinguished Chair in Business and Economics, Hanken School of Economics, Finland (1 Dec 2016 – 30 Jun 2017)

Worked with host department's researchers and doctoral students, gave presentations to the public and other institutions, connected the industry with academics.

Visiting Scholar, Yanbian University, Jilin, China, Dec 2016

Visiting Professor, University of International Business and Economics, China, July 2013, July 2014, July 2015, July 2016, July 2017

Shidler Scholar and Visiting Associate Professor, Shidler College of Business, University of Hawaii, Manoa, Aug – Dec 2013

Visiting Scholar, School of Management, Sun Yat-Sin University, Dec 2014

Visiting Associate Professor, Florida State University Valencia Campus, Spain, Jun – Jul 2012

Visiting Scholar, Hong Kong Polytechnics University, July 2009

Visiting Professor, Pacific Asian Management Institute and Shidler College of Business, University of Hawaii, Manoa, Jul – Aug 2008

HONORS AND AWARDS

Best Conference Paper Award – 3rd place, the 31st Consortium for International Marketing Research Conference, Gavle, Sweden (2024)

2023-2024 Fulbright Scholar Award to Kosovo, Fulbright Scholar Program, The United States Department of State Bureau of Educational and Cultural Affairs

College of Business Summer Research Award, Florida State University (2009, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2020, 2021, 2023, 2024)

2016-2017 Fulbright-Hanken Distinguished Chair Award to Finland, Fulbright Scholar Program, The United States Department of State Bureau of Educational and Cultural Affairs

Best Competitive Paper Award, the 19th Meeting for the Consortium for International Marketing Research, Atlanta, GA (2011)

COFRA Summer Award, The Council on Research and Creativity, Office of Research, Florida State University (2010)

Recipient of the 2008 Tamer S. Cavusgil Award. American Marketing Association Foundation (2009). [Note: The 2008 S. Tamer Cavusgil Award is for the paper published in Journal of International Marketing during 2008 making the greatest contribution to marketing practice.]

First Year Assistant Professor Award, The Council on Research and Creativity, Office of Research, Florida State University (2007).

Best Paper Award in Business-to-Business Marketing and Interorganizational Issues Track, American Marketing Association Summer Marketing Educators' Conference, San Francisco, CA (2005)

Research Faculty of the Year, College of Business, University of Nevada, Las Vegas (2004)

Outstanding Research Award, Department of Marketing, College of Business, University of Nevada, Las Vegas (2004)

Travel Awards (competitive), University of Nevada, Las Vegas (2004, 2005, 2006).

Outstanding Professor, Mitzi Hughes Scholarship Recognition Luncheon, UNLV Alumni Association, University of Nevada, Las Vegas (2004)

Honorable Mention Award, Marketing Doctoral Support Award Competition, Institute for the Study of Business Markets, The Pennsylvania State University (2003).

Honorable Mention Award, "Linking Marketing to Financial Performance and Firm Value" Research Competition, Marketing Science Institute and the *Journal of Marketing* (2002). [Note: one of seven winners selected from over 110 entries.]

PUBLICATIONS

1. Spanjol, Jelena; Noble, Charles; Baer, Markus; Bogers, Marcel; Bohlmann, Jonathan; Bouncken, Ricarda; Bstieler, Ludwig; De Luca, Luigi; Garcia, Rosanna; Gemser, Gerda; Grewal, Dhruv; Hoegl, Martin; Kuester, Sabine; Kumar, Minu; **Lee, Ruby**; Mahr, Dominik; Nakata, Cheryl; Ordanini, Andrea; Rindfleisch, Aric; Seidel, Victor; Sorescu, Alina; Verganti, Roberto; Wetzels, Martin (2024), "Fueling Innovation Management Research: Future Directors and Five Forward-Looking Paths," *Journal of Product Innovation Management*.
2. **Lee, Ruby P.** and Susan Wei (2023). Do employee orientation and societal orientation matter in the customer orientation—Performance link? *Journal of Business Research*, Vol. 159.

3. **Lee, Ruby P.**, Yonggui Wang, Sara Ma, and Jeffrey Anderson (2022). "When does customer participation influence new product performance? The role of ambiguity and strategic collaboration." *Industrial Marketing Management*
4. Anderson, Jeffrey, **Ruby P. Lee**, Maryam Tofighi, and Sidney T. Anderson (2021). "Lobbying as a Potent Political Marketing Tool for Product Diversification: An Examination of Firm-Government Interaction," *Journal of Strategic Marketing*.
5. Li, Jun, **Ruby P. Lee**, and J. Wan (2020). Indirect effects of direct subsidies: an examination of signaling effects. *Industry and Innovation*.
6. **Lee, Ruby P.**, Sunny Li Sun, Jelena Spanjol (2019), "Introduction to the Special Issue – Social Innovation in an Interconnected World," *Journal of Product Innovation Management*.
7. Anderson, Jeffrey, Silvia Martin, and **Ruby P. Lee** (2018), "Lobbying as a Potent Political Marketing Tool for Firm Performance: A Closer Look," *Psychology & Marketing*, 35 (7), 511-21.
8. Li, Jingxun, **Ruby P. Lee**, and Lian Zhang (2018), "Managerial Ties and Knowledge Transfer in Business Ecosystems: Evidence from Korean Subsidiaries in China," *Asian Business & Management* 17 (3), 183-207.
9. **Lee, Ruby P.** and Xinlin Tang (2018), "Does It Pay to Be Innovation and Imitation Oriented? An Examination of the Antecedents and Consequences of Innovation and Imitation Orientations," *Journal of Product Innovation Management*, 35 (1), 11-26.
10. He, Yi, Qimei Chen, **Ruby P. Lee**, Yonggui Wang, Attila Pohlmann (2017), "Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment," *Journal of Interactive Marketing*, 38 (May), 1-11. (Lead article)
11. Yang, Xiaoming, Sunny L. Sun, and **Ruby P. Lee** (2016), "Micro-Innovation Strategy: The Case of WeChat," *Asian Case Research Journal*, 20 (2), 401-427.
12. **Lee, Ruby P.**, Qimei Chen, and Nathan Hartmann (2016). Enhancing Stock Market Return with New Product Preannouncements: The Role of Information Quality and Innovativeness, *Journal of Product Innovation Management*, 33 (4), 455-417.
13. He, Yi, Qimei Chen, Leona Tam, and **Ruby P. Lee** (2016) "Managing Sub-Branding Affect Transfer: The Role of Consideration Set Size and Brand Loyalty" *Marketing Letters*, 27 (1), 103-113.
14. **Lee, Ruby P.**, Ayşegül Özsoy, Kevin Z. Zhou (2015), "Introduction to the special issue on 'Innovation in and from Emerging Economies,'" *Industrial Marketing Management*, 50 (October), 16-17.
15. Li, Jingxun and **Ruby P. Lee** (2015), "Can Knowledge Transfer within MNCs Hurt Subsidiary Performance: The Role of Subsidiary Entrepreneurial Culture and Capabilities," *Journal of World Business*, 50 (4), 663-673.
16. Sun, Sunny L., Mike Peng, **Ruby P. Lee**, and Weiqiang Tan (2015), "Institutional Open Access at Home and Outward Internationalization," *Journal of World Business*, 50 (1), 234-246.
17. Wei, Yinghong (Susan), Saeed Samiee, and **Ruby P. Lee** (2014), "The Influence of Organic Organizational Culture, Market Responsiveness, and Product Strategy on Firm Performance in an Emerging Market," *Journal of the Academy of Marketing Science*, 42 (1), 49-70.
18. Sun, Sunny L. and **Ruby P. Lee** (2013), "Enhancing Innovation through International Joint Venture Portfolios: From the Emerging Firm Perspective," *Journal of International Marketing*, 21 (3), 1-21. [Lead Article / Equal Contribution]
19. **Lee, Ruby P.**, Xinlin Tang, Xitong Guo (2013), "Enhancing Market Responsiveness through Knowledge Transfer and Knowledge Codification: Evidence from Foreign Subsidiaries in China," *Advances in International Marketing*, 24, 3-23 [Lead Article]

20. Wei, Yinghong (Susan), Hugh O'Neill, **Ruby P. Lee**, and Nan Zhou (2013), "The Impact of Innovative Culture on Individual Employees: The Moderating Role of Market Information Sharing," *Journal of Product Innovation Management*, 30 (5), 1027-1041.
21. **Lee, Ruby P.** and Kevin Z. Zhou (2012), "Is Product Imitation Good for Firm Performance? An Examination of Product Imitation Types and Contingency Factors," *Journal of International Marketing*, 20 (3), 1-16. [Lead Article]
22. **Lee, Ruby P.**, Jean L. Johnson, and Xinlin Tang (2012), "An Investigation into the Role of IT Integration, Relationship Predictability and Routinization in Interfirm Relationships: From the Structuration Perspective," *Industrial Marketing Management*, 41, 368-377.
23. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen (2011), "Linking Customer Resources to Firm Success," *Journal of Business Research*, 64 (4), 394-400.
24. **Lee, Ruby P.** (2010), "Extending the Environment-Strategy-Performance Framework: What Are the Roles of MNC Network Strength, Market Responsiveness, and Product Innovation," *Journal of International Marketing*, 18 (4), 58-73.
25. Kim, Daekwan and **Ruby P. Lee** (2010), "Systems Collaboration and Strategic Collaboration: Their Impacts on Supply Chain Responsiveness and Market Performance," *Decision Sciences*, 41 (4), 955-981.
26. **Lee, Ruby P.** and Jean L. Johnson (2010), "Managing Multiple Facets of Risk in New Product Alliances," *Decision Sciences*, 41 (2), 271-300.
27. **Lee, Ruby P.** and Daekwan Kim (2010), "Implications of Service Processes Outsourcing on Firm Value," *Industrial Marketing Management*, 39 (5), 853-861.
28. Tseng, Chiung-Hui and **Ruby P. Lee** (2010) "Host Environmental Uncertainty and Equity-Based Entry Mode Dilemma: The Role of Market Linking Capability," *International Business Review*, 19 (4), 407-418.
29. **Lee, Ruby P.**, Gregory O. Ginn, and Gillian Naylor (2009), "The Impact of Network and Environmental Factors on Service Innovativeness," *Journal of Services Marketing*, 23 (6), 397-406
30. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu (2009), "In Search of Platforms to Increase Market Responsiveness: Evidence from Foreign Subsidiaries," *Journal of International Marketing*, 17 (2), 59-73.
31. **Lee, Ruby P.** and Qimei Chen (2009), "The Immediate Stock Returns on New Product Announcements: The Role of Firm Resources and Size," *Journal of Product Innovation Management*, 26 (1), 97-107. [Equal Contribution]
32. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2008), "Understanding the Antecedents of Collateral Learning in New Product Alliances," *International Journal of Research in Marketing*, 25 (3), 192-200.
33. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson, (2008) "Knowledge Transfer between Multinational Corporations' Headquarters and Their Subsidiaries: Influences on and Implications for New Product Outcomes," *Journal of International Marketing*, 16 (2), 1-31. [Lead Article]

Note: The paper receives the 2008 S. Tamer Cavusgil Award, which is selected after a vote by the Editorial Review Board of the Journal of International Marketing and assessment of the finalists by the S. Tamer Cavusgil Award Committee (i.e., Rajeev Batra of the University of Michigan, Kate Gillespie of the University of Texas at Austin and David A. Griffith of Michigan State University). The S. Tamer Cavusgil Award is for the paper published in JIM during 2008 making the greatest contribution to marketing practice.

34. Tong, Pingsheng, Jean L. Johnson, Uchila N. Umesh, and **Ruby P. Lee** (2008), "A Typology for Interfirm Relationships: The Role of Information Technology and Reciprocity," *Journal of Business and Industrial Marketing*, 23 (3), 178-192.
35. Citrin, Alka V., **Ruby P. Lee**, and Jim McCullough (2007), "Information Use and New Product Outcomes: The Contingent Role of Strategy Type," *Journal of Product Innovation Management*, 24 (3), 259-273.
36. Ginn, Gregory O. and **Ruby P. Lee** (2006), "Community Orientation, Strategic Flexibility, and Financial Performance in Hospitals," *Journal of Healthcare Management*, 51 (2), 111-122.
37. **Lee, Ruby P.**, and Rajdeep Grewal (2004). Strategic Responses to New Technologies and Their Impact on Firm Performance. *Journal of Marketing*, 68, 157-171.
38. Johnson, Jean L., **Ruby P. Lee**, Amit Saini, and Bianca Grohmann (2003). Market-Focused Strategic Flexibility: Conceptual Advances and an Integrative Model. *Journal of Academy of Marketing Science*, 31(1), 74-89.
39. Tse, Alan C. B. and **Ruby Lee** (2001), "Zapping Behavior during Commercial Breaks," *Journal of Advertising Research*, 41 (3), 25-30.
40. Sin, Leo Y. M., Gordon Cheung, and **Ruby Lee** (1999), "Methodology in Cross-cultural Research -- A Review and Critical Assessment," *Journal of International Consumer Marketing*, 11 (4), 75-96.

Invited Monographs Published

Lee, Ruby P. (2008), *The Role of Risk in New Product Alliances: Implications on Governance and New Product Success*, Germany: VDM Verlag Dr. Müller Aktiengesellschaft & Co. KG. (ISBN-13: 9783639079579)

Invited Book and Monograph Chapters Published

Lee, Ruby P. and Qimei Chen (2009), "Between Information System Integration and Firm Performance, What Are the Missing Links?" in *Handbook of Business Practices and Growth in Emerging Markets*, Satyendra Singh (ed.). Singapore: World Scientific Publishing Company Inc. (ISBN-13: 9789812791771).

PRESENTATIONS

Invited Academic Presentations

2024

- Haxhi Zeka University (June)
- Ludwig-Maxmillan University Munich, Germany (May)
- University of Pristina (March)

2023

- The Chinese University of Hong Kong – Shenzhen (July)
- Huaqiao University, Fujian Province, China (July)

2019

- Huaqiao University, Quanzhou, Fujian, China (Mar)

- Assumption University, Bangkok, Thailand. (Feb)

2018

- School of Management, Sun Yat-Sen University, Guangzhou, China. (July)
- School of Business Administration, South China University of Technology, Guangdong Province, China (June)
- Fudan University School of Management, Shanghai, China (January)

2017

- Keynote Speaker. The 4th Forum on Intercultural Business Communication, School of International Studies, University of International Business & Economics, Beijing, China. (July)
- Summer School Distinguished Speakers' Series, University of International Business & Economics, Beijing, China (July).
- School of Management, Huaqiao University, Quanzhou, Fujian Province, China (July)
- School of Business Administration, South China University of Technology, Guangdong Province, China (June)
- Lisbon School of Economics & Management, Universidade De Lisbon, Lisbon, Portugal. (May)
- Class of MSc in Marketing, Lisbon School of Economics & Management, Universidade De Lisbon, Lisbon, Portugal (May)
- Department of Marketing, Hanken School of Economics, Helsinki, Finland. (April)
- Hanken School of Economics, Helsinki, Finland. (April)
- Fulbright Forum, University of Jyväskylä, Jyväskylä, Finland. (March)

2016

- School of Management, Yanbian University, Jilin Province, China. (December)
- Department of Marketing, School of Business, Hong Kong Baptist University, Kowloon, Hong Kong. (November)
- School of Management, Huaqiao University, Quanzhou, Fujian Province, China (June)
- Henan Institute of Engineering, Zhenzhou, Henan Province, China. (June)

2015

- School of Business, Kyung Hee University, Seoul, South Korea. (December)
- School of Management, Sun Yat-Sen University, Guangzhou, China. (December)
- Summer School Distinguished Speakers' Series, University of International Business and Economics, Beijing, China. (July)
- School of Business, The University of Hong Kong, Hong Kong. (June)

2014

- University of International Business and Economics, Beijing, China. (July)
<http://news.uibe.edu.cn/uibenews/article.php?/21142>

2013

- A *Special Address* presented at the 2013 International Conference on Management Science & Engineering (20th) Harbin Institute of Technology, Heilongjiang, China, July 17-19.
- School of Information Systems and Technology, University of International Business and Economics, Beijing, China. (July)

2012

- Department of Marketing, School of Business, Hong Kong Baptist University, Hong Kong. (December) <http://bus.hkbu.edu.hk/hkbusob/upload/20121206053933.pdf>

- Department of Marketing, College of Business, Florida State University. (May)

2011

- Department of Marketing, College of Business, Sun Yat-Sen University, Guangzhou, China. (July). Read the news at <http://bus.sysu.edu.cn/en/NewsContent.aspx?typeid=5e47354f-92bd-4dc9-a849-eac415389dba&newsid=d684a682-549f-4970-9de2-105c7922f793>

2009

- Department of Management and Marketing, Faculty of Business, The Hong Kong Polytechnic University, Hong Kong. (July)

CONTRACTS AND GRANTS

Contracts and Grants Funded

1. **Lee, Ruby P.** Do all brands benefit from being inclusive? Evidence from Kosovo and the United States. Awarded Fulbright Scholar Fellowship (2023-24), funded by the United States Department of State.
2. **Lee, Ruby P.** Does Frugal Innovation Lead to Sustainable Competitive Advantage? A Case of Nordic Firms. Awarded Fulbright-Hanken Distinguished Chair in Business and Economics (2016-2017), the binational Fulbright Commission in Finland, and the United States Department of State - Institute of International Education's Council (IIEC) for International Exchange of Scholars. Total grant (EUR 39,200).
3. Ma, Shuang (Sara) and **Ruby P. Lee** (2015–2018). An Investigation into the Dark Side of Customer Participation and Corresponding Strategies - From the Transaction Cost Analysis Perspective. Funded by National Natural Science Foundation of China. (71502006). Total award \$30,000.
4. Johnson, Jean L. and **Ruby P. Lee**. The Information Technology Paradox in Interfirm Relationships: The Mediating Role of Relational Displacement in Industrial Service Relations. Funded by the Institute for the Study of Business Markets (ISBM), The Pennsylvania State University (2006-2007). Total award (\$6,708).
5. **Lee, Ruby P.** The Role of Knowledge Management and Information Technology in Navigating Market Knowledge. Funded by the Center of International Business Education and Research (CIBER) at Brigham Young University and the CIBER at the University of Colorado at Denver and Health Sciences Center (\$3,000), and matched (\$3,000) by the College of Business at the University of Nevada, Las Vegas (2005-2006). Total award (\$6,000).
6. **Lee, Ruby P.** and Qimei Chen. New Product Announcements: The Effect on the Market Value of US-Based Multinational Corporations and Their Competitors. Funded by the Center of International Business Education and Research at the University of Hawaii, Manoa (2004-2005). Total award (\$7,740).
7. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson. An Investigation into Learning and Market Knowledge Transfer within Multinational Corporations. Funded by the Center of International Business Education and Research at the University of Hawaii, Manoa (2004-2005). Total award (\$8,000).
8. **Lee, Ruby P.** and Rajdeep Grewal. Interfirm Network Positions: A Study of Horizontal and Vertical Networks. Funded by the Marketing Science Institute (2004-2005). Total award (\$7,833).

9. **Lee, Ruby P.** Exploring Network Management Capabilities and Network Positions in An Emerging Market. Funded by the Office of Research and Graduate Studies, University of Nevada, Las Vegas (2004-2005). Total award (\$7,464).

SERVICE

Florida State University

College of Business

Director, Global Initiatives (formerly International Programs), January 2015 – present

Interim Director, International Programs, May 2014 – Dec 2014

Committee Member, College Promotion and Tenure 2016-2017

Faculty Senate, 2011-2012

Committee Chair, College Library Committee, April 2010 – present

Committee Member, College Scholarship Committee, 2010

Committee Member, College Library Committee, 2006 – April 2010

Committee Member, Ethics Roundtable Committee, August 2008 – July 2009

Department of Marketing

Master of Science in Marketing (MSM) Program Director, June 2013 – May 2017

Member, Master's Policy Committee, 2007 – 2014

Chair, Master's Policy Committee, Fall 2014

Member, Doctoral Policy Committee, 2011 - present

The University of Nevada, Las Vegas

Department of Marketing

Member, Faculty Search Committee 2004, 2005, 2006

The Profession

Editors

Co-Editor-in-Chief, Journal of Product Innovation Management (1/1/2025 to present)

Guest-Editors and Editorial Board Members

Guest Co-Editor, Journal of Product Innovation Management – Special Issue on “Social Innovation in an Interconnected World” to be published in 2019

Guest Co-Editor, Industrial Marketing Management – Special Issue on “Innovation in and from Emerging Economies” published in 2015

Board Member, American Journal of Business (June 2012 ~)

Board Member, Industrial Marketing Management (April 2011 ~)

Board Member, Journal of International Marketing (July 2012 ~)

Board Member, Journal of Product Innovation Management (August 2014 ~)

Board Member, Journal of World Business (January 2010 ~)

Board Member, Asian Pacific Journal of Management (June 2014 ~)

Ad-Hoc Reviewer for Refereed Journals

Decision Sciences

International Journal of Business and Emerging Markets

International Journal of Technology Management

Journal of the Academy of Marketing Science

Journal of Business Research

Journal of Business Venturing

Journal of Business and Industrial Marketing

Journal of Services Research

Marketing Letters

Omega, The International Journal of Management Science

Ad-Hoc Reviewer for Refereed Conference Papers

American Marketing Association Conferences

Academy of Marketing Science Conferences

Academy of International Business Conferences

Administrative Sciences Association of Canada Conference

European Marketing Academy Conferences

Society of Marketing Advances

Reviewer or Panelist for Grant Applications

Hong Kong Research Grants Council (2012–present). Reviewed about 50 grant applications.

External Reviewer for Promotion and Tenure Candidates

Portland State University (2024)
 Texas State University (2023)
 University of South Florida (2023)
 University of Colorado – Denver (2021)
 University of New Hampshire (2021, 2020, 2014)
 Hong Kong Baptist University (2020, 2017)
 New Jersey Institute of Technology (2020)
 Hartford University (2020)
 Monash University, Australia (2021, 2020)
 University of Alabama (2019)
 University of Vermont (2019)
 University of Missouri – St. Louis (2018)
 Rutgers, The State University of New Jersey (2017)
 National Cheng Kung University, Taiwan (2017)
 University of Macau, Macau (2016)
 University of Michigan, Flint (2016)
 Penn State University Erie, The Behrend College (2014)

Service to Professional Associations

Co-Chair, Pre-Conference Workshop: “Innovation for Good in an Interconnected World: Marketing’s Role in Creatively Addressing Societal Problems,” The 2017 Summer American Marketing Association Conference, San Francisco, CA, August 2017.

Co-Chair, Product Development Management Association Research Forum 2016, Atlanta, Georgia, October 2016.

Track Chair, Innovation, Institutions, and Emerging Markets, Academy of International Business-Southeast (AIB-SE) USA 2013 Conference, Atlanta, Georgia, October 2013.

Track Co-chair, the New Product and Development Track, 2013 American Marketing Association Summer Conference, Boston, MA, August, 2013.

Mini-track Chair, Information Systems and Business Application, 2013 International Conference on Management Science & Engineering (20th), Harbin Institute of Technology, Heilongjiang, China.

Vice President of Membership, American Marketing Association - Relationship Marketing Special Interest Group (February 2006 to 2009)

Reviewer, Annual Dissertation Proposal Competition, Institute for the Study of Business Markets, The Pennsylvania State University, 2005 to 2008

Contact Information:

Office Address: Suite #307, 821 Academic Way, Tallahassee, FL 32306-1110, USA

Email: rlee3@fsu.edu

Personal Email: ruby.p.lee@gmail.com