

**Dr. Ruby P. LEE**  
Curriculum Vitae

Department of Marketing  
Florida State University  
Tallahassee, FL 32306  
USA

### **EDUCATION**

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

### **ACADEMIC ADMINISTRATION**

Director of International Programs (Jan 2015 – Present; Interim Director, Aug-Dec 2014)	<u>Responsibilities:</u> Strategic planning; leading creation of student exchange agreements; leading creation of faculty-led study abroad programs; leading creation of international non-degree seeking student programs; implementing such programs, and recruiting students for those programs. <u>Achievements:</u> multiple new student exchange agreements with top universities were signed in the last two years; the number of outbound students participating in exchange programs increased significantly in two years; increased international collaborations; launched a few other international initiatives.
Director of Master of Science in Marketing Program (Jun 2013 – May 2017)	<u>Responsibilities:</u> Developed MSM, added Global Supply Chain Management as a new concentration; recruited students locally and internationally; advised students. <u>Achievements:</u> the number of enrollments increased from 15 to 40+ in two years, reaching beyond the target set by the Dean's office; improved job placements.

### **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**

Visiting Scholar, School of Business, Hong Kong Baptist University, Hong Kong (Jan – May 2018)
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Fulbright-Hanken Distinguished Chair in Business and Economics, Hanken School of Economics, Finland (Dec 1, 2016 – June 30, 2017)

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

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

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

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

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

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

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Visiting Scholar, Hong Kong Polytechnics University, July 2009

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

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## **INDUSTRIAL APPOINTMENTS**

### **PREVIOUS**

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Senior Research Executive, Fieldwork Supervisor/Manager, SRG China Limited (headquartered in Hong Kong and later acquired by AC Nielsen)	Responsibilities: researched market potentials in China, provided recommendations to clients (e.g., 3M, J&J), developed strategic plans (e.g., retail market and property development in Zhuhai in early 90s) for clients; oversaw fieldwork operations in Hong Kong and China; managed three offices in Beijing, Shanghai, and Guangzhou; negotiated fieldwork contracts with local statistics bureaus in China. Achievements: established fieldwork operations in several key cities in China, recruited and trained multiple groups of local researchers in Shanghai, Beijing, and Guangzhou among others.
Assistant Merchandising Manager	Responsibilities: assisted in developing joint ventures in China, oversaw manufacturing and quality control, co-designed products with clients in the US and Europe. Achievements: established multiple strategic partnerships in China.

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## **HONORS AND AWARDS**

2016-2017 Fulbright-Hanken Distinguished Chair Award, 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)

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

COFRA Summer Award (\$14,000), 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 (\$16,000), 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. 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.
2. 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.
3. **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. [Lead article]
4. 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]
5. 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.
6. **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.
7. 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.
8. **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.
9. 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.
10. 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.
11. 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.
12. 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]
13. **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]
14. 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.
15. **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]

16. **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.
17. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen (2011), "Linking Customer Resources to Firm Success," *Journal of Business Research*, 64 (4), 394-400.
18. **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.
19. 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.
20. **Lee, Ruby P.** and Jean L. Johnson (2010), "Managing Multiple Facets of Risk in New Product Alliances," *Decision Sciences*, 41 (2), 271-300.
21. **Lee, Ruby P.** and Daekwan Kim (2010), "Implications of Service Processes Outsourcing on Firm Value," *Industrial Marketing Management*, 39 (5), 853-861.
22. 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.
23. **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
24. **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.
25. **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]
26. **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.
27. **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.
28. 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.
29. 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.

30. 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.
31. **Lee, Ruby P.**, and Rajdeep Grewal (2004). Strategic Responses to New Technologies and Their Impact on Firm Performance. *Journal of Marketing*, 68, 157-171.
32. 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.
33. Tse, Alan C. B. and **Ruby Lee** (2001), "Zapping Behavior during Commercial Breaks," *Journal of Advertising Research*, 41 (3), 25-30.
34. 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).

### **Refereed Proceedings Published**

1. Anderson, Jeffrey, and **Ruby P. Lee**, "The Influence of Political Ties on Government Contracts and Firm Performance," abstracted in the Winter 2016 American Marketing Association Conference Proceedings, Las Vegas, Nevada.
2. **Lee, Ruby P.** and Susan Wei, "Linking Stakeholder Orientations to Firm Performance: The Role of Job Satisfaction and Innovation." Abstracted in the Winter 2015 American Marketing Association Conference Proceedings, San Antonio, Texas.
3. Tang, Xinlin, **Ruby P. Lee**, Arun Rai, Xitong Guo, "IT-Enabled Product and Process Innovations in Transition Markets: The Moderating Role of Dysfunctional Competition," Abstracted in the International Conference on Information Systems (ICIS) 2014 proceedings, New Zealand, December 12-17, 2014.
4. **Lee, Ruby P.** and Jingxun Li, "When is Knowledge Management within MNCs Good for Performance," Abstracted in the 2014 Academy of Marketing Science World Congress proceedings, Lima, Peru.
5. Tseng, Chiung-Hui and **Ruby P. Lee**, "Battling the Ally-versus-Acquire Dilemma of Inter-Firm Heterogeneity: A Contingency Perspective," Abstracted in the 2014 Strategic Management Society Special Conference, Tel Aviv, Israel.
6. **Lee, Ruby P.** and Xinlin Tang, "Does It Pay Off to be Innovative and Imitative Oriented in An Emerging Market?" Abstracted in the 2012 AIB-SE Annual Conference, Fort Lauderdale, FL.

7. He, Yi, Qimei Chen, Leona Tam, and **Ruby P. Lee**, "Love Me, Love My Dog: An Examination of Sub-Branding Strategy," abstracted in *the Summer 2012 AMA Conference Proceedings*, Chicago, IL.
8. Wei, Susan, **Ruby P. Lee**, and Saeed Samiee, "From Organic Cultures to Firm Performance: The Role of Market Responsiveness and Product Strategy Change in Emerging Markets," abstracted in *the Winter 2012 AMA Conference Proceedings*, St. Pete, FL.
9. **Lee, Ruby P.** and Kevin Z. Zhou, "An Examination of Product Imitations and Contingency Factors," abstracted in *the Summer 2011 AMA Conference Proceedings*, San Francisco, CA.
10. Wei, Yinghong and **Ruby P. Lee**, "From Market Information Responsiveness to Organizational Change: The Roles of Organic Cultures as Strategic Resources," abstracted at *the 2011 Atlanta Competitive Advantage Conference*, Atlanta, GA.
11. Sun, Sunny L. and **Ruby P. Lee**, "Boosting Innovation through Leveraging International Alliance Network Embeddedness: Evidence from Chinese Domestic Firms," abstracted in *the Summer 2011 AMA Conference Proceedings*, San Francisco, CA.
12. Kim, Daekwan, **Ruby P. Lee**, and S. Tamer Cavusgil, "Customer Value Creation: The Role of Supply Chain Responsiveness," abstracted in *the Summer 2009 AMA Conference Proceedings*, Chicago, IL. (Equal contribution by the first two authors)
13. Sun, Sunny Li, Mike P. Peng, **Ruby P. Lee**, and Weiqiang Tan, "Institutional Advancement and Outbound Internationalization," abstracted in *the 2009 Academy of Management Annual Meeting Proceedings*, Chicago, IL.
14. Tseng, Chiung-Hui and **Ruby P. Lee**, "Managing Host Country Environmental Challenges with Market Linking Capability: Effects on Foreign Ownership Choice," abstracted in the *American Marketing Science World Marketing Congress Proceedings*, Oslo, Norway, July 2009.
15. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu, "In Search of Paths to Increase Market Responsiveness: Evidence from Foreign Subsidiaries," abstracted in *the Summer 2008 American Marketing Association Conference Proceedings*, San Diego, California, USA.
16. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen, "Implications of Marketing Program Implementation on Firm Performance: Evidence from the Retailing Industry," abstracted in *the Summer 2008 American Marketing Association Conference Proceedings*, San Diego, California
17. **Lee, Ruby P.** and Daekwan Kim, "Implications of Service Outsourcing on Firm Value," abstracted in *the 2008 Academy of International Business (AIB) Conference Proceeding*, Milan, Italy.
18. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu, "Setting a Platform to Enhance Foreign Subsidiaries' Market Responsiveness," abstracted in *the 2008 Academy of Marketing Science Annual Conference Proceedings*, Vancouver, Canada.
19. Sun, Li, Mike W. Peng, **Ruby P. Lee**, and Weiqiang Tan, "Institutional Transitions and Internationalization Strategy," abstracted in *the 2008 International Association for Chinese Management Research (IACMR) Conference Proceedings*, Guangzhou, China.
20. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson, "Enhancing New Product Outcomes through Knowledge Transfer within MNC Networks," abstracted in *the 2007 Summer American Marketing Association Conference Proceedings*, Washington D.C.
21. **Lee, Ruby P.** and Sheila Romulo, "Financial Returns of B2B Outsourcing Decisions," abstracted in *the 2007 Academy of Marketing Science Annual Conference Proceedings*, Coral Gables, Florida.
22. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson, "Managing the Challenge of Globalization through Knowledge Transfer and Knowledge Creation: From a Network and Contingency Perspective," abstracted in *the 2006 Institute for the Study of Business Markets (ISBM) Bi-Annual Conference Proceedings*, Chicago, Illinois.

23. **Lee, Ruby P.** and Qimei Chen, “The Role of Firm Resources and Characteristics on the Market Valuation of New Product Announcements,” abstracted in *the 2006 Winter American Marketing Association Educators’ Conference Proceedings*, St. Petersburg, Florida, p. 69-70.
24. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal, “Managing Multiple Facets of Risk through Governance Mechanisms: The Case of New Product Alliances,” abstracted in *the 2005 American Marketing Association Educators’ Conference Proceedings*, Summer, San Francisco, California. Note: *The paper was selected as the Best Paper in Track.*
25. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal, “The Determinants of Joint Absorptive Capacity – The Case of New Product Alliances in High-Tech Industries,” abstracted in *the 2004 American Marketing Association Educators’ Conference Proceedings*, Winter, Scottsdale, Arizona, p. 130-131.
26. Citrin, Alka V., **Ruby P. Lee**, Rajdeep Grewal, and Jim McCullough, “The Moderating Role of Strategic Flexibility in the Relationship between Market Information Use and New Product Outcomes,” abstracted in *the 2002 American Marketing Association Educators’ Conference Proceedings*, Summer, San Diego, California, p. 412-413.
27. **Lee, Ruby P.** and Rajdeep Grewal, “A Study of the Role of the Regulatory Environment on the Emergence of Retail Organizational Forms in China,” abstracted in *the 2002 American Marketing Association Educators’ Conference Proceedings*, Winter, Austin, Texas, p. 23-25.

## PRESENTATIONS

### Invited Academic Presentations

#### 2017

- Keynote Speaker. The 4<sup>th</sup> 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 (20<sup>th</sup>) 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)

### Refereed Papers Presented at Conferences

1. **Lee, Ruby P.**, Arun Rai, and Xinlin Tang, "Managing Supplier Portfolios across a Product Life Cycle: The Dynamic Role of Process Capabilities," paper presented at the 9<sup>th</sup> Asia Academy of Management Conference, Chinese University of Hong Kong, Hong Kong, June 22-24, 2015.
2. **Lee, Ruby P.**, Yonggui Wang, Shuang Ma, and Jeffrey Anderson, "Is Customer Participation Good for Professional Service Co-Creation Outcomes? The Role of Ambiguity and Interfirm Collaboration," paper presented at paper presented at the 9<sup>th</sup> Asia Academy of Management Conference, Chinese University of Hong Kong, Hong Kong, June 22-24, 2015.
3. **Lee, Ruby P.** and Jingxun Li, "When is Knowledge Management within MNCs Good for Performance," paper presented at the 2014 Academy of Marketing Science World Congress, Lima, Peru, August 5-8, 2014.
4. Tseng, Chiung-Hui and **Ruby P. Lee** (2014, March), "Battling the Ally-versus-Acquire Dilemma of Inter-Firm Heterogeneity: A Contingency Perspective," Paper presented at the 2014 Strategic Management Society Special Conference, Tel Aviv, Israel.
5. **Lee, Ruby P.** (2012, December), "An Examination of the Antecedents and Consequences of Innovation and Imitation Orientations in China." Paper presented at the SMS Special Conference on "Competing and Cooperating in and for China."
6. **Lee, Ruby P.** and Xinlin Tang (2012, October), "Does It Pay Off to be Innovative and Imitative Oriented in an Emerging Market?" Paper presented at the 2012 AIB-SE Annual Conference, Fort Lauderdale, FL.

7. **Lee, Ruby P.** and Kevin Z. Zhou (2011, August), “An Examination of Product Imitations and Contingency Factors.” Paper presented at *the Summer 2011 AMA Educators’ Conference*, San Francisco, CA.
8. Sun, Sunny L. and **Ruby P. Lee** (2011, August), “Boosting Innovation Through Leveraging International Alliance Network Embeddedness: Evidence from Chinese Domestic Firms.” Paper presented at *the Summer 2011 AMA Educators’ Conference*, San Francisco, CA.
9. Sun, Sunny Li and **Ruby P. Lee** (2011, April). Leveraging Network Embeddedness to Enhance Innovation: Evidence from Chinese Firms. Paper presented at the Consortium for International Marketing Research, Atlanta, GA.
10. Kim, Daekwan, **Ruby P. Lee**, and S. Tamer Cavusgil (2009, August). Customer Value Creation: The Role of Supply Chain Responsiveness. Paper presented at the Summer 2009 AMA Educators’ Conference, Chicago, IL. Note: Equal contribution by the first two authors.
11. **Lee, Ruby P.**, Qimei Chen, and Xiongwen Lu (2008, August). In Search of Paths to Increase Market Responsiveness: Evidence from Foreign Subsidiaries. Paper presented at the 2008 Summer American Marketing Association Educators’ Conference, San Diego, California.
12. **Lee, Ruby P.**, Gillian Naylor, and Qimei Chen (2008, August). Implications of Marketing Program Implementation on Firm Performance: Evidence from the Retailing Industry. Paper presented at the Summer 2008 American Marketing Association Educators’ Conference, San Diego, California.
13. **Lee, Ruby P.**, Qimei Chen, Daekwan Kim, and Jean L. Johnson (2007, August). Enhancing New Product Outcomes through Knowledge Transfer within MNC Networks. Paper presented at the 2007 Summer American Marketing Association Educators’ Conference, Washington D.C.
14. **Lee, Ruby P.** and Sheila Romulo (2007, May). Financial Returns of B2B Outsourcing Decisions. Paper presented at the 2007 Academy of Marketing Science Annual Conference, Coral Gables, Florida.
15. **Lee, Ruby P.**, Qimei Chen, and Jean L. Johnson (2006, August). Managing the Challenge of Globalization through Knowledge Transfer and Knowledge Creation: From a Network and Contingency Perspective. Paper presented at the 2006 Institute for the Study of Business Markets (ISBM) Bi-Annual Conference, Chicago, Illinois.
16. Jean L. Johnson and **Ruby P. Lee** (2006, February). The Information Technology Paradox in Relational Bonding: The Mediating Role of Relational Displacement. Paper presented in special session “Challenges to Relationship Commitment,” Chaired by Steven P. Brown at the 2006 Winter American Marketing Association Educators’ Conference, St. Petersburg, Florida.
17. **Lee, Ruby P.** and Qimei Chen (2006, February). The Role of Firm Resources and Characteristics on the Market Valuation of New Product Announcements. Paper presented at the 2006 Winter American Marketing Association Educators’ Conference, St. Petersburg, Florida.
18. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2005, August). Managing Multiple Facets of Risk through Governance Mechanisms: The Case of New Product Alliances. Paper presented at the 2005 Summer American Marketing Association Educators’ Conference, San Francisco, California.  
*\*The paper was selected as the Best Paper in Track.*
19. **Lee, Ruby P.**, Jean L. Johnson, and Rajdeep Grewal (2004, February). The Determinants of Joint Absorptive Capacity – The Case of New Product Alliances in High-Tech Industries. Paper presented at the 2004 Winter American Marketing Association Educators’ Conference, Scottsdale, Arizona.

20. **Lee, Ruby P.** and Rajdeep Grewal (2002, February). A Study of the Role of the Regulatory Environment on the Emergence of Retail Organizational Forms in China. Paper presented at the 2002 Winter American Marketing Association Educators' Conference, Austin, Texas.

## CONTRACTS AND GRANTS

### Contracts and Grants Funded

1. **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).
2. 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.
3. 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).
4. **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).
5. **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).
6. **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).
7. **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).
8. **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).

## TEACHING

### **Courses Taught**

#### Graduate Level:

Doctoral Seminar in Marketing Strategy  
 Doctoral Seminar in Business to Business Marketing  
 MBA Global Marketing Strategy (online and on-campus)  
 MBA Customer Satisfaction and Service Quality Measurement  
 Directed Individual Study

#### Undergraduate Level:

Consumer Behavior  
 Directed Individual Study  
 Field Study Marketing  
 Global Marketing  
 International Management  
 Marketing Principles  
 Marketing Research  
 Marketing Seminar – Product Innovations Management  
 Multinational Business Operations (online and on-campus)  
 Multinational Marketing  
 Retailing Management

### **Chair of Doctoral Dissertation Supervisory Committees**

Jeffrey Anderson, Department of Marketing, College of Business, Florida State University, Tallahassee, FL (Defended June 2017)

Abdullah Almashayekhi, Department of Marketing, College of Business, Florida State University, Tallahassee, FL (defended April 2017)

### **Member of Doctoral Dissertation Supervisory Committees**

Duane Nagel, Department of Marketing, College of Business, Florida State University, Tallahassee, FL (Defended August 2016)

Sangbum Ro, Department of Management, College of Business, Florida State University, Tallahassee, FL (defended July 2014)

Gary Futrell, Department of Marketing, College of Business, Florida State University, Tallahassee, FL, graduated in Spring 2012

Horace Melton, Department of Marketing, College of Business, Florida State University, Tallahassee, FL, graduated in August 2007

Pingsheng Tong, Department of Marketing, College of Business, Washington State University, Pullman, WA, graduated in May 2007.

**Chair of Bachelor's Thesis Supervisory Committees**

Sheila Mae P. Romulo, Honors thesis title: Strategic and Financial Implications of Outsourcing, Honors College and College of Business, University of Nevada, Las Vegas, completed in June 2006

**Member of Bachelor's Thesis Supervisory Committees**

Leigh-Ann Oberg, Honors thesis title: The Impact of Video Conferencing on the Communications Style of Business Managers: Does Communication Culture Matter? College of Business, Florida State University (December 2010)

Mark Morrison, Honors thesis title: Short Selling, Credit Crunch, and the Collapse of Investment Banks, The College of Business, Florida State University (2009)

**Directed Individual Studies** (supervised 10+ graduate and undergraduate students)

**SERVICE****Florida State University****College of Business**

Director, 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**

### **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**

*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)*

*University of New Hampshire (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 (20<sup>th</sup>), 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