

## LEE Pui Yee, Michelle

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**Citizenship:** Singaporean

## Education

2001	Ph.D in Marketing University of Toronto, Rotman School of Management
1995	B.comm in Commerce and Finance University of Toronto, Faculty of Management

## Position(s) Held

Jul 2011 - Now	Associate Professor, Marketing (Education)
Jul 2010 - Jun 2011	Assistant Professor, Marketing (Education) Singapore Management University, Lee Kong Chian School of Business
Jul 2010 - Now	Academic Director of Accreditation
Jan 2009 - Jun 2010	Director, Accreditation and Curriculum Matters Singapore Management University, Lee Kong Chian School of Business
Jul 2000 - Dec 2008	Assistant Professor of Marketing Singapore Management University, Lee Kong Chian School of Business
1998	Instructor University of Toronto, Erindale College

## Awards, Recognition and Honors

- National Day Award - Public Administration Medal (Silver), August 2016
- Exemplary Institutional Review Board (IRB) Committee Member Award, September 2014
- Dean's Teaching Honour List, 2013 - 2014
- Dean's Teaching Honour List, 2012 - 2013
- Dean's Teaching Honour List, 2011 - 2012
- Dean's Teaching Honour List, 2010 - 2011
- National Day Award - Commendation Medal, 2010 - 2010
- Dean's Teaching Honour List, 2009 - 2010

- Dean's Teaching Honour List, 2007 - 2008
- Dean's Teaching Honour List, 2006 - 2007
- Dean's Teaching Honour List, 2005 - 2006
- Dean's Teaching Honour List, 2004 - 2005
- Bachelor of Commerce, Graduation with High Distinction, University of Toronto, 1995

## Grants

- Female Doctoral Grant, University of Toronto, 1995 - 1998

## Scholarships

- Lee Foundation Fellowship, Singapore Management University, 2000
- Ontario Graduate Scholarship, Government of Ontario, 1997 - 2000
- University of Toronto Fellowship, 1995 - 1997

## Research Interests

- Memory (Implicit Memory, Fluency Effects)
- Context Effects

## Journal Article

1. "Money, time, and the stability of consumer preferences", by LEE, Leonard; LEE, Michelle P.; BERTINI, Marco; ZAUBERMAN, Gal; ARIELY, Dan, 04/2015, *Journal of Marketing Research*, 52, 2, 184 - 199, <http://dx.doi.org/10.1509/jmr.10.0386>. (Published, Peer-Reviewed)
2. "Future Scenarios for Management Education", by THOMAS, Howard; LEE, Michelle P.; WILSON, Alexander, 01/2014, *Journal of Management Development*, 33, 5, 503 - 519, <http://dx.doi.org/10.1108/JMD-02-2014-0018>. (Published, Peer-Reviewed)
3. "Disambiguating the role of ambiguity in perceptual assimilation and contrast effects", by LEE, Michelle Pui Yee; Suk, K., 01/2010, *Journal of Consumer Research*, 36, 5, 890 - 897. (Published, Peer-Reviewed)
4. "An Integration of Perspectives on Aging and Consumer Decision Making", by Catherine A. Cole; Michelle P. Lee; Carolyn C. Yoon, 01/2009, *Journal of Consumer Psychology*, 19, 1, 35 - 37. (Published, Peer-Reviewed)
5. "Consumer Decision Making and Aging: Current Knowledge and Future Directions", by Yoon, Carolyn C.; Cole, Catherine A.; LEE, Michelle Pui Yee, 01/2008, *Journal of Consumer Psychology*, 19, 1, 2 - 16. (Published, Peer-Reviewed)
6. "Age and Optimal Time of Day Effects on Persuasion", by Yoon, Carolyn C.; LEE, Michelle Pui Yee; Danziger, Shai, 01/2007, *Psychology and Marketing*, 24, 5, 475 - 495. (Published, Peer-Reviewed)

7. "Procedural Priming Effects on Spontaneous Inference Formation", by Amma, Kirmani; LEE, Michelle Pui Yee; Yoon, Carolyn C., 01/2004, *Journal of Economic Psychology*, 25, 6, 859 - 875. (Published, Peer-Reviewed)
8. "Blind Spots In African Management Education: An Examination Of Issues Deserving Greater Attention", by Michelle P. Lee; Howard Thomas; Lynne Thomas; Alexander Wilson. (Submitted)

### **Authored Book**

1. "Africa: The Management Education Challenge", by THOMAS, Howard; LEE, Michelle P.; THOMAS, Lynne; WILSON, Alexander, 06/2016, Emerald. (Published)
2. "Securing the Future of Management Education: Competitive Destruction or Constructive Innovation?", by THOMAS, Howard; LEE, Michelle Pui Yee; Thomas, Lynne; Wilson, Alexander, 01/2014, Bingley: Emerald, <http://www.worldcat.org/isbn/9781783509133>. (Published, Peer-Reviewed)

### **Conference Proceedings Article**

1. "Forced-Anchoring: A Method for Eliminating Anchoring Biases in Context-induced Contrast Effects", by Michelle P. Lee; Kwanho Suk; William Thurber, 09/1999, *Advances in Consumer Research*, Columbus, Ohio. (Published, Peer-Reviewed)
2. "The Stability of Time Versus Money Valuations", by Leonard Lee; Michelle P. Lee; Gal Zauberman, 2010, *Advances in Consumer Research*, 134 - 137. (Published, Peer-Reviewed)

### **Magazine Article**

1. "Does Africa Need an "African" Management Education Model?", by Howard Thomas; Michelle Lee; Lynne Thomas; Alexander Wilson, 05/2016, *Global Focus- European Foundation for Management Development*, 10, 2, 58 - 63. (Published)
2. "Business School Evolution: Media Insights and the Future Outlook", by THOMAS, Howard; GOH, Gillian; LEE, Michelle P., 01/2013, *Global Focus- European Foundation for Management Development*, 7, 2, 32 - 36. (Published)

### **Working Paper**

1. "Retrospective Preference for Variety : An Ease of Retrieval Perspective", by Lee, Pui Yee, Michelle; Kahn, Barbara; VARGHESE, S., 2008. (In progress)
2. "Conceptual and Perceptual Fluency as Antecedents of the Mere Exposure Effect", by Lee, Pui Yee, Michelle; Yoon, Carolyn C.; Mitchell , Andrew A., 2008. (In progress)
3. "The Inferential Effects of Product Line Range on Brand Choice", by RAMASWAMI, Seshan; Lee, Pui Yee, Michelle, 2008. (In progress)

### **Courses Taught - Undergraduate**

- MKTG 207 Marketing Strategy, 2014 - 2015
- MKTG 101 Marketing, 2001 - 2014

## **Courses Taught - Ph. D**

- Consumer Behaviour (MKTG704), January 2016 - May 2016

## **Committees**

- Member, Asia Pacific Advisory Council, AACSB, 1 July 2016 - 30 June 2019
- Chairperson, EAR Internal Committee, LKCSB, July 2015 - April 2016
- Acting Deputy Chairperson, Institutional Review Board, Singapore Management University, December 2012 - February 2013
- Member, Assurance of Learning Standing Committee, Singapore Management University, January 2009 - Now
- Member, Quality Assurance for Universities (QAFU) Workgroup, Singapore Management University, January 2010 - September 2011
- Member, Institutional Review Board, Singapore Management University, January 2007 - December 2014
- Member, Curriculum Committee, Singapore Management University, 2004 - 2004

## **Other Achievements**

- Doctoral Consortium Fellow, American Marketing Association (1999)

## **Conference Paper**

1. "The Stability of Temporal vs. Monetary Valuations", by LEE, Leonard; LEE, Michelle Pui Yee; Zauberman, Gal, 11/2010, Society for Judgment and Decision Making Annual Meeting, November 19-22, 2010, St. Louis, MO, St. Louis, MI. (Accepted, Peer-Reviewed)
2. "Gender Differences in Processing Pictures in Verbal Message: The Influence of Pictorial Ambiguity or Relational Coherence", by Joan Meyers-Levy; Carolyn C. Yoon; Rui (Juliet) Zhu; and Michelle Lee, 10/2000, Association for Consumer Research Conference, Salt Lake City, Utah. (Accepted, Peer-Reviewed)
3. "Identifying Blind Spots, Dominant Logics and Critical Issues for the Future of Management Education", by Howard Thomas; Michelle P. Lee; Alexander Wilson, 2014, EFMD Higher Education Research Conference, Stockholm, Sweden. (Accepted, Peer-Reviewed)
4. "The Stability of Time- versus Money-based Product Evaluations", by Leonard Lee; Michelle P. Lee; Gal Zauberman, 2011, Society for Consumer Psychology Winter Conference, Atlanta, Georgia. (Accepted, Peer-Reviewed)
5. "The Stability of Time- versus Money-based Product Evaluations", by Leonard Lee; Michelle P. Lee; Gal Zauberman, 2011, La Londe Conference, La Londe les Maures, France. (Accepted, Peer-Reviewed)
6. "The Stability of Time versus Money Valuations", by Leonard Lee; Michelle P. Lee; Gal Zauberman, 2009, Association for Consumer Research, Pittsburgh, Pennsylvania. (Accepted, Peer-Reviewed)

7. "The Inferential Effects of Product Line Range on Brand Choice", by Seshan Ramaswami; Michelle P. Lee, 2008, INFORMS Marketing Science Conference, Vancouver, British Columbia. (Accepted, Peer-Reviewed)
8. "Retrospective Preference for Variety : An Ease of Retrieval Perspective", by Michelle P. Lee; Barbara Kahn; Susheela Varghese, 2005, Association for Consumer Research Annual Conference, San Antonio Texas. (Accepted, Peer-Reviewed)
9. "Retrospective Preference for Variety : An Ease of Retrieval Perspective", by Michelle P. Lee; Barbara Kahn; Susheela Varghese, 2005, Society for Consumer Psychology Conference, St. Peter Beach, Florida. (Accepted, Peer-Reviewed)
10. "Persuasion Implications of Age-Related Differences in Processing", by Carolyn C. Yoon; Michelle P. Lee, 2003, Society for Consumer Psychology Winter Conference, New Orleans. (Accepted, Peer-Reviewed)
11. "Forced Anchoring: A Method for Eliminating Anchoring Biases in Context-Induced Contrast Effects", by Michelle P. Lee; Kwanho Suk; William Thurber, 1999, Association for Consumer Research Conference, Columbus, Ohio. (Accepted, Peer-Reviewed)
12. "The Effects of Attention and Ad repetition on Implicit Memory for Brand Names", by Michelle P. Lee; Carolyn C. Yoon, 1999, Society for Consumer Psychology Conference, St. Petersburg, Florida. (Accepted, Peer-Reviewed)
13. "Age Differences in Processing of Pictorial and Verbal Information Across Time of Day: Implications for Persuasion", by Carolyn C. Yoon; Michelle P. Lee, 1998, Cognitive Aging Conference, Alanta, GA. (Accepted, Peer-Reviewed)
14. "Age Differences in Processing of Pictorial and Verbal Information Across Time of Day: Implications for Persuasion", by Carolyn C. Yoon; Michelle P. Lee, 1997, Association of Consumer Research Conference, Denever, Colorado. (Accepted, Peer-Reviewed)