ANGIE LEE, Ph.D.
Assistant Professor in Apparel Merchandising, Department of Consumer and Design Sciences
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Education
Ph.D., Iowa State University, 2023, Apparel, Events, and Hospitality Management
M.S., Sungshin Women's University, 2015, Clothing
B.S., Sungshin Women's University, 2013, Clothing

Summary
Dr. Angie Lee aspires to advance discipline knowledge of retailing and consumer behavior to identify and create effective and sustainable business models. Her research focuses on consumer responses to cutting-edge and sustainable retail strategies and triggers and influences of consumer interactions in digital environments. Dr. Lee employs both micro and macro perspectives with experimental research designs, digital footprints, and big data. She uses her analytical expertise in quantitative and qualitative methods, which led her to receive a research excellence award for her dissertation. While leading and collaborating with various research projects, she internalized a constructive approach to executing practical research and leveraging expertise to provide retailers with timely and sustainable managerial suggestions. In classrooms, Dr. Lee strives to make learning more rewarding, practical, and applicable to lifelong success and create an inclusive environment where diverse students can pursue their learning without inequity and accessibility concerns.

Teaching
CADS 3800 Consumer Decision Making for Apparel and Fashion Products; CADS 3810 Social Media Management for Apparel; CADS 5510 Digital Retailing for Apparel

Research
- Innovative retailing strategies and consumer responses
- Computer-mediated communication and social interactions
- Corporate social responsibility
- Analytical skills: Bivariate/multivariate analyses; social network analysis, semantic network analysis, etc.

Selected Publications:
- **Lee, A**., & Fiore, A. M. (In press). Motivation and technology acceptance model (TAM) variables affecting social media usage by market mavens for fashion-related information provision. *Journal of Fashion Marketing and Management*.
- **Lee, A**., & Chung, T.-L. (2023). Transparency in corporate social responsibility communication on social media. *International Journal of Retail & Distribution Management, 51*(5), 590-610. https://doi.org/10.1108/IJRDM-01-2022-0038
- Johnson, O., Seifert, C., & **Lee, A**. (2021). Shopping without the fuss: The effect of curation type in clothing subscription adoption on cognitive dissonance and consumer responses. *International Journal of Retail & Distribution Management, 49*(1), 1411-1429. https://doi.org/10.1108/IJRDM-07-2020-0282
- Chung, T.-L., Kim, K., **Lee, A**., Hurst, J., Niehm, L., Fiore, A. M., Rajagopal, M., & Tang, L. (2020). Empowering women and minority direct sellers through integrated digital marketing strategies: An intersectionality perspective. *Journal of Business Diversity, 20*(4), 94-112. https://doi.org/10.33423/jbd.v20i4.3200
- **Lee, A.** & Rhee, Y. (2018). The differences of online word-of-mouth acceptance and re-delivery intention: Focusing on the interaction effects of fashion involvement and market maven. *The Research Journal of the Costume Culture, 26*(2), 172-187. https://doi.org/10.29049/rjcc.2018.26.2.172
- **Lee, A.** & Rhee, Y. (2018). A study on online WOM search behavior based on shopping orientation. *Journal of Korea Fashion & Costume Design Association, 20*(4), 57. https://doi.org/10.30751/kfcda.2018.20.4.57

Professional Memberships: ACRA, ITAA, KSCT

Selected Honors and Awards since 2016:
Research Excellence Award, Iowa State University (2023); DSEF Best Research Paper Award, USASBE (2020); Professional Advancement Grant, Iowa State University (2019, 2022); Demaris Pease Family & Consumer Science Fellowship, Iowa State University (2018, 2020)