

Heijin LEE

Communication Division, Seaver College, Pepperdine University in Malibu

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Academic Appointments

Assistant Professor in Advertising, Communication Division, Seaver College,
Pepperdine University

*Malibu, California
2025 - Present*

Education

Michigan State University

Ph.D. Advertising and Public Relations

Dissertation: Not just who says it, but how: Effects of source, message strategy, and outgroup bias on audience responses to nation branding campaigns

Advisor: Dr. Saleem Alhabash

Committee: Dr. Esther Thorson, Dr. Chuqing Dong, Dr. Susan McFarlane-Alvarez

*East Lansing, Michigan
2021 – 2025*

Tsinghua University

M.A. Global Business Journalism

*Beijing, China
2018 – 2020*

Hankuk University of Foreign Studies (Dual-Degree)

B.A. Journalism and Information

B.A. Chinese Foreign Affairs and Commerce

*Seoul, South Korea
2014 – 2018*

Copenhagen University, Exchange Student Program

Film and Media Studies

*Copenhagen, Denmark
Fall 2016*

Peking University, Exchange Student Program

Chinese Language and Cultures

*Beijing, China
Spring 2017*

Peer-reviewed Journal Articles

Kim, M., Lee, H., Kim, S., & Choi, L. (2024). The role of attachment to K-celebrity from a destination marketing perspective. *Consumer Behavior in Tourism and Hospitality*, 19(2), 221-236.

<https://doi.org/10.1108/CBTH-08-2023-0109>

Kononova, A., Huddleston, P., Moldagaliyeva, M., Lee, H., & Alhabash, S. (2024). Influence of cultural values and hierarchical social norms on buying counterfeits online: A 17-country study. *Frontiers in*

Psychology, 15, 1394660. <https://doi.org/10.3389/fpsyg.2024.1394660>

Lee, H., & Alhabash, S. (2025). The role of social media influencers in public diplomacy and building relationship with foreign publics. *Public Relations Review*, 51(2), 102570.

<https://doi.org/10.1016/j.pubrev.2025.102570>

Lee, H., & Alhabash, S. (1st round R&R). International influencers and digital aggression: Defense mechanisms for sustainable success and well-being. *Social Media + Society*.

Moldagaliyeva, M., Kononova, A., **Lee, H.**, Alhabash, S., & Huddleston, P. (1st round R&R). Attitudes, Norms, or Behavioral Control? Predicting Global Consumer Counterfeit Purchasing: a 17-country study. *Journal of International Marketing*.

Kim, M., **Lee, H.**, Lim, J. & Knutson, B. (2nd round R&R). Antecedents of pop-culture tourists' behavior: from social influence theory perspective and generational cohort moderation. *Consumer Behavior in Tourism and Hospitality*.

Lee, E., Kim, M., Lee, J., & **Lee, H.** (Under review). Assessing indoor environmental quality (IEQ) performance of hotels: An application of importance-performance analysis (IPA). *Building and Environment*.

Editor-Reviewed Book Chapters

Lee, H., & Zheng, Q. (2023). Nation branding, public diplomacy, and global advertising and public relations. In A. Kononova, T. Mastin, & S. McFarlane-Alvarez (Eds.), *Different Together: Diversity, Equity, Inclusion, and Belonging in Advertising and Public Relations*. Kendall Hunt.

<https://he.kendallhunt.com/product/different-together-diversity-equity-inclusion-and-belonging-advertising-and-public>

Zheng, Q., & **Lee, H.** (2023). "Beside the Golden Door" Immigrants and immigration-related debates in advertising and public Relations. In A. Kononova, T. Mastin, & S. McFarlane-Alvarez (Eds.), *Different Together: Diversity, Equity, Inclusion, and Belonging in Advertising and Public Relations*. Kendall Hunt.

<https://he.kendallhunt.com/product/different-together-diversity-equity-inclusion-and-belonging-advertising-and-public>

Editor-Reviewed Book

Lim, Y., & **Lee, H.** (2019). 중국은 왕홍으로 통한다 [Wang Hong: Introduction of Chinese Online Marketing and Influencer's Strategic Communication]. *Book Star*. ISBN: 979-11-88768-19-6

White Paper

Alhabash, S., Kononova, A., Huddleston, P. Moldagaliyeva, M., & **Lee, H.** (2023). Global anti-counterfeiting consumer survey 2022: A 17 country study. East Lansing, MI: Center for Anti-Counterfeiting and Product Protection, Michigan State University.

<https://a-capp-center.mybigcommerce.com/global-anti-counterfeiting-consumer-survey/>

Manuscripts in Progress

Lee, H., Lim, C., Alhabash, S., & Issaka, B. Impact of social media on birth rate trends: Applying protection motivation theory. Manuscript will be submitted to *Social Media + Society*

Lee, H., Alhabash, S., Huddleston, P., Kononova, A., & Moldagaliyeva, M. Deliberate or duped? Understanding global consumer counterfeit purchase behavior through the lens of protection motivation theory. *Journal of Business Research*.

Lee, H., Moldagaliyeva, M., Anafina, D., Huddleston, P., Alhabash, S., & Kononova, A. Fighting fakes: How protection motivations shape anti-counterfeit campaign messages. *Journal of Marketing Communications*.

Moldagaliyeva, M., Alhabash, S., Huddleston, P., Kononova, A., & **Lee, H.** Applying the theory of planned behavior to study counterfeit consumers in the digital age: A 17-country study. *Journal of the Academy of Marketing Science*.

Refereed Conference Presentations

19. **Lee, H.**, Moldagaliyeva, M., Anafina, D., Huddleston, P., Alhabash, S., & Kononova, A. (2025, June). Fighting fakes: How protection motivations shape anti-counterfeit campaign messages. Submitted to the 75th ICA Conference, Colorado, Denver.
18. **Lee, H.** (2025, January). Does the nationality of an influencer matter in international tourism marketing? Paper presented at the 30th Annual Graduate Education and Graduate Student Research Conference in Hospitality & Tourism, Houston, Texas.
17. **Lee, H.** Lim, J. & Kim, M. (2024, November). Antecedents of Pop-Culture Tourists' Behavior: From Social Influence Theory Perspective and Generational Cohort Moderation. Paper will be presented at the 2024 CentralCHRIE Virtual Conference.
16. Kononova, A., Moldagaliyeva, M., Anafina D., **Lee, H.**, Alhabash, S., Huddleston, P., Tran, P. & Baker, L. (2024, August). (You should) Say no to fakes! Analysis of public service anti-counterfeit campaigns to build theory-informed consumer protection strategies. Poster presented at the AEJMC Annual Conference Philadelphia, Pennsylvania.
15. Kononova, A. Huddleston, P., Moldagaliyeva, M., **Lee, H.** & Alhabash, S. (2024, June) Buying fakes: Country's cultural orientation shapes the relationship between consumers' perceived social norms and counterfeit purchase behavior. Paper presented at 22nd ICORIA Conference, Thessaloniki, Greece.
14. **Lee, H.** & Alhabash, S. (2024, June). Social media influencers' tourism marketing as a public diplomacy effort: The effect of influencer's national identity. Paper presented at the 74th ICA Conference, Gold Coast, Australia.
13. Moldagaliyeva, M., Alhabash, S., Huddleston, P., Kononova, A. & **Lee, H.** (2024, May). Applying the theory of planned behavior to study counterfeit consumers in the digital age: A 17-country study. Paper presented at the Association of Marketing Science Annual Conference, Coral Gables, Florida.

12. Kononova, A., Alhabash, S., Huddleston, P., Moldagaliyeva, M. & **Lee, H.** (2024, April). Profiling consumers of substandard and falsified medications purchased on social media and e-retail platforms: a 17-country survey. Paper presented at Kentucky Conference on Health Communication, Lexington, Kentucky.
11. Alhabash, S., Huddleston, P., Moldagaliyeva, M., **Lee, H.** & Kononova, A. (2024, March). What Motivates Consumers to Buy Counterfeits Online: A 17-Country Study. Paper presented at the Annual Conference of the American Academy of Advertising, Portland, Oregon.
10. Kim, M., **Lee, H.**, Kim, S., Choi, L. & Lim, J. (2023, July). Why does K-culture matter?" From cultural capital perspective. Paper presented at the 2023 International Council on Hotel, Restaurant, and Institutional Education Annual Conference, Phoenix, Arizona.
9. **Lee, H.** (2023, May). Social media influencers' strategic communication for nation branding. Paper presented at 73rd International Communication Association Conference, Toronto, Canada.
8. **Lee, H.** & Alhabash, S. (2023, April). Defense mechanism of social media influencers experiencing digital aggression. Poster presented at the 95th Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
7. Alhabash, S., Huddleston, P., Kononova, A., Moldagaliyeva, M., **Lee, H.** & Kammel, K. (2023, April). Using psychological factors to identify global counterfeit supranational segments. Paper presented at the 95th Annual Meeting of the Midwestern Psychological Association, Chicago, Illinois.
6. Kim, M., **Lee, H.**, Lim, S.J. & Shim, Y. (2022, October). Impact of celebrity attachment on consumers' perceptions and behaviors. Paper presented at International Conference of Asian Marketing Association Annual Conference, Jeju, South Korea.
5. Kim, M., **Lee, H.**, Choi, L. & Kim, S., (2022, October). Exploring the effect of K-celebrity attachment on consumer's perceptions and behaviors: The moderating role of generation from a parasocial relationship theory. Poster presented at International Conference of Asian Marketing Association Annual Conference, Jeju, South Korea.
4. **Lee, H.** (2022, August). Social media influencers' strategic communication for public diplomacy. Paper presented at the AEJMC Annual Conference, Detroit, Michigan.
3. **Lee, H.** (2022, May). Coverage of the inter-Korean summit: A comparative study of the US, Chinese, South Korean and North Korean news agencies. Paper presented at 72nd International Communication Associations Conference, Paris, France.
2. **Lee, H.** (2019, November). The effectiveness of celebrity influence on fans' cognition, attitude, and behavior of social responsibility." Paper presented at Tsinghua Academic Conference hosted by Tsinghua Korean Graduate Student Association, and National Research Foundation of Korea, Beijing, China.
1. Zhang, L., **Lee, H.**, & Ying, X. (2019, May). "Engaging celebrities in TV variety shows to promote social good: The case of <Keep Running> in China." Paper presented at Film and TV Big Data Research Conference hosted by Beijing Film Academy, Beijing, China.

Academic Teaching Experience

Instructor of Record (Online Asynchronous Lecture) – Undergraduate Level ADV442 Digital Analytics, Michigan State University (37 students)	Summer 2024
Teaching Assistant (Recitation Lead) – Undergraduate Level ADV350 Media Planning, Michigan State University	Fall 2024 – Spring 2025
Teaching Assistant (Recitation Lead) – Undergraduate Level ADV442 Digital Analytics, Michigan State University (2 sections, 35 students each)	Fall 2021 – Fall 2023
Teaching Assistant (Course Grader) – Graduate Level Intercultural Communication, Tsinghua University, (12 students)	Spring 2019

Professional Teaching Experience

Professional Trainer <i>Three-Day Professional Online Marketing Training</i> Professional Course for Marketers, KOSÉ Global , Beauty Brand, Japan & Korea	April 2022
Professional Trainer <i>Four-Week Course: Online Marketing and Commerce with Chinese social media</i> Professional Course for Practitioners, Future Station Network Platform , Seoul, Korea	Jan. 2021, Jul. 2020, May 2020

Professional Experience

Tantan Global Network , Administrative Secretary, Seoul (South Korea) Managed research publications and high-level meetings for the government research project, the Knowledge Sharing Program, to assist developing countries in key policy areas by sharing Korea's specific development knowledge and experience. Communicated with local consultants for the field investigation.	Oct. 2020 – Sep. 2021
JoongAng Daily News China Lab , Foreign Correspondent, China & South Korea Wrote a series of articles about the Chinese media industry, public opinion, economy, and AI technology development.	Jun. 2019 – Feb. 2020
TikTok, ByteDance Ltd. , Brand Marketing Intern, Beijing (China) & Seoul (South Korea) Carried out personal projects, managed and analyzed online data of TikTok Korea's social media accounts (Instagram, Facebook, YouTube, Twitter), and cooperated with governments and partnered companies.	Jun. 2019 – Nov. 2019
China Capital Market Society , Secretary, Beijing (China) Managed the official website, and organized research and professional conferences on China Capital Markets.	Sep. 2018 – Jun. 2019

[Self-Employed] Co-Marketing & Consulting Experience (*Social Media Influencer: 500K followers*)

Ecological , Software Startup, Illinois, USA	Aug. 2024
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Marketing strategy consulting services and targeted consumer analysis KOSÉ Global , Beauty Brand, Japan & South Korea	Apr. 2022 – Jul. 2022
Social media strategy consulting services and performance evaluation Korean Trade-Investment Promotion Agency (KOTRA) , State-funded organization, South Korea	Jun. 2020 – Jul. 2020
Promoting and Live-Streaming selling for Korean cosmetics and health products Alibaba Kaola , Cross-border E-commerce Platform, China & South Korea	May 2020 – Jun. 2020
Livestream selling and promotion as a South Korean Representative Influencer People's Daily , Newspaper group, China	Nov. 2019
Online marketing collaboration for China International Import Expo Ministry of Foreign Affairs , South Korea	Oct. 2019
Social media strategy consulting services and online marketing training Consulate General of the Republic of Korea in China , China	Sep. 2019
Proposal of engaging social media influencer in Korean public diplomacy	

Research & Grant Experience

Global Anti-Counterfeit Consumer Survey (\$130,000, funded), unrestricted research gift from Underwriters Laboratories Standards & Engagement). PI: Dr. Saleem Alhabash, Co-PIs: Drs. Anastasia Kononova, and Patricia Huddleston. <i>Role: Research Assistant (Department of Advertising and Public Relations, MSU)</i>	Oct. 2022 – present
When Brands Talk to Consumers about Counterfeiting: Analysis of Existing Communication and Consumer Education Campaigns to Build Theory-Informed Protection Strategies (\$30,000, funded), MSU's Center for Anti-Counterfeiting and Product Protection (A-CAPP). PI: Dr. Anastasia Kononova, Co-PIs: Drs. Patricia Huddleston and Saleem Alhabash. <i>Role: Research Assistant (Department of Advertising and Public Relations, MSU)</i>	August 2023 – present
K-pop culture and Popularity in USA (\$28,000, funded), research grant from Korean Tourism Organization. PI: Dr. Miran Kim. <i>Role: Research Assistant (School of Hospitality Business, MSU)</i>	May 2022 – Current
Media and Advertising Psychology (MAP) Lab , Michigan State University PI: Dr. Saleem Alhabash <i>Role: Research Assistant</i>	Sep. 2021 – Dec. 2023
The role of Celebrities in promoting social good , Tsinghua University PI: Dr. Li Zhang <i>Role: Research Assistant</i>	Mar. 2019 – Jun. 2019

Scholarships & Awards

Doctoral Student Summer Research Fellowship, <i>Michigan State University</i> (\$1,612)	2024
Bonnie Reece Scholarship, <i>Michigan State University</i> (\$900)	2024

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Outstanding Advertising Doctoral Student Award, <i>Michigan State University</i> (\$1,000)	2024
Doctoral Student Summer Research Fellowship, <i>Michigan State University</i> (\$3,800)	2023
Doctoral Graduate Fellowship, <i>Michigan State University</i> (\$1,000)	2023
Doctoral Student Summer Research Fellowship, <i>Michigan State University</i> (\$3,448.5)	2022
Doctoral Graduate Teaching Assistant Fellowship, <i>Michigan State University</i>	2021 – 2025
Best Master's Thesis Award, <i>Tsinghua University</i>	2020
Certificate of Excellent Research Execution, <i>National Research Foundation of Korea</i>	2019
Research Excellence Award (Group), <i>Beijing Film Academy</i>	2019

Guest Lectures & Invited Talks

Guest Lecturer	Spring 2025
<i>Social media influencers' relationship management</i>	
PR300 Public Relations Theory and Ethics	
Michigan State University (Instructor: Dr. Chuqing Dong)	
Guest Lecturer	Fall 2023, Fall 2022
<i>Chinese Online Media Culture and AI technology</i>	
Contemporary Chinese Language and Culture	
Korea University, Seoul (Instructor: Dr. Hohyun Ryu)	
Guest Lecturer	Summer 2022
<i>Global Social Media Influencer and International Communication</i>	
ADV492 Social Media Influencer Marketing and Advertising	
Michigan State University (Instructor: Dr. Saleem Alhabash)	
Guest Lecturer	Spring 2022
<i>International Communication and social media influencer</i>	
PR310 Diversity Equity Inclusion in ADPR	
Michigan State University (Instructor: Dr. Anastasia Kononova)	
Guest Lecturer	Fall 2021, Spring 2021
<i>The role of social media influencer in the global community and economy</i>	
Contemporary Chinese Language and Culture	
Korea University, Seoul (Instructor: Dr. Hohyun Ryu)	
Guest Lecturer	Spring 2021
<i>The Current Situation and Future of Chinese Online Influencer Economy</i>	
Chinese Area Studies	
Republic of Korea Naval Academy, Seoul (Instructor: Dr. Jaeha Shin)	

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Guest Lecturer

Fall 2020

Contemporary Media Culture and Social Media Content in China

The Arts of Chinese Dramas, Korea University, Seoul (Instructor: Dr. Hohyun Ryu)

Invited Talk

Oct. 2019

Social Media and China-S Korea Public Diplomacy

The 7th China-S. Korea Public Diplomacy Forum hosted by the Chinese Ministry of

Foreign Affairs, Korean Ministry of Foreign Affairs, Korea Foundation, and China

Public Diplomacy Association, Seoul, South Korea

Media Coverage

Mussell, J. and Dwyer, M. (2023, September 19). MSU Researchers Investigate Counterfeiting Attitudes and Behaviors with Global Survey. MSU College of Communication Arts and Sciences News, <https://comartsci.msu.edu/about/newsroom/news/researchers-investigate-counterfeiting-attitudes-behaviors-global-survey>

Kim, D. (2020, July 30). 한달 6억명 SNS로 물건 사...왕홍마케팅, 선택아닌 필수 [600 million people buy products through SNS in a month... Wanghong marketing, a necessity not a choice] *Maeil Business News*, <https://www.mk.co.kr/news/world/9454368>

Song, H. (2020, January 21). 왕홍 3인 인터뷰 “빠르게 바뀌는 中유행... 핵심은 개성” [“Interview with Three Wanghong: ”The key to the rapidly changing Chinese trends... is individuality”] *The EconomyChosun*, https://www.chosun.com/site/data/html_dir/2020/01/17/2020011702463.html

Lee, J. (2019, September 19). 한국인 왕홍 “중국은 알면 알수록 매력적” [Korean Wanghong: “The more you know about Chinese online market, the more attractive it is”] *The JoongAng*, <https://www.joongang.co.kr/article/23581694#home>

Jeong, Y. (2019, September 16). “14억 중국시장, 한국인 왕홍이 답이다” [“The 1.4 billion Chinese market, Korean Wanghong can be the answer key”] *Cosmorning*, <https://www.cosmorning.com/mobile/article.html?no=34575>

Jeong, Y. (2019, September 1). 나도 왕홍이 될 수 있다 [Anyone can become a social media influencer] *Cosmorning*, <https://www.cosmorning.com/mobile/article.html?no=34446>

China Daily (2019, March 21). 韩国美女李惠真:用快手记录我在清华的留学生活 [Korean female Heijin Lee: Use Kuaishou to record my life studying abroad in Tsinghua University] China Daily, <https://baijiahao.baidu.com/s?id=1628602064391733433&wfr=spider&for=pc>

China News Service (2019, March 21). 韩国美女留学生用快手半年 学会超溜中国话 [Korean international student becomes highly proficient in half a year using Kuaishou, Chinese social media platform] China News Service (CNS), <https://baijiahao.baidu.com/s?id=1628601563606506444&wfr>

Service

Ad-Hoc Reviewer:

Journalism division, International Communication Association

2022 – 2024

Advertising division, Association for Education in Journalism and Mass Communication

2022 – 2024

Student Mentoring:

Heijin Lee

MSU Ph.D. Student Mentoring – Ph.D. Pal Program

2022 – current

MSU Undergraduate Research & Career Mentoring

2022 – 2024

Professional Affiliations

International Communication Association (ICA)

Association for Education in Journalism and Mass Communication (AEJMC)

American Academy of Advertising (AAA)

Skills & Languages

Data analysis software: **SPSS, Stata, Excel, R**

Business Data Analysis: *Certificate of Bloomberg Market Concepts (BMC)*

Training: *Certificate of Completion – JMCQ Publication Process & Peer Review Training Program*

Language: **Korean** Native, **English** Fluent, **Mandarin Chinese** Fluent

Professional References

Dr. Saleem Alhabash

Professor, Department of Advertising and Public Relations

Michigan State University

Professional Relationship: Advisor & Dissertation Committee Chair

Email: sa@msu.edu

Dr. Patricia Huddleston

Professor, Department of Advertising and Public Relations

Michigan State University

Professional Relationship: Research team director & Ph.D. program director

Email: huddles2@msu.edu

Dr. Mi Ran Kim

Associate Professor, School of Hospitality Business

Michigan State University

Professional Relationship: Research team director

Email: kimmi@broad.msu.edu