

Lae Choi, Ph.D.

Assistant Professor of Marketing
Malik and Seeme Hasan School of Business
Colorado State University – Pueblo

Education

Ph.D. The University of Arizona, 2015

Major: Retailing and Consumer Sciences (Services Marketing Concentration)

M.S. Michigan State University, 2007

Major: Retailing

B.S. Chung-Nam National University, South Korea, 2000

Major: Fashion Marketing

Referred Journal Publications

Choi, L. and Hwang, J. (Forthcoming) “The role of prosocial and proactive personality in customer citizenship behaviors.” *Journal of Consumer Marketing*.

Kim, M. R., **Choi, L.**, Knutson, B. J., Borchgrevink, C. P., and Cha, J.M. (2018) “Effects of Gen Y hotel employee’s voice and team-member exchange on satisfaction and affective commitment between the U.S. and China.” *International Journal of Contemporary Hospitality Management*, 30(5), pp. 2230-2248.

Choi, L. and Lotz, S. L. (2017). “Exploring antecedents of customer citizenship behaviors in services.” *The Service Industries Journal*, 38(9-10), pp. 607-628.

Kim, M. R., **Choi, L.**, Knutson, B. J., and Borchgrevink, C. P. (2017). “Hotel employees’ organizational behaviors from cross-national perspectives.” *International Journal of Contemporary Hospitality Management*, 29(12), pp. 2083-3100.

Choi, L. and Lotz, S. L. (2016). “Motivations leading to customer citizenship behavior in services: scale development and validation.” *Journal of Consumer Marketing*, 33(7), pp. 539-551.

Kim, M., Knutson, B. J., and **Choi, L.** (2016). “The effects of employee voice and delight on job satisfaction and behaviors: Comparison between employee generations.” *Journal of Hospitality Marketing and Management*, 25(5), pp. 563-588.

Choi, L., Lotz, S. L., and Kim, M. (2014). “The impact of social exchange-based antecedents on customer organizational citizenship behaviors (COCBs) in service recovery.” *Journal of Marketing Development and Competitiveness*, 8(3), pp. 11-24.

- Choi, L.** and Huddleston, P. T. (2014). “The effect of retailer private brand on consumer-based retailer equity: Comparison of named private brands and generic private brand.” *International Review of Retail, Distribution, and Consumer Research*, 24(1), pp. 59-78.
- Lawry, C. and **Choi, L.** (2013). “The omnichannel luxury retail experience: Building mobile trust and technology acceptance of quick response (QR) codes.” *Marketing ZFP (Journal of Research and Management)*, 2, pp. 144-152.
- Choi, E. J., Kim, S., and **Choi, L.** (2013). “An exploratory study for consumer associations with social enterprises and social enterprises’ products.” *Consumption Culture Study (Korean)*, 16(3), pp. 137-160.

Manuscripts in the Review Process

- Hwang, J. and **Choi, L.** “Gamification in loyalty program: Exploration of playfulness and altruistic rewards.” Under 3rd round review at the *Journal of Business Research*.
- Choi, L.** and Lawry, C. A. “Contextualizing customer organizational citizenship behaviors: The changing nature of value co-creation and customer satisfaction across service settings.” Under 2nd round review at *Psychology & Marketing*.
- Choi, L.**, Hwang, J. and Kwon, H. “Equally perceive, but unequally respond: Exploring asymmetric customer reciprocity and roles of customer personalities.” Under 2nd round review at the *European Journal of Marketing*.

Manuscripts in Progress

- Choi, L.**, Lotz, S. L., and Lawry, C. A. “Customer’s heart grows fonder over time: The moderating effect of contact frequency and relationship length between service provider perceptions and customer citizenship behaviors.” Manuscript being prepared for submission, targeting the *Journal of Services Marketing*.
- Choi, L.** and Lawry, C. A. “Employee-Customer Identification as a Moderator of Customer Participation—Employee’s Emotional Labor—Job Stress Relationship.” Manuscript being prepared for submission, targeting to *Journal of Retailing*.
- Kwon, H. and Lee, J., and **Choi, L.** “Dynamic Relationships among Operations Capability, R&D Capability, Advertising and Firm-level Performance.” Data analysis in progress, targeting to *Journal of Marketing Research*.
- Choi, L.** and Lawry, C. A. “The Effect of Customer Voluntary Behaviors on Service Employee’s Perception, Job Stress, Emotional Labor, and Boundary-Spanning Behaviors.” Data analysis in progress, targeting to *Journal of the Academy of Marketing Science*.

Conference Proceedings and Presentations

- Kim, M. R., **Choi, L.**, Knutson, B. J., and Borchgrevink, C. P. (2016). "Impact of leader-member exchange (LMX) on Generation Y employees' organizational behaviors." *ICHRIE Conference*, in the poster session, Dallas, TX, July 19.
- Kim, M. R., **Choi, L.**, Knutson, B. J., and Borchgrevink, C. P. (2015). "The effects of leader-member exchange on hotel employees' behaviors: Comparison between the U.S. and China's hotel employees." *3rd World Research Summit for Tourism and Hospitality and 1st USA-China Tourism Research Summit*, Orlando, FL, December 16.
- Kim, M.R., **Choi, L.**, Knutson, B., and Borchgrevink, C. (2015). "From leadership to customer service: A social exchange perspective." *Korea America Tourism and Hospitality Education Association (KATHEA)*, Las Vegas, NV, April 18.
- Choi, L.**, Lotz, S. L., and Kim, M. (2013). "Exploring antecedents of customer organizational citizenship behaviors (COCBs) in service recovery: A social exchange theory approach." 2013 *AMA Summer Marketing Educators' Conference* by American Marketing Association, Boston, MA, August.
- Choi, E. J. and **Choi, L.** (2012). "Why do people purchase social enterprises' products?: Proposing the re-purchase model for social enterprises." *2012 Fall Korean Marketing Conference*, Seoul, Korea, October.
- Choi, E. J., Kim, S., and **Choi, L.** (2012). "The exploratory study for consumers' association toward social enterprises and social enterprises' products." *2012 Fall Korean Marketing Conference*, Seoul, Korea, October.
- Choi, L.**, Ahn, S., and Lotz, S. L. (2012). "Modeling cultural value effects on relationships between eWOM characteristics and consumers' eWOM behavior." *The AMA/ACRA First Triennial Conference*, Seattle, WA, April.
- Lawry, C. and **Choi, L.** (2012). "An integrated multichannel luxury retail experience: Building mobile trust through technology acceptance and quick response codes." *2012 AMS World Marketing Congress-Cultural Perspectives in Marketing*, Atlanta, GA, August.
- Lawry, C. and **Choi, L.** (2012). "The omnichannel luxury retail experience: Building mobile trust and technology acceptance through symbolic self-completion." *2012 AMA Summer Marketing Educators' Conference* by American Marketing Association, Chicago, IL, August.

Teaching

Colorado State University-Pueblo

2016 Fall – Present

- Marketing Management (MKTG 540, Grad.): 4.8/5.0
- International Marketing (MKTG 575, Grad.): 4.8/5.0
- Marketing Strategies (MKTG 441): 4.8/5.0
- International Marketing (MKTG 475): 4.9/5.0

Principle of Marketing (MKTG 340): 4.8/5.0

Minot State University

2015 Fall – 2016 Summer

Strategic Marketing (BADM 525, Grad.): 4.54/5.0

International Marketing (BADM 427): 4.5/5.0

Marketing (BADM 321): 4.46/5.0

Integrated Marketing Communications (BADM 324): 4.26/5.0

University of Arizona

2012 – 2014

Research Methods (FCSC 202 online): 3.4/5.0

Introduction to Statistics (FCSC 201 online): 4.2/5.0

Professional Services and Activities

Journal Editorial Board Team

Journal of Consumer Marketing, 2018

Journal Ad Hoc Reviewer

Journal of Consumer Marketing, 2016, 2017, 2018

Journal of Hospitality Marketing and Management, 2015, 2016

International Review of Retail, Distribution, and Consumer Research, 2013

Conference Ad Hoc Reviewer

Summer American Marketing Association (AMA), San Francisco, CA, August 2017

American Collegiate Retailing Association (ACRA), Seattle, WA, April 2012.

Great Lakes Hospitality and Tourism Education Conference, Grand Rapid, MI, April 2011.

American Collegiate Retailing Association (ACRA), Boston, MA, March 2011.

Student Club Advisor

Collegiate DECA Advisor, Minot State University, 2015

Graduate Council Committee

Graduate School Council Committee Member, Minot State University, 2015

Professional Affiliation

American Marketing Association (AMA)

American Collegiate Retailing Association (ACRA)

Grants, Awards, and Honors

- The 2018 Business School Dean’s Award in recognition of Excellence in Research 2018
- Outstanding (Shining Star) Faculty Award (2017-2018), Colorado State University-Pueblo 2018
- Faculty SEED Research Grant (\$8,000), Colorado State University-Pueblo 2018
- Faculty Development Grant (\$750), Colorado State University-Pueblo 2018
- Summer Research Grant (\$2,500), Hasan School of Business, Colorado State 2017

- University-Pueblo
- Professional Development Funds (\$2,500), Hasan School of Business, Colorado State University-Pueblo 2017
 - Cowden Award (\$1,539), University of Arizona 2015
 - Graduate College Scholarship (\$2,680), University of Arizona 2014
 - CALS Graduate Fellowship (\$4,000), University of Arizona 2014
 - AFSA Research Funds (\$600), University of Arizona 2014
 - Terry J. Lundgren Center Retailing Dissertation Grant (\$2,000), University of Arizona 2014
 - Graduate Tuition and Registration Scholarship (\$2,627), University of Arizona 2013
 - John, Clara, and Caroline Bruhn Memorial Scholarship (\$3,666), University of Arizona 2013
 - GPSC Travel Grant (\$500), University of Arizona 2013
 - The 2nd Place Winner (\$5,000), *Financing Products and Marketing Strategies for Younger Car Buyers*, American Financial Service Association 2012
 - GPSC Travel Grant (\$500), University of Arizona 2012