

## **Lae Choi, Ph.D.**

Associate Professor of Marketing  
Malik and Seeme Hasan School of Business  
Colorado State University – Pueblo  
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### **Education**

- Ph.D.** The University of Arizona May 16, 2015  
Major: Retailing and Consumer Sciences (Services Marketing Concentration)
- M.S.** Michigan State University August 16, 2007  
Major: Retailing
- B.S.** Chung-Nam National University, South Korea  
Major: Fashion Marketing February 25, 2000

### **Referred Journal Publications**

- Kim, S., **Choi, L.**, and Kim, M. (2023). "Going the Extra Mile": An Integrative Model of Customer Delight, *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-09-2022-1083>.
- Choi, L.** and Hwang, J. (2023). What Drives Consumer Perceptions and Adoption of Cannabidiol (CBD) Products?, *Journal of Marketing Management*, 39(15-16), pp. 1-34. <https://doi.org/10.1080/0267257X.2023.2211084>.
- Kwon, H., Lee, J., and **Choi, L.** (2022). "Exploring the Synergy between R&D and Advertising and Firm Performance: A Neural Network Approach." *Benchmarking: An International Journal*, 30(5), pp. 1677-1694.
- Choi, L.**, Kim, M., and Kwon, H. (2022) "Impact of Customer-Based Corporate Reputation on Customer Engagement Behaviors: Customer Identification and Brand Love as Mediators and Industry Type as a Moderator." *Journal of Brand Management*, 29(2), pp. 150-166.
- Kwon, H., Lee, J., and **Choi, L.** (2022). "Dynamic Interplay of Operations and R&D Capabilities in U.S. High-Tech Firms: Predictive Impact Analysis." *International Journal of Production Economics*, 247, pp. 108439.
- Kwon, H., Lee, J., and **Choi, L.** (2021). "Dynamic Interplay of Environmental Sustainability and Corporate Reputation: A Combined Parametric and Nonparametric Approach." *Annals of Operations Research*, pp. 1-33.
- Choi, L.** and Lawry, C. A. (2020) "Labors of love: Service employees on customer participation." *Journal of Service Theory and Practice*, 30(6), pp. 585-607.
- Burnham, T., Ridinger, G., Carpenter, A. and **Choi, L.** (2020) "Consumer suggestion sharing: Helpful, pragmatic and conditional." *European Journal of Marketing*. 55(3), pp. 726-762.
- Choi, L.** and Burnham, T. (2020) "Brand reputation and customer voluntary sharing behavior: The intervening roles of self-expressive brand perceptions and status seeking." *Journal of Product & Brand Management*, 30(4), pp. 565-578.

- Hwang, J. and **Choi, L.** (2020) "Having fun while receiving rewards?: Exploration of gamification in loyalty programs for consumer loyalty." *Journal of Business Research*, 106, pp. 365-376.
- Choi, L.**, Lawry, C. A., and Kim, M. (2019). "Contextualizing customer organizational citizenship behaviors: The changing nature of value co-creation and customer satisfaction across service settings." *Psychology & Marketing*, 36(5), pp. 455-472.
- Choi, L.** and Hwang, J. (2019) "The role of prosocial and proactive personality in customer citizenship behaviors." *Journal of Consumer Marketing*, 36(2), pp. 288-305.
- 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**

**Choi, L.**, Kim, M., and Kim, S. How Does Employee Empathy Influence Customer Emotions and Behaviors?: Exploring the Roles of Customer Delight, Gratitude, Brand Love, and Power Distance Belief, Under 1<sup>st</sup> round review at *Journal of Service Management*.

Hwang, J. and **Choi, L.** Consumer Motivations in Gamified Loyalty Programs, Under 1<sup>st</sup> round review at *Journal of Consumer Psychology*.

Kim, M., Lee, H., **Choi, L.**, and Kim, S. Impact of Celebrity Attachment on Consumers' Perceptions and Behaviors: From Destination Marketing Perspective, Under 1<sup>st</sup> round review at *Consumer Behavior in Tourism and Hospitality*.

### **Conference Proceedings and Presentations**

Kim, M., Lee, H., Kim, S., **Choi, L.**, and Lim, J. (2023). Why does K-Culture Matter?: From Cultural Capital Perspective, ICHRIE Summer Conference, Phoenix, AZ, July.

Kim M., Lee, H., **Choi, L.**, and Kim, S (2022). Impact of Celebrity Attachment on Consumers' Perceptions and Behaviors: From Destination Marketing Perspective, 2022 International Conference of Asian Marketing Associations (ICAMA), Jeju, South Korea, October.

Kim, S., Kim, M., and **Choi, L.** (2022). "The Role of Brand Authenticity in Consumer-Brand Relationships: The Case of Restaurant Brands." the 7th International Consumer Brand Relationships Conference (poster), Orlando, FL, October.

Kim, S., **Choi, L.**, and Kim, M. (2022). "Exploring the Antecedents of Hotel Brand Love and Hedonic Values as a Moderator." the 7th International Consumer Brand Relationships Conference, Orlando, FL, October.

**Choi, L.**, Hwang, J., and Park, S. (2021). "The role of external cues on consumer adoption of Cannabidiol (CBD) products: A Health Belief Model approach." 2021 AMA Summer Academic Conference, Virtual, August 2021.

Hwang, J. and **Choi, L.** (2021). "Contactless retail: Implications of reshaped shopping journey and roles of stores." 2021 AMA Summer Academic Conference (poster), Virtual, August 2021.

Kim, S., Kim, M., and **Choi, L.** (2021). "The effects of service customization and employee authenticity on customer delight: The moderating role of hotel star rating." 2021 ICHRIE Summer Conference, Virtual, July 2021.

Lawry, C. A. and **Choi, L.** (2020). "Click to impress: The power of fashion designers in the digital luxury space." 2020 Global Marketing Conference (GMC) at Seoul, Virtual, November 2020.

Kim, M., **Choi, L.**, Kim, S., and Knutson, B. J. (2020). "Experiences beyond expectations: The interplay among customized services employee deep acting, and customer expectations on customer delight in a hotel setting." 2020 International Conferences on Tourism (ICOT) Virtual Conference, September 2020.

Kim, S., Kim, M., **Choi, L.**, and Knutson, B. J. (2020). "Going the extra mile": Investigating antecedents and outcomes of customer delight." 2020 International Conferences on Tourism (ICOT) Virtual Conference, September 2020.

**Choi, L.** (2020). "Exploring Factors to Mitigate Customer's Perceived Risks of Cannabis-Derived Products." 2020 Institute of Cannabis Research (ICR) Virtual Conference, August 2020.

- Choi, L.** (2019). "Corporate Reputation as a Driver of customer engagement: customer trust and commitment as mediator and brand love as moderator." 2019 *AMA Summer Academic Conference* by American Marketing Association, Chicago, IL, August 2019.
- Kim, M., Orlando, O., and **Choi, L.** (2019). "Measuring customer delight: A qualitative interview study." the *Tourism, Hospitality, and Event Conference*, Las Vegas, NV, April 2019.
- Choi, L.**, Kim, M. and Kwon, H. (2019). "The more reputable, the more engaged: Exploring customer identification and brand love as mediators and comparing product to service industry." the *6th International Consumer Brand Relationships Conference*, Cancun, Mexico, May 2019. **BEST PAPER AWARD.**
- Kim, M., **Choi, L.**, and Knutson, B. J. (2019). "The effects of brand personality on brand trust, brand affect, and brand loyalty in the luxury hotel context." the *6th International Consumer Brand Relationships Conference*, Cancun, Mexico, May 2019.
- 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,

#### **Journal Ad Hoc Reviewer**

Journal of Product & Brand Management, 2019, 2020

Journal of Consumer Marketing, 2016, 2017, 2018, 2020

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

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| ▪ Faculty SEED Research Grant (\$8,000), Colorado State University-Pueblo  | 2023 |
| ▪ Business College Outstanding Faculty Award (2022-2023), Colorado State University-Pueblo   | 2021 |
| ▪ Research Grant (\$6,000), The Eli Broad College of Business, Michigan State University, Co-PI  |      |
| ▪ Faculty SEED Research Grant (\$8,137), Colorado State University-Pueblo  | 2021 |
| ▪ Faculty SEED Research Grant (\$5,015), Colorado State University-Pueblo  | 2020 |
| ▪ Institute of Cannabis Research (ICR) Research Grants (\$30,813)  | 2019 |
| ▪ Winner, Stetik Group Award for best paper at 6 <sup>th</sup> International Consumer Brand Relationship Conference  | 2019 |
| ▪ 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 University-Pueblo  | 2017 |
| ▪ 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 2 <sup>nd</sup> Place Winner (\$5,000), <i>Financing Products and Marketing Strategies for Younger Car Buyers</i> , American Financial Service Association | 2012 |
| ▪ GPSC Travel Grant (\$500), University of Arizona   | 2012 |