

HEEJAE (HANNAH) LEE

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I. ACADEMIC POSITIONS

University of Georgia

- October 2020 – Present. Graduate Research Assistant, Financial Planning, Housing and Consumer Economics

Data Manager/Analyst in “Increasing ACE Protective Factors through Expanded Utilization of the EITC among Minority Households” funded by the Department of Health and Human Services (PI: Dr. Lance Palmer); Contribute to evaluation instrument design and data management, cleaning, and analysis; Assist in data analysis for other non-grant projects

- January 2022 – May 2022. Student Instructor, Financial Planning, Housing and Consumer Economics

Co-Instructor in FHCE 5050 Consumer Analytics: Evidence-Based Innovation

II. EDUCATION

University of Georgia, College of Family and Consumer Sciences, Department of Financial Planning, Housing and Consumer Economics, Ph.D. Expected 2025. (Concentration in Consumer Economics)

Dissertation: Three Articles on the Interplay of Information Processing and Literacy in Consumer Decision Making

Advisory Committee: Dr. Dee Warmath (major professor), Dr. Sheri Worthy, Dr. Yilang Peng

University of Georgia, College of Family and Consumer Sciences, Department of Financial Planning, Housing and Consumer Economics, M.S., 2022. (Applied Consumer Analytics Emphasis)

University of Georgia, Franklin College of Arts and Sciences, B.S. in Psychology, Applied Data Science certificate, 2020 (Magna Cum Laude with High Honors)

III. RESEARCH & PUBLICATIONS

Research Interests

Information processing, information search, information literacy, consumer decision making, misinformation, decision fatigue, consumer well-being

A. REFEREED PUBLICATIONS

Lee, H., & Worthy, S. (2021). Adoption of fad diets through the lens of the diffusion of innovations. *Family and Consumer Sciences Research Journal*, 50(2), 135-149.

<https://doi.org/10.1111/fcsr.12419>

2021 Best Paper in Foods and Nutrition in *Family and Consumer Sciences Research Journal*

Lee, H., & Worthy, S. (2021). Changes in consumer wellness during the early weeks of COVID-19 pandemic. *Journal of Family and Consumer Sciences*, 113(3), 36-43.

<https://doi.org/10.14307/JFCS113.3.36>

Lee, H., & Worthy, S. (2021). A qualitative analysis of young adults' health and wellness perceptions, behaviors, and information seeking. *Journal of Human Sciences and Extension*, 9(2), 1-19. <https://www.jhseonline.com/article/view/918>

B. OUTREACH PUBLICATIONS

Worthy, S., & Lee, H. "Healthy lifestyle and well-being through the lens of family and consumer sciences." Under review at the *Journal of Family and Consumer Sciences*. (Invited Paper)

C. REFEREED CONFERENCE PROCEEDINGS

Lee, H., Warmath, D., & Worthy, S. (2021). The role of a rational decision-making style in the translation of wellness information search to diet adoptions. *Consumer Interests Annual*, 67.

<https://www.consumerinterests.org/assets/docs/CIA/CIA2021/LeeHeejaeCIA2021.pdf>

IV. RESEARCH IN PROGRESS

Lee, H., Kump, P., Grable, J., & Warmath, D. "Financial help-seeking behavior and sources."

Lee, H., & Warmath, D. "The antecedents and consequences of decision fatigue for consumer financial decision making."

Lee, H., & Warmath, D. "Tool or burden? The role of literacies in consumer decision making."

Lee, H., & Warmath, D. "Even the best get tired: The importance of decision fatigue in consumer decision making."

Lee, H., & Warmath, D. "Aren't services supposed to help? The role of services in decision-making endurance."

Lee, H., & Warmath, D. "Mitigating the effect of misinformation on consumer welfare: The role of effective information search."

*Palmer, L., Jeong, D., & Lee, H. "The COVID-19 effect on tax filing." (tentative)

*Palmer, L., Sunder, A., & Lee, H. “The role of self-regulation in financial well-being.” (tentative)

*Palmer, L., Sunder, A., & Lee, H. “The role of self-regulation in financial behavior management.” (tentative)

* authorship order not determined.

V. GRANTS

A. PRINCIPAL INVESTIGATOR (STUDENT-LED PROJECT)

Title: CARD-Ipsos Dissertation Proposal Award
Agency: The Center for Applied Research in Decision Making (CARD) and Ipsos
Period: Spring 2023
Amount: \$1,000 – 2,500 (Not funded)
PI: Heejae Lee (under the supervision of Dr. Dee Warmath)

Title: ACCI Small Grants
Agency: American Council of Consumer Interests (ACCI)
Period: January – December 2022
Amount: \$2,500 (Not funded)
PI: Heejae Lee (under the supervision of Dr. Dee Warmath)

Title: UGA Summer Doctoral Students Research Grant
Agency: University of Georgia
Period: June – July 2022
Amount: \$1,500 (Not funded)
PI: Heejae Lee (under the supervision of Dr. Dee Warmath)

VI. LIST OF PRESENTATIONS

A. INVITED PRESENTATIONS

Summer 2022. “Financial advice seeking.” Presented virtually to the Australian Securities and Investments Commission. June 28, 2022.

Summer 2022. “Adoption of fad diets through the lens of the diffusion of innovations.” Presented virtually at the 113th AAFCS (American Association of Family and Consumer Sciences) Annual Conference in Orlando, Florida, June 27, 2022.

Spring 2022. “Even the Best Get Tired: The Importance of Decision Fatigue in Consumer Decision Making.” Presented to the FHCE Graduate Seminar course at the University of Georgia, April 13, 2022.

Spring 2021. “Two Studies on Consumer Fad Diet Adoption Behavior.” Presented to the FHCE Graduate Seminar course at the University of Georgia, April 21, 2021.

B. REFEREED CONFERENCE PRESENTATIONS

Warmath, D., & Lee, H. The Role of Decision Appraisal in the Relationship Between Financial Literacy and Professional Financial Help-Seeking. To be presented by Dee Warmath at the Frontiers in Service Conference in Maastricht, Netherlands, June 16, 2023.

Lee, H., Warmath, D., Grable, J., & Kump, P. Professional Financial Help as a Preventative Service. To be presented by Dee Warmath at the Frontiers in Service Conference in Maastricht, Netherlands, June 18, 2023.

Lee, H., Warmath, D., Grable J., & Kump, P. Professional Financial Help as a Preventive Service. To be presented by Heejae Lee at the American Marketing Association Marketing and Public Policy Conference (AMMA MPPC) in Arlington Virginia, June 9, 2023.

Lee, H., & Warmath, D. The Antecedents and Consequences of Decision Fatigue for Consumer Financial Decision Making. Presented by Heejae Lee at the American Council on Consumer Interests (ACCI) Annual Conference in Las Vegas, Nevada, May 17, 2023.

Lee, H., Kump, P., Grable, J., & Warmath, D. Financial Help-Seeking as a Coping Mechanism. Presented virtually by Heejae Lee at the Academy of Financial Services (AFS) 36th Annual Meeting, September 27, 2022.

Lee, H., & Warmath, D. Aren't Services Supposed to Help? The Role of Services in Decision-Making Endurance. Presented by Dee Warmath at the Frontiers in Service Conference in Wellesley, MA, June 25, 2022.

Lee, H., & Warmath, D. Even the Best Get Tired: The Importance of Decision Fatigue in Consumer Decision Making. Presented by Heejae Lee at the American Council on Consumer Interests (ACCI) Annual Conference in Clearwater Beach, Florida, May 21, 2022.

Lee, H., & Warmath, D. Help-Seeking as a Moderator Between Financial Decision-Making Ability and Decision Fatigue. Presented virtually by Heejae Lee at the Society for Judgment and Decision Making (SJDM) Annual Meeting, February 11, 2022.

Lee, H., & Warmath, D. Engaged versus Exposed: Enhancing the Effectiveness of Service Education through Self-Regulated Learning. Presented virtually by Heejae Lee at the Frontiers in Service Conference, July 9, 2021.

Lee, H., Warmath, D., & Worthy, S. The Role of a Rational Decision-Making Style in the Translation of Wellness Information Search to Diet Adoptions. Presented virtually by Heejae Lee at the American Council on Consumer Interests (ACCI) Annual Conference, May 20, 2021.

Lee, H., Warmath, D., & Worthy, S. What I Think, Not What I Know: The Role of Attitudes in Fad Diet Adoption. Presented virtually by Heejae Lee at the Southeast Regional Clinical and Translational Science Conference, March 4, 2021.

VII. TEACHING

Teaching Fields:

Consumer Analytics, Consumer Insights, Data Analytics

A. UNDERGRADUATE/GRADUATE COURSES CO-TAUGHT

- FHCE 5050/7050: Consumer Analytics: Evidence-Based Innovation, Spring 2022

Student Teaching Feedback: *“The lectures given were clear and informative on methods used in the course. There was consistent feedback and assistance given in and out of classroom settings.” “She always had great suggestions for how to improve our work, and she knew how to explain things in a way that made sense to us.” “Hannah was an exceptional teacher and is very good at her craft. There was a particular moment that stood out to me that made me appreciate her over a lot of other teachers I have experienced. A peer student was emotional about not being able to understand an assignment and instead of being so harsh she showed a lot of sensitivity and stayed past class hours to help both of us understand the material. That is so unique and rare nowadays especially in college settings.”*

B. UNDERGRADUATE/GRADUATE COURSES ASSISTED

- FHCE 5050/7050: Consumer Analytics: Evidence-Based Innovation, Spring 2021

Student Teaching Feedback: *“Hannah was awesome and I cannot say a single bad thing about her. She was always willing to help and email back very promptly. She was always very attentive during class and made me feel comfortable asking questions.” “Amazing TA! She really made an effort to check in with all the students and make sure they knew what was going on! She always sent little notes in the Zoom about how to do things which was always very helpful.” “I loved that Hannah came around to all the groups and was very helpful. She showed insight into how the group roles were playing out and offered feedback for the team to switch it up so that we would all learn all aspects.”*

VIII. SERVICE

A. UNIVERSITY SERVICE

Student Representative, Consumer Analytics Program Faculty Search Committee, 2022
Social Chair, FHCE Graduate Student Organization, 2021 – 2022
Student Representative, FACS Student Technology Fee Advisory Committee, 2021 – 2022

B. PROFESSIONAL SERVICE

Conference Proposal Reviewer:

American Council on Consumer Issues Conference, 2021 – present

Conference Poster Session Facilitator:

American Council on Consumer Issues Conference, 2021

Memberships:

American Council on Consumer Interests, 2020 – present
American Marketing Association, 2020 – present
Society for Judgment and Decision Making, 2020 – present

Association for Consumer Research, 2021 – present
Academy of Financial Services, 2022 – present

IX. HONORS AND AWARDS

Travel Funding, College of Family and Consumer Sciences, Spring 2023
Marian McCullers Scholarship, College of Family and Consumer Sciences, Fall 2022 – Spring 2023
Travel Funding, UGA Graduate School, Summer 2022
Marian McCullers Scholarship, College of Family and Consumer Sciences, Fall 2021 – Spring 2022
FACS Fund for Excellence, College of Family and Consumer Sciences, Summer 2021
ACCI Student/Young Professional Conference Scholarship, May 2021
UGA Earned Income Tax Credit (EITC) Design Sprint Competition, 1st place, April 2021
Travel Funding (Virtual), College of Family and Consumer Sciences, Spring 2021
Dean's List, Spring 2018, Spring 2019, Spring 2020
Presidential Scholar, Fall 2018