**SEONGLIM LEE**

Department of Consumer Science, Sungkyunkwan University

Hoam Hall, 25-2 Sungkyunkwan-Ro, Jongno-Gu, Seoul 03063

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**EXPERIENCE**

2001~Present Professor, Department of Consumer Science, Sungkyunkwan University.

2001-2005 Assistant Professor, Department of Child and Family Welfare, University of Ulsan

2000-2001 Deputy Director, Statistics Korea

1999-2000 Postdoctoral Fellow, Research Institute for Economics and Business Administration, Kyungpook National University (Supervisor: Jeong Woo Lee)

1998-1999 Lecturer, Seoul National University, Dongguk University, Sungkyunkwan University, Inha University

1995-1998 Graduate Fellow, Teaching and Research Associate, Department of Consumer and Textile Sciences, The Ohio State University

1993-1995 Graduate Fellow, Research Assistant, Department of Consumer and Family Economics, University of Illinois at UC

1992-1993 Acting Secretary, Korean Home Economics Association

1990-1993 Lecturer, Paichai University, Chungnam National University, Honam University

1990-1992 Department Administrator, Department of Consumer and Child Studies, Seoul National University

1988-1990 Teaching Assistant, Department of Consumer and Child Studies, Seoul National University

## EDUCATION

1998 Ph. D. Family Resource Management (Consumer & Family Economics), The Ohio State University. Dissertation: Parental Strategies for Financing Children’s Postsecondary Education; Committee: Catherin P. Montalto (Advisor), Kathryn Stafford, Stephen R. Cosslett, Richard Widdows

1996 M.S. Family Resource Management, The Ohio State University

1990 M.S. Consumer Studies, Seoul National University. Thesis: A Study on the Consumer Problems of the Elderly; Advisor: Ki-Choon Rhee

1988 B.S. Home Management, Seoul National University

**RESEARCH INTERESTS**

Enhancing economic well-being of consumers and households has been the purpose of my research which is able to be categorized as listed in below. Recently, research interests have extended to prosumers’ economic wellbeing and usage of ICT in the platform economy in the era of hyper-connected society.

* *Expenditures on Private Education and Child Rearing*
* *Household Economic Status and Inequality*
* *Savings. Indebtedness, and Financial Management*
* *Food Consumption and Health*
* *Consumption Culture and Ethical Consumption*
* *ICT (Information Communication Technology) Prosumers*

**HONERS AND AWARDS**

2014 Presidential Award for Consumer Interests, Fare Trade Commission, S. Korea

2008 Best Paper Award, Korean Society of Consumer Policy and Education.

1999 Postdoctoral Fellowship, Research Institute for Economics and Business Administration, Kyungpook National University.

1997 The Best Graduate Student Paper Award, Family Economics and Resource Management & Family Relations and Human Development Preconference to the AAFCS Annual Meeting and Exposition.

1997 Phi Kappa Phi, The Ohio State University

1995 Bowers-Hunt Fellowship, the College of Human Ecology, The Ohio State University

1994 Gamma Sigma Delta, University of Illinois at Urbana-Champaign

1994 Alice and Charotte Biester Graduate Fellowship, University of Illinois at Urbana-Champaign

1989 Seoul National University Fellowship, Seoul National University

1984 Seoul National University Scholarship, Seoul National University

1984 Chief Admission Award of College of Home Economics, Seoul National University

**TEACHING**

Financial Consumers (2020 Fall, 2021 Spring)

Prosumers and Platform Economy (2020, 2021 Spring)

Sustainable Consumption (2018 Spring, 2020, 2021 Fall)

Consumption Economics (2018 Fall)

Studies on Household Economics (2017 Spring)

**PUBLICATIONS**

### *Journal Publications*

2020 [Healthy Eating Capability of One-person Households-The Effects of Eating Alone, Meal Types, and Dietary Lifestyles](javascript:detailView_Safari('3836353','kiss2002','YqldZWtoSqVtJTNENTAlN8UmN/B%20Z%20xLJTNEVHJpZQ==');) (with J. Kim & I. Choi). Family and Environment Research, 58 (4)

2020 Financial Consumers’ Intention to Invest in P2P Financing (with N. Park and E. Huh). Consumer Problem Research, 51(3), 1-28

2020 Consumers’ Digital Capability and Demand for Intelligent Products and Services (with four graduate students). HCI 2020. Communications in Computer and Information Science, 654-662

2020 How Consumers Utilize Healthcare Apps? Focusing on Samsung Health (with four graduate students). HCI 2020. Communications in Computer and Information Science, 429-437

2020 Consumer’s Information Privacy and Security Concerns and Use of Intelligent Technology (with four graduate students). Intelligent Human Systems Integration 2020. IHSI 2020. Advances in Intelligent Systems and Computing, 1184-1189

2019 The Effects of Information Privacy Concerns and Perceived Severity of Private Information Damage on Use of Easy Payment Service - Focusing on Mediation Effect of Information Privacy Protection Behavior (with H. Song). *Journal of Consumer Studies, vol. 30, no. 6*, 251-270.

2019 Consumers’ Positive and Negative Perceptions toward Airbnb: Text Mining of Consumer Experiences Posted in Online Community (with D. Yoon). *Journal of Consumer Studies, vol. 30, no. 2,* 173-192.

2019 The Analysis of Factors to Influence Consumer Participation in Donation and Amount of Donation (with E. Huh). *Consumption Culture Studies* 22(2). 145-167.

2018 The Impact of Perceived Privacy Benefit and Risk on Consumers’ Desire to Use Internet of Things Technology. (with H. Ha, J. Oh, & N. Park). *Lecture Notes in Computer Science: Human Interface and the Management of Information. Information in Applications and Services, 10905, 609-619* *(Conference proceeding journal)*

2018 The Determinants of Active Seniors’ Intention to Use Internet-pimary Banks. (with H. Kim & N. Park). *Consumption Culture Studies. 21(3).* 19-43. (2018).

2018The Effect of Parenting Styles on Private Educational Expenditure and Academic Performance of Children: Focusing on Mediation Effect of Private Educational Expenditure. (with Y. Han). [*Family and Environment Research*](javascript:;) , 56(5), 461-472.

2018 The Impact of Private Educational Expenditure on Children’s Academic Performance: Focusing on the Moderating Effect of Parenting Style. *Journal of Consumer Studies* 29(4). 8119-138.

2018 [The Moderating Role of Parenting Style in the Relationship between Family Investment on Private Education and Youth Academic Performance](https://www.kci.go.kr/kciportal/ci/sereArticleSearch/ciSereArtiView.kci?sereArticleSearchBean.artiId=ART002388554). (with Y. Han). *Journal of Adolescent welfare*, 20(3), 69-95.

2017 Heterogeneous relationships between family private education spending and youth academic performance in Korea. (with Y. S. Han). *CHILDREN AND YOUTH SERVICES* REVIEW 69. 136-142

2017 How does young women`s weight perception affect their nutrient intake? Korean young women`s dietary consumption and nutritional deficiency. (with J. Suk, M. Kim, H Hwang). *HEALTH CARE FOR WOMEN INTERNATIONAL 38(11*). 1247-1260. (November, 2017).

2017 The Effect of Health-Related Habitual Consumption and Lifetime on Subjective Health of One Person Households: Focusing on Comparison between Non-One Person Households and Generations. (with J. HA). Family and Environment Research 55(2), 141-151. (April 2017).

2017 The Effect of Consumer’s Citizenship on Demand for and Assessment of the Corporate Social Responsibility (with I. Jang, E. Park). *Consumption Culture Studies* 20(1). 131-157. (2017).

2016 The Effects of Eating Habit and Food Consumption Lifestyles on Dietary Life Satisfaction of One-person Households (with S. Lee*). Consumption Culture Studies* 19(3), 115-133 (2016).

2016 Private Educational Expenditure and Academic Performance of Child: Focusing on Middle School Students. (with Y.S. Han). *Journal of Consumer Studies* 27(2). 85-103 (2016).

2015 Income Composition and Expenditure Inequality of the Elderly Household by Income Classes. *Korea Journal of Population Studies* 38(2). 85-111. (June 2015)

2015 A Comparative Analysis of the Household Economic Structure between the Generations. (With E. H. Lee et al.). *CONSUMER POLICY AND EDUCATION REVIEW* 11(2). 197-227. (June, 2015).

2014 Is Dual Income Costly for Married Couples? An Analysis of Household Expenditures (With Y. Chang, J. Lee*). Journal of Family and Economic Issues* 35(2). 161-177. (June, 2014).

2014 Consumption Patterns and Economic Status of Older Households in the United States. (with S. H. Sohn et al*.). MONTHLY LABOR REVIEW* (September, 2014).

2014 Testing the Reliability and Validity of the Financial Risk Tolerance Scale of the Investment Advice Guideline. (with Y. Cho, Y. Lee). *Journal of Consumer Studies, vol. 25, no.21* (April 2014): pp. 121-141.

2014 Retirement Saving Behavior of the Employed Youth in 20s~30s’ (with H. Ha). CONSUMER *POLICY AND EDUCATION REVIEW* 10(2). 93-105. (June, 2014).

2014 The Impact of Oil Price Upsurge on the Korean Household’s Energy Consumption (with S. Lim, H. Yoon). *Asian Regional Association for Home Economics* 21(2). 62-69 (June 2014).

2014 Consumer Anxiety on Foods Hazards and Satisfaction with Food-related Life (with J. Y. Sohn). *Journal of Consumer Policy Studies* 45(2). 137-157. (August 2014).

2014 The Effect of Household Demographic Trend on Food Expenditure Pattern. *Consumption Culture Studies.* 17(4). 85-104. (2014).

2013 Differences in Time Deficit and Time Satisfaction According to the Types of Child Care Time of Dual-earner Couples with Preschool Children (with E. Park). *Journal of Korean Home Management Association* 31(4). 97-111. (August 2013).

2013 A Case Study on Consumer Literacy related to ELS. (with Y. Cho, Y. Lee). *Journal of Consumer Studies, vol. 24, no.4* (December 2013): pp. 147-170.

2013 Study on Financial Literacy and Investment Decisions of ELS Investors. (with Y. Cho, Y. Lee). *CONSUMER POLICY AND EDUCATION REVIEW* 9(2). 63-82. (June, 2013).

2012 Adolescents` financial literacy: The role of financial socialization agents, financial experiences, and money attitudes in shaping financial literacy among South Korean youth. (with S. Sohn et al.). *JOURNAL OF ADOLESCENCE* 35(4). 969-980. (August, 2012).

2012 A Study on the Income Class Differences in Early Childhood Care and Education and the Policy Implications (with M. Sung). *Journal of Korean Home Management Association* 30(6). 23-37. (December, 2012).

2012 The Effects of Social Capital and Community Resources on the Cost of Child Rearing. (with S. Sohn). *International Journal of Human Ecology* 13(2). 39-52. (December, 2012).

2011 Consumption of Child Care and Education Services in the Households with Preschool Children. *Human Life Sciences, vol. 14* (February 2011): pp. 117-134.

2011 Changes in Household Saving Rate and the Influencing Factors. *Journal of the Korean Home Economics Association, vol. 49, no.81* (October 2011): pp. 37-46.

2011 Happiness and Conflict in Consumption (with S. Sohn, M. Park, J. Jung, and K. Chun). *Journal of Consumer Studies, vol. 22, no. 1* (March 2011): pp. 139-166.

2010 Childrearing Expenditures and the Intension to Have the Second Childbirth. *Journal of the Korean Home Economics Association, vol. 48, no. 10* (December 2010): pp. 105-119.

2010 Consumer’s Consciousness of the LOHAS Consumption and the Consumption of the LOHAS Products (with J. Go and M. Kim). *Journal of Consumer Studies, vol. 21, no. 4* (December 2010): pp. 89-112.

2009 Qualitative Evaluation of Low-income Single Mother Families’ Poverty Status Based on the Capability Approach of Amartya Sen (with S. Sohn, M. Chin, and M. Sung). *Journal of Korean Home Management Association, vol. 27, no. 2* (April 2009): pp. 77-97.

2009 Differences in Household Economic Status and Financial Behavior between Household Conducting and Not-conducting Financial Preparation for Retirement (with S. Yang). *Journal of Korean Home Management Association, vol. 27, no. 1* (February 2009): pp. 1-16.

2008 Consumer Perception of Domestic Electricity Prices. (with M. Park). *Journal of the Korean Home Economics Association, vol. 46, no. 3.* (April 2008): pp. 37-47.

2008 Consumer Perception of the Effects of Electricity Saving Methods and Electricity Saving Behavior. (with M. Park and E. Lee). *Journal of Korean Home Management Association, vol. 26, no. 4* (August 2008): pp. 1-11.

2008 Consumer Market Expectations regarding KORUS FTA. *Journal of Consumer Studies, vol. 19, no. 4* (December 2008): pp. 41-63.

2008 Consumption Pattern of the Single Households’ Leisure Activity (with K. Kim). *Journal of Consumption Culture, vol. 12, no. 3* (September 2008): pp. 105-123.

2007 The Expenditure Pattern of the Indebted Overspending Households (with Y. Sung). *Journal of the Korean Home Economics Association, vol. 45, no. 10* (October 2007): pp. 45-57.

2007 An Estimation of the Cost of Children in Korea. *Journal of the Korean Home Economics Association, vol. 45, no. 2* (February 2007): pp. 77-90.

2007 A Time-series Analysis on the Changes in Food Price and the Household Food Expenditure: from 1985 to 2006. *Journal of Consumer Studies, vol. 18, no. 4* (December 2007): pp. 67-91.

2006 Household Strategy for Private Educational Expenditure Burden. *Journal of Consumer Studies, vol. 17, no. 7* (June 2006): pp. 115-132.

2006 Orientation of the Study of Consumption Culture in the Context of Consumer Sciences. *Journal of Consumption Culture, vol. 9, no. 2* (June 2006): pp. 127-149.

2005 The Burden of Private Educational Expenditure and Consumption Expenditure. *Journal of the Korean Home Management Association, vol. 23, no. 3* (June 2005): pp. 63-76

2005 Working Wives' Economic Contribution, and Income Inequality and Mobility. *Journal of Consumer Studies, vol. 16, no. 4* (December 2005): pp. 17-34.

2005 Household Economic Structure of the Indebted Overspending Households. *Journal of Consumer Studies, vol. 16, no. 1* (March 2005): pp.73-95

2005 A Comparative Study on Digital Divide between Nordic Countries and Korea. (with M. Park). *Journal of Asian Regional Association for Home Economics, vol. 12, no. 2* (December 2005): pp. 83-92.

2004 Qualitative Analysis on Digital Divide between Parents and Children and Its Consequences on Communication, Conflict, and Consumer Socialization (with M. Park). *Journal of the Korean Home Economics Association, vol. 42, no.* 5 (May 2004): pp. 1-16.

2004 Digital Divide among Women: Focusing on the Effects of Socio-economic Variables on Internet Use (with M. Park and J. Suh). *Journal of the Korean Home Economics Association, vol. 42, no. 2* (February 2004): pp. 177-193.

2004 Female-head's Employment and Household Economic Status of the Single-mother Households. *Journal of the Korean Home Management Association, vol. 22, no. 1* (March 2004): pp. 169-179

2004 Exploring Unemployed Women Labor Force, *Korean Journal of Labor Economics, vol. 27, no. 1* (June 2004): pp. 135-164.

2003 Time Series Analysis of Food Consumption away from Home for Urban Household in Korea (with S. Hong and J. Suh*). Journal of the Korean Dietetic Association, vol. 9, no. 2* (May 2003). pp. 149-158.

2002 A Study on the Household Alcohol Expenditure (with M. Bok). *Journal of Human Ecology, vol 4, no. 1* (August 2002): pp. 57-76. 11

2002 A Cross-Cultural Analysis in Consumer Values of Japanese and Korean College Students (with S. Seo and N. Tsutsumi). *Journal of Home Economics in Japan, vol. 53, no. 12* (December 2002): pp. 19-26

2002 Inequality of the Household Private Educational Expenditures. *Journal of the Korean Home Economics Association, vol. 40, no. 9* (November 2002): pp. 143-159.

2002 Enhancing Consumer Sovereignty in the Telecommunication Services (with J. Yeo, K. Rhee, and S. Park). *Journal of the Korean Home Economics Association, vol. 40, no. 2* (April 2002): pp. 101-114.

2002 Utilitarian and Hedonic Shopping Values of Korean, American, and Japanese Consumers (with S. Suh). *Journal of Asian Regional Association for Home Economics, vol. 9, no. 4* (December 2002): pp. 243-248.

2001 Demographic Characteristics and Economic Status of Female Headed Households (with M. Kim). *Journal of Consumer Studies, vol. 12, no. 1* (March 2001): pp. 17-30.

2001 Economic Crisis and Income Disparity: Income Distribution and Poverty before and after the 1997 Crisis (with J. Lee). *International Economic Journal*, vol. 7, no. 2 (August 2001): pp. 79-109

2001 Asset Inequality in Korea (with J. Lee). *Korean Development Economics, vol. 7, no. 1* (June 2001): pp. 1-28.

2000 The Effect of Family Life Cycle and Financial Management Practices on Household Saving Patterns (with M. Park & C. Montalto). *Journal of Korean Home Economics Association English Edition, vol. 1, no. l* (December, 2000): pp. 79-93.

1999 Children’s College as a Saving Goal (with S. Hanna and M. Siregar). *Financial Counseling and Planning*, vol.8, no.1 (1999): pp. 33-36.

1999 Children’s College as a Saving Goal (with S. Hanna and M. Siregar). *Financial Counseling and Planning*, vol.8, no.1 (1999): pp. 33-36.

1999 Consumers’ Evaluative Criteria for the Brandnew Apartment (with J. Suh, J. Lee, S.Yum, S. Buk, M. Kim). *Journal of Natural Science*, *vol. 8, no. 2* (1999): pp. 93-108.

1997 Financial Aid Rules and Household Saving for College. *Family Economics and Resource Management Biennial*, *vol. 2* (June 1997).

1997 Financial Aid Rules and Household Saving for College. *Family Economics and Resource Management Biennial*, *vol. 2* (June 1997).

1992 Wives' Value Orientation and Perceived Quality of Life (with J. Suh). *The Journal of Natural Science*, *vol. 2, no.1* (1992): pp. 13-27

1992 A Study on the Consumer Problems of Elderly (with K. Rhee). *Journal of Korean Home Economics, vol.* *29, no.1* (January 1992): pp. 177-188.

### *Working Papers*

### *2011 What is the Cost of Married Women’s Paid Work?* (with J. Lee & Y. Chang). Rand Labor and Population Working Paper (WR 830). (January 2011)

### *Book Chapters*

### 2017 *Happy Consumption, Ethical Consumption*. (with K. Chen et al). Seoul: Sigma Press

2015 *Introduction to Social Sciences*, (with H. Song et al). Seoul: Sungkyunkwan University Press

2010 *Happy Consumers,* (with M. Park, I. Song, S. Sohn, M. Park, J. Jung, K. Chen, and K. Lee). Seoul: Kyomoonsa. (February, 2011)

2008 *Poverty, the Deprivation of Choice in* *Seventeen Consumer Issues,* Seoul: Kyomoonsa.(February, 2008)

2006 *Thinking Consumer Culture,* (with M. Park, I. Song, S. Sohn, M. Park, and J. Jung). Seoul: Kyomoonsa.(August 2006)

***Project Report***

*2016 What are the Problems of Non-Coverage Medical Care?* (with M. Park), Korea Future Consumer Forum.

*2015 Consumer Usage of and Perception on the Problems of Internet Advertisement*. (with M. Park)*,* Korea Future Consumer Forum.

*2014 Consumers’ Perception on the Non-Additive Food Label of Processed Foods* (with M. Park, S. Lee, J. Chung).Korea Future Consumer Forum

*2012 Study on Child Birth and Child Care Behavior by Income Group and Policy Directions* (with E. Kim, W. Lee, H. Kim). Korean Institute for Health and Social Affairs.

*2010 A Study of the Relationship between Value of Children, Fertility, and Life Expectancy* (with E. Kim, J. Kim, T. Kim, Y. Cho, and J. Lee). Korean Institute for Health and Social Affairs.

*2008 A Study on the Social Bi-polarization Phenomena in Consumption Sector* (with S. Song). Korea Consumer Agency.

*2006 A Study on the Reform of Residential Electricity Tariff System* (with M. Park, D. Lee, Y. Cho, J. Kim, B. Song, J. Kim, and E. Lee). Green Consumer Network in Korea & Consumers in Korea.

*2007 Consumer’s Attitude and Behavior on Electricity Consumption* (with M. Park and K. Kim). Green Consumer Network in Korea.

*2006 Policy Report: The Mid- and Long-term Child Care Plan in Incheon* (with W. Lee, Y. Jung, K. Chang, B. Cho, and S. Oh). Incheon Metropolitan City.

*2001 Gender Sensitive Analysis in Labor Statistics* (with Y. Moon). Korean Women’s Development Institute.

### PROFESSIONAL SERVICE

***Member of the Board of Directors in Academic Society***

* Korean Society of Consumer Policy and Education (Vice President, Committee Chair of Ethical Research Board)
* Korean Society of Consumer Studies (Vice President)
* Korean Consumption Culture Association (Vice President)
* **The Korean Home Economics Association (Vice President)**
* Korean Academy of Financial Consumers
* Korean Academic Society of Financial Planning
* Korean Society on Fair Economy

***Refereeing Activities***

* Gender & Society/Journal of Family and Economic Issues/Consumer Policy and Education Review/ Journal of Consumer Studies/ Journal of Consumption Culture/ Journal of Korean Home Management Association/ Family and Environment Research/ Journal of Korean Development Economics/ Journal of Asian Women/ Journal of Employment and Occupation/ Journal of Korean Official Statistics/ International Journal of Human Ecology/ Journal of Asian Regional Association for Home Economics/ Journal of Family and Economic Issues

***Committee Member of the Government/Non-profit Organization***

* International Standard Association (ISO) expert group member (2017~present)
* Korean Agency for Technology and Standard, Consumer Policy Expert Committee (2016~present)
* Consumer Dispute Resolution Committee, Fair Trade Commission (2010-2013)
* Advisory Committee on Customer Satisfaction Policy, the National Police Agency (2008-2012)
* Advisory Committee on Panel Study on Korean Children-Economics Area, Korea Institute of Child Care and Education (2011)
* Central Committee on Standard of Living Security, Expert Group Member (2006-2011)
* Presidential Committee on Social Inclusion, (2004-2008)
* Advisory Committee of Evaluation, Civil Service Commission (2006-2008)