

ZUI CHIH(RICK) LEE, PH.D.

12022

**Associate Professor of Marketing
Schod of Business
New Jersey City University**

ACADEMIC EMPLOYMENT

Associate Professor of Marketing

Honors/Awards

Associate Professor of Marketing

Honors/Awards

EDUCATION

Consumer, Retail Program, The University of North Carolina at Greensboro (UNCG)

Cognate field

The Graduate School of Business, The University of North Carolina at Greensboro

The Graduate School of Business, National Dong Hwa University

Tainan University

RESEARCH

RESEARCHINTERESTS

Under Review

Lee, Z. C.
Journal of Global Entrepreneurship Research

Lee, Z.C.
Journal of Education for Business ().

Journal of Asia Pacific Marketing CG. C., Tsai, E., Kapan s, & eeCC

Lee, Z.C.

Lee, Z.C.

Cyberpsychology, Behavior, and Social Networking SSCI, Impact factor: 2.18

Lee, Z.C.

Journal of Interactive Marketing SSCI, Impact factor: 2.7

Papers Published in Proceedings and Symposium Publications

Lee, Z. C.

Lee, Z. C.,

Tokyo, Japan
The Global Marketing Conference

TEACHING EXPERIENCE

TEACHING INTERESTS

New Jersey City University, USA
Associate Professor
Graduate Courses

()

Undergraduate Courses
Senior level:

Sophomore level:

SERVICE AND MEMBERSHIP

ACADEMIC SERVICE

New Jersey City University, USA
University level

School level School of Business (SOB)

Susquehanna University, USA

University level

GRADUATE STUDENT RESEARCH ADVISEMENT

PROFESSIONAL AFFILIATIONS

PROFESSIONAL TRAINING