

International Week for foreign visiting professors  
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Iscte, Lisbon

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**Professor** Sungkyu LEE  
**University** Akita International University  
**Country** Japan

### **Brief CV**

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I am an assistant professor of marketing at Akita International University in Japan. My research mainly lies in marketing strategy, especially regarding new product development (NPD) management and brand management issues. My research has appeared in the Journal of Product Innovation Management, International Marketing Review, International Journal of Advertising, etc. I received my Ph.D. in marketing from Korea University Business School. Prior to beginning my career in academia, I worked at Hyundai Corporation and ABN AMRO Securities in Seoul, Korea.

### **On-going research topic**

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My latest research focuses on the following topics: ① How competitor partnerships in new product development can lead to a focal firm's innovation performance. ② How does scarcity appeal influence consumers' booking behaviors at different temporal distances? ③ How service innovations lead to perceived service luxuriousness.

### **Relevant publications**

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Kim, Seoyoung, Sungkyu Lee, Jong-Ho Lee, and Charles Taylor (2020). Can Premium Private Labels Compete with Luxury Brands: The Impact of

Advertising on Perceived Luxuriousness? International Journal of Advertising.

Garrett, Tony, Sungkyu Lee, and Kyunghee Chu (2017). A Store Brand's Country-of-Origin or Store Image: What Matters to Consumers? International Marketing Review, 34(2), 272-292.

Lee, Sungkyu, Jong-Ho Lee, and Tony Garrett (2013). A Study of the Attitude toward Convergent Products: A Focus on the Consumer Perception of Functionalities. Journal of Product Innovation Management, 30(1), 123-135.

## **Topic of lecture for the students**

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Cultural Marketing and Management: Focus on Japanese and Korean context

## **Outline of lecture for the students**

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In this lecture, I aim to introduce the cultural characteristics of Japanese and Korean consumers and employees based on Hofstede's Cultural Dimension Theory and others. Classic and latest marketing and management issues will be introduced with them. Understanding their distinctive differences and other cultural groups will give practical lessons on successfully targeting those markets as marketers and entrepreneurs. This session will consist of a mixture of lectures, in-class discussions, and exercises.