

Han Lee

Update : 2026/09/15

A. Journal Papers

1. **Han Lee**, Ju-Yin Weng, Kuan Yun Chen (2026). Interactive marketing and instant donations: psychological drivers of virtual YouTuber followers' contributions. *Journal of Research in Interactive Marketing*, 20(2), 232-249. (SSCI, Q1 in Business, IF = 11.6)
2. Hsiu-Wen Liu, **Han Lee**, Chia-Wen Chang (2026). A network-enabled framework for big data-driven customer innovation: antecedents, mechanisms, and performance outcomes. *Journal of Enterprise Information Management*, 39(2), 532-561. (SSCI, Q1 in Management, IF = 6.4)
3. **Han Lee***, Hsiu-Wen Liu, Chia-Wen Chang (2025). Digitalization and international markets: integrating intellectual capital, big data analytic capability and digital business and marketing capability. *Journal of Intellectual Capital*, 26(5), 1146-1165. (SSCI, Q1 in Business and Management, IF = 6.8)
4. Yi-Fang Chiang, Ting-Ting Chen*, **Han Lee**, Hsin-I Chen, Wei-Chen Chen (2025). Unleashing the Power of Social Media Influencers on Direct-to-Consumer Brands. *Journal of Management and Business Research*, 42(1). (TSSCI)
5. Chia-Wen Chang*, Heng-Chiang Huang, Shih-Ju Wang, **Han Lee** (2021). Relational bonds, customer engagement, and service quality. *Service Industries Journal*, 41(5-6), 330-354. (SSCI, Q1 in Management, IF:9.405)
6. **Han Lee***, Chuan-Feng Shih, Heng-Chiang Huang (2020). The Way to Reconstructing Relationship: the Characteristics and Effects of Consumer Forgiveness in E - commerce. *NTU Management Review*, 30 (1). (TSSCI)

B. Conference Papers

1. Ju-Ying Weng, **Han Lee***, Ming-Huei, Hsieh (2024). Robot affective delivery. *2024 ISPIM Innovation Conference - Local Innovation Ecosystems for Global Impact*.
2. **Han Lee***, Chuan-Feng Shih, Heng-Chiang Huang, Ju-Yin Weng (2023). Consumer Forgiveness and Repurchase Intention Under Service Failure : A Moderated Mediation Model of Effective Preference of Relationship Maintenance and Desire for Reconciliation. *2023 AMS World Marketing Congress*.

3. Chuan-Feng Shih, **Han Lee***, Heng-Chiang Huang, Pao-Hsuan Tseng (2021). Can Service Failure be Effectively Mitigated without Service Recovery? The Formation Mechanism of Consumers' Emotional Forgiveness and Reconciliation Behavior. **021 Management Concept and Application Conference.**
4. **Han Lee***, Heng-Chiang Huang, Chuan-Feng Shih (2019). Can Reconciliation and Revenge Exist Simultaneously? The Mechanism of Hollow Forgiveness and Silent Forgiveness. **2019 AMS World Marketing Congress**
5. **Han Lee***, Chuan-Feng Shih, Heng-Chiang Huang (2018). The Way to Reconstructing Relationship : the Characteristics and Effects of Consumer Forgiveness in E-commerce. 2018 Management Theory and Practice Conference. **2018 Management Theory and Practice Conference. (Excellent Paper Award)**
6. Chuan-Feng Shih, Heng-Chiang Huang, **Han Lee** (2018). Punishment Effect On Mechanism of Consumer's Forgiveness and Consumer Relationship Repair. **2018 AMA Winter Academic Conference.**
7. **Han Lee***, Heng-Chiang Huang, Chuan-Feng Shih (2017). The Way to Regained Trust Through Service Recovery Is Paved with Consumer Forgiveness: The Effects of Service Failure Characteristics. **2017 AMS Annual Conference.**
8. Chuan-Feng Shih, Heng-Chiang Huang, **Han Lee** (2017). The Mechanisms Of Punishment On Consumer's Forgiveness And Trust Repair: An Integrated Causal Attribution Model Of Trust Repair. **2017 AMS Annual Conference.**