

# Han Lee

Update : 2023/09/04

## A. Journal Papers

1. Chen, L. J., Lee, H., Lee, W. R., & Yi, S. H. (2023). From where does innovation come? employee well-being and organizational commitment induced by leadership style, *Journal of Management Research*, 15(1), 1-18. (ABI/Inform)
2. Chang, C. W., Huang, H. C., Wang, S. J., & Lee, H. (2021). Relational bonds, customer engagement, and service quality. *The Service Industries Journal*, 1-25. (SSCI, IF:6.539)
3. Lee, H., Shih, C. F., & Huang, H. C. (2020). The Way to Reconstructing Relationship : the Characteristics and Effects of Consumer Forgiveness in E - commerce. *NTU Management Review*, 30 (1). (TSSCI) 第一作者、通訊作者

## B. Conference Papers

1. Lee, H., Shih, C. F., Huang, H. C., & Weng, J. Y. (2023). Consumer Forgiveness and Repurchase Intention Under Service Failure : A Moderated Mediation Model of Effective Preference of Relationship Maintenance and Desire for Reconciliation. *2023 Academy of Marketing Science World Marketing Congress*. 第一作者、通訊作者.
2. Shih, C. F., Lee, H., Huang, H. C., & Tseng, P. H. (2021). Can Service Failure be Effectively Mitigated without Service Recovery? The Formation Mechanism of Consumers' Emotional Forgiveness and Reconciliation Behavior. *2021 Management Concept and Application Conference*. 通訊作者
3. Lee, H., Huang, H. C., & Shih, C. F. (2019). Can Reconciliation and Revenge Exist Simultaneously? The Mechanism of Hollow Forgiveness and Silent Forgiveness. *2019 AMS World Marketing Congress*. 第一作者、通訊作者
4. Lee, H., Shih, C. F., & Huang, H. C. (2018). The Way to Reconstructing Relationship : the Characteristics and Effects of Consumer Forgiveness in E – commerce. *2018 Management Theory and Practice Conference*. (Excellent Paper Award) 第一作者、通訊作者
5. Shih, C. F., Huang, H. C., & Lee, H. (2018). Punishment Effect On Mechanism

of Consumer's Forgiveness and Consumer Relationship Repair. 2018 *AMA Winter Academic Conference*.

6. **Lee, H.**, Huang, H. C., & Shih, C. F. (2017). The Way to Regained Trust Through Service Recovery Is Paved with Consumer Forgiveness: The Effects of Service Failure Characteristics. *2017 AMS Annual Conference*. 第一作者、通訊作者
7. Shih, C. F., Huang, H. C., & **Lee, H.** (2017). The Mechanisms of Punishment on Consumer's Forgiveness and Trust Repair: An Integrated Causal Attribution Model of Trust Repair. *2017 AMS Annual Conference*.