

Faculty Information

LEE, Geunhee

■ Specialization:

Marketing and Management (MM)

Japanese Management (JM)

■ Research Area:

Marketing, Consumer Behavior, Viral Marketing, Social Media Marketing, Tourism, Motivational Factors.

■ Keywords:

Viral Marketing, Co-creation, Consumer Behavior, Hospitality Marketing

■ Seminar Topic:

Viral Marketing, Co-creation

■ Seminar Teaching Method:

Discussion based on understanding of related topics

■ Possible Research Topics for Students:

- Open Innovation in Tourism: Assessment of Motivation Crowding Effects
- The Roles of Perceived Internal and External Benefits and Costs in Innovation Co-Creation: Lessons from Japan
- Reexamination of co co-creation model and the influence of mediation variables: Japanese Tourists
- The Roles of Perceived Internal and External Benefits and Costs in Innovation Co Co-Creation: Lessons from Japan

■ Research Method:

Both quantitative and qualitative method

■ Comments:

Motivation is the only qualification that you need to study in my seminar.

■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001521&Language=2>