

Jooyoung Park

Peking University HSBC Business School
Room 644, Peking University HSBC Business School
University Town, Nanshan District Shenzhen
518055 China

Office: (86) 0755 - 26033621
E-mail: jpark@phbs.pku.edu.cn

EDUCATION

Ph.D. (Marketing), University of Iowa, USA, May, 2014
Doctoral Coursework (Management Engineering), KAIST, S. Korea, 2007 - 2009
M.S. (Management Engineering), KAIST, S. Korea, 2007
B.S. (Business Administration), Kyungpook National University, S. Korea, 2004

RESEARCH INTERESTS

Consumer Information Processing
Consumer Motivation and Self-Regulation
Consumer Evaluations of Goal-Related Products
Consumer Management of Multiple-Goal Pursuit

PUBLICATIONS AND CONFERENCE PROCEEDINGS

Park, Jooyoung, Fang-Chi Lu, and William M. Hedgcock "Effects of Forward versus Backward Planning on Goal Pursuit," accepted at *Psychological Science*

Chung, Sunghun and Jooyoung Park "Exploring Consumer Evaluations in Social Media: The Role of Psychology Distance between Company and Consumer," at *Computers in Human Behavior*, forthcoming.

Park, Jooyoung and William M. Hedgcock (2016) "Thinking concretely or abstractly: The influence of fit between goal progress and goal construal on subsequent self-regulation," *Journal of Consumer Psychology*, 26(3), 395-409.

Chung, Sunghun and Jooyoung Park (2015) "The influence of brand personality and relative brand identification on brand loyalty in the European mobile phone market," *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*.

Chung, Sunghun and Jooyoung Park (2013) "Effects of Social and Temporal Distance on Evaluation of Corporate Ambivalent Behavior," *Social Behavior and Personality*, 41(7), 1219-1224.

Park, Jooyoung, Yeosun Yoon, and Byoungtae Lee (2009) "The Effect of Gender and Product Categories on Consumer Online Information Search," *Advances in Consumer Research*

MANUSCRIPTS UNDER REVIEW/REVISION

Park, Jooyoung and William M. Hedgcock “The Influence of Perceived Goal Progress on Consumer Perception of and Preference for Unifinal versus Multifinal Means,” Revising for resubmission at *Journal of Consumer Research*

Lu, Fang-Chi, Jooyoung Park, and Dhananjay Nayakankuppam “Simultaneous versus Sequential Approach to Conflicting Multigoal Management: The Moderating Role of Mindset Abstraction,” Revising for 2nd review at *Journal of Consumer Research*

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, “Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk”, In preparation for *MIS Quarterly*

MANUSCRIPTS IN PREPARATION

Park, Jooyoung and Hedgcock, William M. “The “Left-to-Right Effect” of Product Location on Consumer Judgment,” In preparation for *Journal of Marketing*

Hedgcock, William M., Jooyoung Park, and Irwin Levin “Differences in Risk and Attribute Framing,” In preparation for *Psychological Science*

SELECTED WORK IN PROGRESS

Park, Jooyoung and William M. Hedgcock “The Influence of Vertical Product Positions on Consumer Judgment” (4 studies completed)

Park, Jooyoung and William M. Hedgcock “The Persuasive Influence of Fit between Goal Progress and the Construal Level of Message Framing” (3 studies completed)

Park, Jooyoung and Sara Kim “Can a Gift Tell Your Romantic Relationship? The Impact of the Intimacy of Romantic Relationships on Gift Choice” (2 studies completed)

Park, Jooyoung “The Asymmetric Effect of Going Green versus Going Luxury” (2 studies completed)

Souissi, Fayrouz and Jooyoung Park “The Impact of Mixed-Sex Competition on Women Choice of an Androgyny Style of Fashion” (1 study completed)

CONFERENCE PRESENTATIONS/POSTERS

Park, Jooyoung and Jacob C. Lee (2017) “Luxury versus Green Extension? The Answer Depends on the Parent Brand,” Global Fashion Management Conference, Vienna, Austria

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, “Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk”, Academy of Management Meetings, Aug 2017, Atlanta, GA

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, "Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk", Statistical Challenges in Electronic Commerce, Jun 2017, Ho Chi Minh, Vietnam

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, "Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk", ZEW Conference on the Economics of Information and Communication Technologies, Jun 2017, Mannheim, Germany

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, "Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk", Winter Conference on Business Analytics, Mar 2017, Snowbird, UT

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang, "Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk", INFORMS Annual Meeting, Nov 2016, Nashville, TN

Park, Jooyoung and Sara Kim (2017) "Can a Gift Tell Your Romantic Relationship? The Impact of the Intimacy of Romantic Relationships on Gift Choices," Society for Consumer Psychology (in a working paper session), San Francisco, CA.

Park, Jooyoung and William M. Hedgcock (2014) "The "Left-to-Right Effect" of Product Location on Consumer Judgment," Association for Consumer Research Annual Conference (in a competitive paper session), Baltimore, MD.

Park, Jooyoung and William M. Hedgcock (2014) "The Influence of Vertical Product Positions on Consumer Judgment," Association for Consumer Research Annual Conference (in a working paper session), Baltimore, MD.

Park, Jooyoung and William M. Hedgcock (2013) "The Influence of Perceived Goal Progress on Consumer Perception of and Preference for Unifinal versus Multifinal Means," James F. Jakobsen Graduate Conference, IA.

Park, Jooyoung and William M. Hedgcock (2013) "Focusing on Desirability versus Feasibility: The Influence of Fit between Goal Progress and Construal Level on Subsequent Self-Regulation," Robert Mittelstaedt Symposium Fellow, NE.

Park, Jooyoung and William M. Hedgcock (2013) "The Influence of Perceived Goal Progress on Consumer Perception of and Preference for Unifinal versus Multifinal Means," Society for Consumer Psychology Annual Conference (in a competitive paper session), San Antonio, TX.

Park, Jooyoung, Fang-Chi Lu, and William M. Hedgcock (2013) "It Matters How You Plan: Effects of Forward versus Backward Planning on Goal Pursuit," Society for Consumer Psychology Annual Conference (in a competitive paper session), San Antonio, TX.

Lu, Fang-Chi, Jooyoung Park, and Dhananjay Nayakankuppam (2012) "An Exclusionary or Integrative Approach to Goal Conflict: The Moderating Role of Mindset Abstraction," Association for Consumer Research Annual Conference (in a competitive paper session), Vancouver, BC, Canada.

Hedgcock, William M., Irwin Levin, Kameko Halfman, Jooyoung Park, and Natalie Denburg (2012) "Risk and Attribute Framing: They're Different," Association for Consumer Research Annual Conference (in a competitive paper session), Vancouver, BC, Canada.

Park, Jooyoung, Fang-Chi Lu, and William M. Hedgcock (2012) "How to Plan? The Influence of Backward versus Forward Planning on Goal Pursuit," Society for Consumer Psychology Annual Conference (in a working paper session), Las Vegas, NV.

Park, Jooyoung and William M. Hedgcock (2012) "How Should I Think about What I am Doing? The Influence of Fit between Goal Progress and Construal Level on Persuasion," James F. Jakobsen Graduate Conference, IA.

Park, Jooyoung and William M. Hedgcock (2011) "How Should I Think about What I am Doing? The Influence of Fit between Goal Progress and Construal Level on Motivation and Persuasion," Association for Consumer Research Annual Conference (in a working paper session), St. Louis, MO.

Park, Jooyoung, Yeosun Yoon and Byoungtae Lee (2008) "The Effect of Gender and Product Categories on Consumer Online Information Search," Association for Consumer Research Annual Conference (in a competitive paper session), San Francisco, CA.

Park, Jooyoung and Byoungtae Lee (2007) "Gender Differences in Online Shopping Considering Experiential and Goal-Directed Behaviors," 7th Asian eBiz Workshop, China.

HONORS AND AWARDS

Graduate College Summer Fellowship, University of Iowa, June - July 2013
Robert Mittelstaedt Symposium Fellow as a presenter, University of Nebraska, March 2013
Haring Symposium Fellow, University of Indiana, April 2012
James F. Jakobsen Award Winner (1st place), University of Iowa, March 2012
Graduate Assistantship, University of Iowa, 2009 - 2014
Research Grant from Korea Research Foundation, 2008 - 2009
Honors Scholarship, KAIST Business School, 2005 - 2008
LG Electronics Scholarship Program, 2003 - 2005
Honors Scholarship, Kyungpook National University, 2001 - 2004

TEACHING EXPERIENCE

Instructor (Peking University HSBC Business School)	2014 - 2017
Marketing Management (97.60/100 in 2016-2017)	2015 - 2017
Consumer Behavior (96.43/100 in 2015-2016)	2014 - 2016
Teaching Assistant: Co-Instructor (University of Iowa)	2010 - 2014
Introduction to Marketing Strategy, Undergraduate	
- Shared responsibility for course development and implementation	
- Student Evaluation of Teaching - median score 5.93 (out of 6)	Spring 2013
- Student Evaluation of Teaching - median score 5.56 (out of 6)	Fall 2012
- Student Evaluation of Teaching - median score 5.92 (out of 6)	Spring 2012

- Student Evaluation of Teaching - median score 4.90 (out of 6) Fall 2011
- Student Evaluation of Teaching - median score 4.75 (out of 6) Spring 2011
- Student Evaluation of Teaching - median score 5.15 (out of 6) Fall 2010

Teaching Assistant and Grader (University of Iowa)

Consumer Behavior, Undergraduate	Spring 2010
International Marketing, Undergraduate	Spring 2010
Consumer Behavior, Undergraduate	Fall 2009
Advertising Theory, Undergraduate	Fall 2009
Sales Management, Undergraduate	Fall 2009

Teaching Assistant and Grader (KAIST)

Promotion Management, MBA	Fall 2008
Marketing Theory, Graduate	Spring 2008
Finance Information System, MBA	Fall 2007
IT Consulting, MBA	Fall 2007
Introduction to E-Business, Executive MBA	Spring 2007

PROFESSIONAL SERVICE

Reviewer

- Journal of Consumer Marketing, 2014
- Association for Consumer Research Conference, 2013
- Society for Consumer Psychology Conference, 2012

Professional Membership

- Association for Consumer Research
- Society for Consumer Psychology

PROJECT EXPERIENCE

- Project Assistant, IBM Corp., May - September 2006
- Project Assistant, MOST (Ministry of Science and Technology), March - August 2006