

Jooyoung Park

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

Office: (86) 0755 - 2603 - 3621
E-mail: jpark@phbs.pku.edu.cn

ACADEMIC APPOINTMENT

Peking University HSBC Business School, August 2014 – current Assistant Professor

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 Motivation and Self-Regulation
Consumer Management of Multiple-Goal Pursuit
Motivations and Participation in Crowdfunding
Gift Giving Behavior
Childhood SES and Consumer Behavior

PUBLICATIONS AND CONFERENCE PROCEEDINGS

Park, Jooyoung, Jungkeun Kim, Billy Sung, Benjamin Voyer, and Fernando Fastoso, “The Impact of COVID-19 on Consumer Evaluation of Authentic Advertising Messages,” accepted at *Psychology & Marketing*

Kim, Keongtae, Jooyoung Park, Yang Pan, Kunpeng Zhang, and Xiaoquan (Michael) Zhang “Risk Disclosure in Crowdfunding,” accepted at *Information Systems Research*

Kim, Jungkeun, Jooyoung Park, Seongseop (Sam) Kim, Daniel Chaemin Lee, Marianna Sigala (2021), “COVID-19 Restrictions and Variety-Seeking in Travel Choices and Actions: The Moderating Effects of Previous Experience and Crowding,” *Journal of Travel Research*

Kim, Jungkeun, Marilyn Giroux, Jooyoung Park, and Jacob C. Lee (2021), “An Evolutionary Perspective in Tourism: The Role of Socioeconomic Status on Extremeness Aversion in Travel Decision Making,” *Journal of Travel Research*

Kim, Jungkeun, Jooyoung Park, Jaeseok Lee, Seongseop Kim, Hector Gonzalez-Jimenez, Jaehoon Lee, Yung Kyun Choi et al. (2021), “COVID-19 and Extremeness Aversion: The Role of Safety Seeking in Travel Decision Making,” *Journal of Travel Research*

Xu, Cheng, Jooyoung Park, and Jacob C. Lee (2021), “The Effect of Shopping Channel (Online vs. Offline) on Consumer Decision Process and Firm’s Marketing Strategy,” *Internet Research*

Kim, Jungkeun, Jihoon Jhang, Jooyoung Park, Jaeseok Lee, and Jacob C. Lee (2021), "The Impact of the COVID-19 Threat on the Preference for High versus Low Quality/Price Options," *Journal of Hospitality Marketing & Management*, 30(6), 699-71.

Giroux, Marilyn, Drew Franklin, Jungkeun Kim, Jooyoung Park and Kyuseop Kwak (2021), "The Impact of Same versus Different Price Presentation on Travel Choice and the Moderating Role of Childhood Socioeconomic Status" *Journal of Travel Research*.

Kim, Jungkeun, Marilyn Giroux, Jae-Eun Kim, Yung Kyun Choi, Hector Gonzalez-Jimenez, Jacob C. Lee, Jooyoung Park, Seongsoo Jang, and Seongseop (Sam) Kim (2021), "The Moderating Role of Childhood Socio-Economic Status on the Impact of Nudging on the Perceived Threat of Coronavirus and Stockpiling Intention," forthcoming at *Journal of Retailing and Consumer Services*, 59: 102362.

Park, Jooyoung, Jungkeun Kim, and Seongseop (Sam) Kim (2020), "Evolutionary Aspects of Scarcity Information with Regard to Travel Options: The Role of Childhood Socioeconomic Status," *Journal of Travel Research*

Jungkeun Kim, Marilyn Giroux, Hector Gonzalez-Jimenez, Seongsoo Jang, Jooyoung Park, Jae-Eun Kim, Jacob C. Lee, and Yung Kyun Choi (2020) "Nudging to Reduce the Perceived Threat of Coronavirus," *Journal of Advertising*, 1-15.

Ryu, Sunghan, Jooyoung Park, Keongtae Kim, and Young-Gul Kim (2020) "Reward versus Altruistic Motivations in Reward-Based Crowdfunding," *International Journal of Electronic Commerce*, 24(2), 159-183.

Kim, Jungkeun, Euejung Hwang, Jooyoung Park, Jacob C. Lee, and Jongwon Park (2019) "Position Effects of Menu Item Displays in Consumer Choices: Comparisons of Horizontal versus Vertical Displays," *Cornell Hospitality Quarterly*, 60(2), 116-124.

Chu, Wujin, Meeja Im, Mee Ryoung Song, and Jooyoung Park (2019), "Psychological and Behavioral Factors Affecting Electric Vehicle Adoption and Satisfaction: A Comparative Study of Early Adopters in China and Korea," *Transportation Research Part D: Transport and Environment*, 76, 1-18.

Park, Jooyoung, Fang-Chi Lu, and William M. Hedgcock (2017) "Relative Effects of Forward and Backward Planning on Goal Pursuit," *Psychological Science*, 28(11), 1620-1630.

Chung, Sunghun and Jooyoung Park (2017) "Exploring Consumer Evaluations in Social Media: The Role of Psychology Distance between Company and Consumer," *Computers in Human Behavior*, 76, 312-320.

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, 34(1), 47-62.

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

Lu, Fang-Chi, Jooyoung Park, and Dhananjay Nayakankuppam (equal authorship) "Balancing versus Highlighting Approaches to Multi-Goal Management: Mindset Abstraction as a Moderator," in preparation for 3rd round review at *Journal of Consumer Psychology*

Park, Jooyoung, Fang-Chi Lu, and Dhananjay Nayakankuppam (equal authorship) "Concentrating or Dispersing? The Impact of Mindset Abstraction on Multi-Goal Management under Resource Constraints," in preparation for 2nd round review at *Marketing Letters*

Kim, Jungkeun, Jaehoon Lee, Jooyoung Park, and Marilyn Giroux, "Opportunity out of Threat: Sustainable Consumption in Times of COVID-19," in preparation for 2nd round review at *Journal of Public Policy and Marketing*

Park, Jooyoung, Jihoon Jhang, Jae Hoon Lee, Jacob C. Lee, Jihoon Jhang, Jungkeun Kim, "The Impact of Infectious Disease Threat on Consumers' Pattern-Seeking in Sequential Choices," under 2nd round review at *Psychology & Marketing*

Septianto, Felix, Jungkeun Kim, and Jooyoung Park, "The Impact of Socioeconomic Status on Preference for Sustainable Luxury Brands," in preparation for 2nd round review at *Psychology & Marketing*

Chung, Sunghun, Donghyuk Shin, and Jooyoung Park "Predicting Firm's Market Performance Using Real-time Customer Satisfaction Index (RTCSI) based on Social Media Min," Under review at *Marketing Letters*

Park, Jooyoung and William M. Hedgcock "The Influence of Perceived Goal Progress on Consumer Perception of and Preference for Unifinal versus Multifinal Means," Reject and Resubmit at *Journal of Consumer Research*

MANUSCRIPTS IN PREPARATION

Park, Jooyoung, Mengshu Chen, and Jungkeun Kim, "The More Expensive a Gift Is, the More It Is Appreciated? The Effect of Gift Price on Recipients' Appreciation," in preparation for submission at *Journal of Retailing*

Park, Jooyoung, Keongtae Kim, Ying-yi Hong, and Jungkeun Kim "Beauty, Gender, and Online Charitable Giving," In preparation for submission at *Journal of Consumer Research*

- ICIS (International Conference on Information Systems) Best Conference Paper Nomination and Best Track Paper for ‘Sharing Economy and Crowd Markets’ Track (2018)

Lee, Jae Hoon, Jooyoung Park, Kim, Jacob C. Lee, Jihoon Jhang, and Jungkeun Kim, “Visual Patterns as an Effective Source of Communication: Infectious Disease Cues and Visual Pattern-Seeking,” In preparation for submission at *Psychology & Marketing*

Kim, Jungkeun, Jacob C. Lee, Jooyoung Park and Jong-Won Park, “The First Option Effect: The First-As-Recommended Inference on Menu Choice,” In preparation for *Journal of Marketing*

Lee, Jae Hoon, Jungkeun Kim, Jihoon Jhang, Jacob C. Lee, and Jooyoung Park “COVID-19 and Consumer Morality: The Moderating Role of AI,” In preparation for submission at *Journal of Retailing*

Kim, Jungkeun and Jooyoung Park, and Jae Hoon Lee “The Impact of Childhood Socioeconomic Status on Sensitivity to Quantity Discount,” In preparation for submission at *Journal of Retailing*

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

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, Joowon, Stijn M.J. van Osselaer and Jooyoung Park “The effect of goal progress velocity on motivation” (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, Fayrouz Souissi, and Lingnan Meng “The Impact of Mixed-Sex Competition on Women Choice of an Androgyny Style of Fashion” (2 studies completed)

Park, Jooyoung and Sara Kim “The Impact of Angry versus Smile Faces on Consumer Judgments” (2 studies completed)

Park, Jooyoung, Fang-Chi Lu and Jayati Sinha “Freshstart Mindset and Consumer Goal Pursuit” (1 study completed)

Park, Jooyoung and Nathasya P. B. Kristianto “The Impact of Natural versus Obtained Beauty on Judgments” (1 study completed)

HONORS AND AWARDS

ICIS (International Conference on Information Systems) Best Conference Paper Nomination and Best Track Paper for ‘Sharing Economy and Crowd Markets’ Track (2018)
Faculty Teaching Excellence Award, Peking University HSBC Business School, 2017 - 2018
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

CONFERENCE PRESENTATIONS/POSTERS

Park, Jooyoung and Nathasya Pricilia B Kristianto (2020), “The Impact of Natural versus Attained Beauty on Service Evaluations,” Association for Consumer Research (in a working paper session), Paris, France.

Park, Jooyoung and Keongtae Kim (2019), “The Role of Beauty in Donation Crowdfunding,” Hawaii International Conference on System Sciences (HICSS) 2019, Maui, HI

Park, Jooyoung and Keongtae Kim (2018) “Beauty Premium versus Beauty Discount on Crowdfunding Platforms,” International Conference on Information Systems 2018 (in a competitive paper session), San Diego, CA.

Kim, Keongtae, Jooyoung Park, Yang Pan, and Kunpeng Zhang (2018) “Disclosure of Project Risk in Crowdfunding,” Association for Consumer Research (in a working paper session), Dallas, TX.

Wei, Lingru and Jooyoung Park (2018) “To Save Face or Follow My Heart, Asian Consumers’ Impulsive Purchase Behavior Triggered by Salesperson’s Inquiries of Social Identity” Association for Consumer Research (in a working paper session), Dallas, TX.

Park, Jooyoung, Fayrouz Souissi and LingNan Meng (2017) “The Impact of Mixed-Sex Competition on Women’s Choice of Androgynous Products,” Association for Consumer Research (in a working paper session), San Diego, CA.

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 Byungtae Lee (2007) “Gender Differences in Online Shopping Considering Experiential and Goal-Directed Behaviors,” 7th Asian eBiz Workshop, China.

Invited Seminar/Talk

Park, Jooyoung, Keongtae Kim, and Ying-yi Hong (2019) “Beauty, Gender, and Charitable Giving,” City University of Hong Kong, Hong Kong, China

Park, Jooyoung and William M. Hedgcock (2017) “The “Left-to-Right Effect” of Product Location on Consumer Judgment,” Kyungpook National University, South Korea

Park, Jooyoung and William M. Hedgcock (2014) “The “Left-to-Right Effect” of Product Location on Consumer Judgment,” Korea University Business School, South Korea

COLUMN ARTICLES

Park, Jooyoung (2018) “How Reverse Planning for Goals Can Help Students Succeed in School,” Retrieved from: <https://www.kqed.org/mindshift/50947/how-reverse-planning-for-goals-can-help-students-succeed-in-school>

Park, Jooyoung (2017) “Trying to Get Ahead? Plan in Reverse, Study Suggests,” Retrieved from: <https://www.psychologicalscience.org/news/minds-business/trying-to-get-ahead-plan-in-reverse-study-suggests.html>.

Park, Jooyoung (2017) “Planning ahead is good, but planning backward is better,” Retrieved from: <https://work.qz.com/1094759/the-order-in-which-you-plan-makes-a-difference/>

TEACHING EXPERIENCE

Instructor (Peking University HSBC Business School)
Marketing Management (98.38/100 in 2021; 97.60/100 in 2016)

2014 - 2021
2015 - 2021

Jooyoung Park (Page 7 of 8)

Consumer Behavior (100/100 in 2021; 98.48/100 in 2020)	2014 - 2021
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

Psychology & Marketing, 2021
 International Journal of Contemporary Hospitality Management, 2021
 International Journal of Electronic Commerce, 2020 - 2021
 Journal of Consumer Marketing, 2014
 Association for Consumer Research Conference, 2013 - 2018
 Society for Consumer Psychology Conference, 2012 - 2017

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