

Jooyoung Park

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ACADEMIC APPOINTMENT

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|---|---------------------|
| Peking University HSBC Business School, July 2022 – current | Associate Professor |
| Peking University HSBC Business School, August 2014 – 2022 July | 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 Psychology and Decision-Making
Human-New Technology Interactions
Motivation and Self-Regulation
Consumer Welfare and Policy

PUBLICATIONS AND CONFERENCE PROCEEDINGS

Lee, Daniel Chaemin, JiHoon Jhang, Jungkeun Kim, jooyoung park, Jaehoon Lee, Areum Cho, “When Size Doesn’t Matter: The Impact of Unexpected Surcharges on Consumer Reactions,” accepted in *Journal of Business Research*

Baek, Tae Hyun, Mark Yi-Cheon Yim, Jooyoung Park, and Areum Cho, “Disruptive But Costly: How Upside-Down Logos backfire in Consumer Responses to Brands (2026),” *Journal of Retailing and Consumer Services*, 88, 104500.

Chung, Sunghun, Jaehwuen Jung, Jooyoung Park, Chul Ho Lee and Yasin Ceran (2025), “Who Is Handling My Case? How Identity Disclosure Enhances Customer Service: Evidence from a Large-Scale Field Experiment,” *Information Systems Research*, 36(3), 1631-1651.

Baek, Tae Hyun, Jooyoung Park, and Jeong Soo Kim, *forthcoming*, “Meme Advertising for Luxury Brands: Effects on Perceived Funniness and Sharing Intention,” *International Journal of Advertising*, 1-32, <https://doi.org/10.1080/02650487.2025.2510062>

Kim, Jungkeun, Areum Cho, Tae Hyun Baek, Jooyoung Park, and Joonheui Bae (2025), “The Effect of NFT Visual Quality on Consumer Evaluations of Luxury Goods in the Metaverse,” *Journal of Retailing and Consumer Services*, 87, 104346.

Kim, Jungkeun, Areum Cho, Daniel Chaein Lee, Jooyoung Park, Aekeyoung Kim, Jihoon Jhang, and Changju Kim (2025), "Consumer Preferences for the Visual Presentation of Non-Fungible Tokens (NFTs) of Luxury Products: The Role of Perceived Authenticity," *Journal of Retailing and Consumer Services*, 82, 104131.

Kim, Jeong Hyun, Jungkeun Kim, Jooyoung Park, Changju Kim, Jihoon Jhang, and Brian King (2025), "When ChatGPT Gives Incorrect Answers: The Impact of Inaccurate Information by Generative AI on Tourism Decision-Making," *Journal of Travel Research*, 51-73

Lu, Fang-Chi, Jooyoung Park, and Dhananjay Nayakankuppam (equal authorship) (2023), "The influence of mindset abstraction on preference for mixed versus extreme approaches to multigoal pursuits," *Journal of Consumer Psychology*, 33(1), 62-76.

Kim, Jungkeun, Jeong Hyun Kim, Changju Kim, and Jooyoung Park (2023), "Decisions with ChatGPT: Reexamining choice overload in ChatGPT recommendations," *Journal of Retailing and Consumer Services* 75, 103494.

Jihoon Jhang, Daniel Chaein Lee, Jooyoung Park, Jaehoon Lee, Jungkeun Kim (2023), "The impact of childhood environments on the sunk-cost fallacy," *Psychology & Marketing*, 40(3), 531-541.

Jhang, Jihoon, Daniel Chaein Lee, Jooyoung Park, Jaehoon Lee, and Jungkeun Kim (2023), "The Impact of Childhood Environments on the Sunk-Cost Fallacy," *Psychology & Marketing*, 40 (3), 531-541.

Lee, Jaehoon, Jooyoung Park, Jacob C. Lee, Jihoon Jhang, and Jungkeun Kim (2023) "The Impact of Infectious Disease Cues on Visual Pattern-Seeking," *International Journal of Advertising*, 42 (4), 740-772.

Chung, Sunghun, Donghyuk Shin, and Jooyoung Park (2022) "Predicting Firm Market Performance Using the Social Media Promoter Score," *Marketing Letters*, 33(3), 1-17.

Bayuk, Julia, Hyunjung Crystal Lee, Jooyoung Park, Serkan Saka, Debabrata Talukdar, and Jayati Sinha (2022) "Mindfully Aware and Open: Mitigating Subjective and Objective Financial Vulnerability via Mindfulness Practices," *Journal of Consumer Affairs*, 56 (3), 1284-1311.

Kim, Keongtae, Jooyoung Park, Yang Pan, Kunpeng Zhang, and Xiaoquan (Michael) Zhang (2022), "Risk Disclosure in Crowdfunding," *Information Systems Research*, 33(3), 1023-1041.

Kim, Jungkeun, Jooyoung Park, Felix Septianto (2022) "The Impact of Socioeconomic Status on Preferences for Sustainable Luxury Brands," *Psychology & Marketing*, 39(8), 1563-1578.

Kim, Jungkeun, Jooyoung Park, Seongseop (Sam) Kim, Hector González, Jae Eun Kim, Rouxelle De Villiers, Jacob C. Lee, and Marilyn Giroux (2022), "The Impact of the Threat of COVID-19 on Visiting Intentions as Influenced by Different Destination Logos," *European Journal of Marketing*, 56(3), 738-767.

Park, Jooyoung, Jungkeun Kim, and Seongseop (Sam) Kim (2022), “Evolutionary Aspects of Scarcity Information with Regard to Travel Options: The Role of Childhood Socioeconomic Status,” *Journal of Travel Research*, 61(1), 93-107.

Park, Jooyoung, Jihoon Jhang, Jae Hoon Lee, Jacob C. Lee, Jihoon Jhang, Jungkeun Kim (2022) “The Impact of Infectious Disease Threat on Consumers’ Pattern-Seeking in Sequential Choices,” *Psychology & Marketing*, 39 (2), 370-389.

Park, Jooyoung, Jungkeun Kim, Daniel C. Lee, Seongseop S. Kim, Benjamin G. Voyer, Changju Kim, Billy Sung et al. (2022) “The Impact of COVID-19 on Consumer Evaluation of Authentic Advertising Messages,” *Psychology & Marketing*, 39(1), 76-89.

Kim, Jungkeun, Marilyn Giroux, Jooyoung Park, and Jacob C. Lee (2022), “An Evolutionary Perspective in Tourism: The Role of Socioeconomic Status on Extremeness Aversion in Travel Decision Making,” *Journal of Travel Research*, 61(5), 1187-1200.

Kim, Jungkeun, Jooyoung Park, Seongseop (Sam) Kim, Daniel Chaein Lee, Marianna Sigala (2022), “COVID-19 Restrictions and Variety-Seeking in Travel Choices and Actions: The Moderating Effects of Previous Experience and Crowding,” *Journal of Travel Research*, 61(7), 1648-1665.

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*, 61(4), 837-854.

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*, 32(3), 971-987.

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), 699-671.

Giroux, Marilyn, Drew Franklin, Jungkeun Kim, Jooyoung Park and Kyuseop Kwak (2022), “The Impact of Same versus Different Price Presentation on Travel Choice and the Moderating Role of Childhood Socioeconomic Status” *Journal of Travel Research*, 61(3), 674-695.

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,” *Journal of Retailing and Consumer Services*, 59 (March), 102362.

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

Park, Jooyoung, Keongtae Kim, Ying-yi Hong, and Jungkeun Kim "Beauty, Gender, and Online Charitable Giving" in preparation to submit for the 3rd round review in *Information Systems Research*

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

Seong, NohYoon, Youngchan Hwang, Jooyoung Park and Keongtae Kim, "Equity Crowdfunding and Startup Performance," in preparation to submit for the 3rd round review in *MIS Quarterly*

Baek, Tae Hyun, Jihoon Jhang, and Jooyoung Park, "**When Signaling AI-Generated Content Increases Charitable Giving: The Role of Consumer Mindsets**," submitted for the 2nd round review in *Journal of Retailing and Consumer Services*

Sinha, Jayati and Jooyoung Park, "Sleep Quality and Hoarding Tendencies," in preparation for the 2nd round review in *Journal of Public Policy & Marketing*

Kim, Jungkeun, Jooyoung Park, Jehye Min, Esther Kim, “Free Effect in Bundled Offering: The Positive Emotional Effect of Free Offers and the Moderator Role of Framing Effect,”
Under review in Journal of Travel Research

MANUSCRIPTS IN PREPARATION

Sinha, Jayati and Jooyoung Park, “Political Ideology and Distracted Driving,” in preparation to submit to *Journal of Public Policy & Marketing*

Costello, Francis Joseph, Jooyoung Park, Keongtae Kim, and Jason Thatcher, “Gen-AI and XAI Effects on Human Information Processing,” in preparation to submit to *Management Science*

Park, Jooyoung and Fang-Chi Lu (equal authorship) “Concentrating or Dispersing? The Impact of Mindset Abstraction on Multi-Goal Management under Resource Constraints,” in preparation to submit to *Journal of Public Policy & 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 submission in *Journal of Marketing*

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

SELECTED WORK IN PROGRESS

Park, Jooyoung, Victoria Liu, and Angela Duckworth, “Task- versus Time-Based Planning and Procrastination”

Zhang, Yue, Jooyoung Park, Ying Zhang “Childhood Resources and Conformity”

Park, Jooyoung and William M. Hedgcock “The Influence of Vertical Product Positions on Consumer Judgment”

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

Park, Joowon, Stijn M.J. van Osselaer and Jooyoung Park “The effect of goal progress velocity on motivation”

Book Chapter

Kim, Jungkeun, Jooyoung Park, Ricky Y.K. Chan, and Roger Marshall “Reactance theory, Freedom-seeking, Protesting, and other COVID-19 behaviors,” *The Social Science of the COVID-19 Pandemic*, Oxford University Press, 2023.

HONORS AND AWARDS

ICAMA (International Conference of Asian Marketing Associations) Best Conference Paper (2024)
ICIS (International Conference on Information Systems) Best Conference Paper Nomination and Best Track Paper for 'Sharing Economy and Crowd Markets' Track (2018)
PKU Shenzhen Graduate School scientific research awards, 2016 - 2017
Faculty Teaching Excellence Award, Peking University HSBC Business School, 2016 - 2017
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

GRANTS

National Natural Science Foundation of China (NSFC) grant (2024) "Mere Prevalence Effect on Individuals' Healthcare Choices and Well-Being [72350610276]"

CONFERENCE PRESENTATIONS/POSTERS

Park, Jooyoung, Julia Talagrand, Feng Pan, and Keongtae Kim (2025) "Overcoming Awkward Moments: The Role of Robot Interaction Modality in Shaping Service Robot Acceptance, EMAC 2025, Madrid, Spain.

Costello, Francis Joseph, Jooyoung Park, Keongtae Kim, and Jason Thatcher (2024) "Gen(X)AI - Exploring How Generative Artificial Intelligence Can Enhance XAI," The 34rd Annual Workshop on Information Technologies and Systems (WITS 24) Bangkok, Thailand.

Kim, Jungkeun, Jeong Hyun Kim, Jooyoung Park, Changju Kim (2024) "The Moderating Effect of Hedonic vs. Utilitarian Consumption on Choice Overload in Generative AI Recommendations in Retailing," International Conference of Asian Marketing Associations (ICAMA) Conference 2024, Osaka, Japan.

Zhang, Tianyu and Jooyoung Park (2024), "Do Lonely Consumers Prefer Material or Experiential Goods? The Moderating Effect of Self-Construal," Asia-Pacific ACR 2024, Bali, Indonesia.

Park, Jooyoung and Daria Gurianova (2023) "Product Type Matters: Consumer Preferences for AI versus Human Recommendations," Association for Consumer Research (in a working paper session), Seattle, WA.

Zhang, Yue and Jooyoung Park (2021) "The impact of option presentation on optimal choice identification: the moderating effect of childhood SES," Association for Consumer Research (in a working paper session), virtual.

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.

Liu, Yang, and Jooyoung Park, "The Impact of Childhood Socioeconomic Status (SES) on Self-Continuity under Environmental Uncertainty," China Marketing International Conference (CMIC) 2020, Virtual Conference.

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 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 (2023) "Unraveling the Dynamics of Online Charitable Giving: The Role of Recipient Beauty and Donor Gender," University of Melbourne, Australia

Park, Jooyoung (2022) "Beauty, Gender, and Charitable Giving," Kyung Hee University, South Korea

Park, Jooyoung (2021) "How You Plan Matters: The Impact of Planning on Goal Pursuit," University of Pennsylvania, US

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) | 2014 - 2025 |
| Marketing Management (98.38/100 in 2021; 97.60/100 in 2016) | 2015 - 2023 |
| Consumer Behavior (100/100 in 2021; 98.48/100 in 2020) | 2014 - 2023 |

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|---|--------------------|
| 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 |

Jooyoung Park (Page 9 of 10)

- 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)

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| 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)

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|---|-------------|
| 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

- Information Systems Research, 2025
- Journal of Retailing and Consumer Services, 2023-2025
- Psychology & Marketing, 2021-2024
- International Journal of Contemporary Hospitality Management, 2021-2025
- Internet Research, 2021-2024
- ANZMAC 2021 Conference, 2021
- International Journal of Electronic Commerce, 2020 - 2024
- Journal of Consumer Marketing, 2014-2024
- Association for Consumer Research Conference, 2013 - 2024
- 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