

Helen HaeEun Chun

The Nolan Hotel School | SC Johnson College of Business | Cornell University
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ACADEMIC POSITION

Kyungbae Suh Professor of Global Marketing, Cornell University Associate Professor of Service Marketing Peter and Stephanie Nolan Hotel School, SC Johnson College of Business, Ithaca, NY	2023- 2017-
Associate Professor of Marketing, Northwestern University Medill School of Journalism, Media, and Integrated Marketing Communications Kellogg School of Management, courtesy, Evanston, IL	2019-2020
Visiting Scholar, New York University Marketing Department, Stern School of Business, New York, NY	2018
Assistant Professor of Services Marketing, Cornell University Hotel School, SC Johnson College of Business, Ithaca, NY	2009-2017

EDUCATION

Marshall School of Business, University of Southern California
PhD in Marketing
(Dissertation co-chairs: Deborah MacInnis and Kristin Diehl)

Seoul National University, Korea
Master's degree in Consumer Studies

Seoul National University, Korea
Bachelor's degree in Consumer Studies, *Magna Cum Laude*

RESEARCH INTERESTS

My research focuses on topics related to managing and enhancing the consumer experience and fostering a sustainable consumption ecosystem. Particular interests include:

- Service experience design
- The role of emotions, anticipation, and memory in consumption experiences
- Prosocial and sustainable consumer behavior
- Local and global societal impact of sustainable and equitable food systems, services, and marketing
- Local and global travel experiences
- Collaborative consumption
- Interactive media and technology-driven consumer insights
- Consumer-brand relationship management

HONORS, AWARDS, and GRANTS

BoFood Fund (\$1,000), Cornell University
Vingroup Innovation Foundation (VINIF) Grant (\$170,500; 4 billion VND), 2022
Best Reviewer Award, *Journal of Service Research*, 2022
Best Paper in Technology and Service, *12th ServSig*, 2022
The Stanley Sun Faculty Global Research Fund (\$10,000), *Center for Hospitality Research*, 2022

Teacher of the Year Award (sophomore core), *Cornell Hotel School*, 2022
Teacher of the Year Award (undergraduate elective), *Cornell Hotel School*, 2020
Teacher of the Year Award (graduate elective), *Cornell Hotel School*, 2018
Teacher of the Year Award (undergraduate elective), *Cornell Hotel School* 2017
Teacher of the Year Award (sophomore core), *Cornell Hotel School*, 2016
Merrill Presidential Scholar Outstanding Educator Award, *Cornell University*, 2015
Cornell Small Grant Award (\$7,000), Institute of Social Science, *Cornell University*, 2015
Teacher of the Year Award (graduate elective), *Cornell Hotel School*, 2015
The Best Paper in the Social Responsibility & Sustainability Track, *American Marketing Association Summer Educators' Conference*, 2013.
Ted Teng '79 Dean's Teaching Excellence Award, *Cornell Hotel School*, 2011
Teacher of the Year Award (sophomore core), *Cornell Hotel School*, 2011
\$1,000 Grant, Junior Faculty Institute, *Cornell Center for Teaching Excellence*, 2011
PhD Excellence in Teaching Award, *Marketing Dept, Univ. of Southern California*, 2008
AMA-Sheth Doctoral Consortium Fellow, *University of Missouri-Columbia*, 2008
Houston Doctoral Symposium Fellow, 2007
Member of the Honor Society of Phi Kappa Phi
University of Southern California Doctoral Fellowship, 2004-2008
The Best Article of the Year Award, *Korean Society of Consumer Studies*, 2003
Gwanak Scholarship, Seoul National University Alumni Association, 2000
Seoul National University Scholarship, 1995-1996, 1999-2000
Seoul National University Foundation Scholarship, 1997-1998

PUBLICATIONS

Gelbrich, Katja, Alina Kerath, and HaeEun Helen Chun (2023), "Matching digital companions with customers: The role of perceived similarity," *Psychology & Marketing*, 40, 2291-2305.

Thomas, Manoj, Helen Chun, Sachin Gupta, Jura Liaukonyte, Suzanne Shu, and Kaitlin Woolley (2022), "Authentically Cornell: The Evolution of Marketing at Cornell," *Customer Needs and Solutions*, 9(3), 60-65.

Mody, Makarand, Jochen Wirtz, Kevin So, HaeEun Helen Chun, and Stephanie Liu (2020), "Two-Directional Convergence of Platform and Pipeline Business Models," *Journal of Service Management*, 31(4), 693-721.

Giebelhausen, Michael, Benjamin Lawrence, and HaeEun Helen Chun (2020), "Doing Good While Behaving Badly: Checkout Charity Process Mechanisms," *Journal of Business Ethics*, 1-17.

Chun, HaeEun Helen, Joowon Park, and Thomas, Manoj* (2019), "Cold Anticipated Regret vs. Hot Experienced Regret: Why Consumers Fail to Regret Unhealthy Consumption," *Journal of the Association for Consumer Research*, 4 (2): 125-135. *Equal contribution of the authors

Lerzan, Aksoy, Ceridwyn King, and HaeEun Helen Chun (2019), "Evolving Service Thinking: Disruption and Opportunity in Hospitality and Tourism," *Journal of Service Management*, 30 (4), 449-451. (Special Issue Editorial)

Wirtz, Jochen, Kevin So, Makarand Mody, Stephanie Liu, and HaeEun Helen Chun* (2019), "Platform Business Models in the Sharing Economy," *Journal of Service Management*, 30 (4), 452-483. *Equal contribution of the authors

Giebelhausen, Michael and HaeEun Helen Chun (2017), "Replicating and Extending Our Understanding of How Hospitality Managers Can Adjust the "Warm Glow Thermostat," *Cornell Hospitality Quarterly*, 58 (2), 122-133. *Lead Article

Chun, HaeEun Helen, Kristin Diehl, and Deborah J. MacInnis (2017) "Savoring an Upcoming Experience Affects Ongoing and Remembered Consumption Enjoyment," *Journal of Marketing*, 81 (3), 96-110.

Giebelhausen, Michael, Benjamin Lawrence, HaeEun Helen Chun, and Liwu Hsu (2017), "The Warm Glow of Restaurant Checkout Charity," *Cornell Hospitality Quarterly*. 58(4), 1-13.

Giebelhausen, Michael, HaeEun Helen Chun, Joseph Cronin, and Tomas Hult (2016), "Adjusting the Warm-Glow Thermostat: How Incentivizing Participation in Voluntary Green Programs Moderates Their Impact on Service Satisfaction," *Journal of Marketing*, 80(4), 56-71.

Chun, HaeEun Helen and Yue Woon Hiang (2016), "Free Drink or Free Mug? Managing Service Experience with Complimentary Gifts," *Service Science*, 8(2),184-202.

Mathur, Pragya, HaeEun Helen Chun*, and Durairaj Maheswaran (2016), "Consumer Mindsets and Self-Enhancement: Signaling versus Learning," *Journal of Consumer Psychology*, 26 (1), 142-152.

**Equal contribution of the first two authors*

Chun, HaeEun Helen, C. Whan Park, Andreas B. Eisingerich, and Deborah J. MacInnis (2015), "Strategic Benefits of Low Fit Brand Extensions: When and Why?" *Journal of Consumer Psychology*, 25(4), 577-595.

Liu, Yeyi, Andreas B. Eisingerich, Seigyoung Auh, Omar Merlo, and HaeEun Helen Chun (2015), "Service Firm Performance Transparency: How, When, and Why Does It Pay Off?" *Journal of Service Research*, 18(4), 451-467.

Eisingerich, Andreas B., HaeEun Helen Chun, Yeyi Liu, He Jia, and Simon Bell (2015), "Why Recommend a Brand Face-to-Face But Not on Facebook? How Word-of-mouth on Online Social Sites Differs from Traditional Word-of-mouth," *Journal of Consumer Psychology*, 25(1), 120-128.

Chun, HaeEun Helen and Michael Giebelhausen (2012), "Reversing the Green Backlash in Services: Credible Competitors Help Large Companies to Go Green," *Journal of Service Management*, 23(3), 400-415.

Giebelhausen, Michael and HaeEun Helen Chun (2011), "Reversing the Green Backlash: Why Large Hospitality Companies Should Welcome Credibly Green Competitors," *Cornell Hospitality Reports*, Vol. 11, No. 14.

Chun, HaeEun Helen (2011), "Guiding the Guest Experience," in Jack B. Corgel, Michael C. Sturman, and Rohit Verma (eds.), *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*, New York: John Wiley & Sons.

Patrick, Vanessa M., HaeEun Helen Chun, and Deborah J. MacInnis (2009), "Affective Forecasting and Self-Control: When Anticipating Pride Wins over Other Emotions in a Self-Regulation Context," *Journal of Consumer Psychology*, 19(3), 537-545.

Elder, Ryan S., Nilufer Aydinoglu, Victor Barger, Cindy Caldara, HaeEun Helen Chun, Chan Jean Lee, Gina Mohr, and Antonios Stamatogiannakis (2009), "A Sense of Things to Come: Future Research Directions in Sensory Marketing," in Aradhna Krishna (ed.), *Sensory Marketing*, New York: Routledge Academic.

MacInnis, Deborah J. and Hae Eun Chun (2007), "Understanding Hope and its Implications for Consumer Behavior: I Hope, Therefore I Consume," *Foundations and Trends in Marketing*, 1(2), 97-188.

Chun, Hae Eun and Kee Choon Rhee (2002), "Consumption Space and Consumer Behavior: The Analysis of the Cultural Significance of the Dongdaemun Shopping Mall," *Journal of Korean Society of Consumer Studies*, 13(2), 99-125.*

**Granted the Annual Best Article Award*

UNDER REVIEW AND WORKING PAPERS

Esther Kim, HaeEun Helen Chun, Sunghan Ryu, and Joonhyuk Yang, "Signaling Trust: Effects of Campaigner's Backing Behavior on Crowdfunding Platforms," *under review*

Kim, Soo, Lauren Min, Kate Min, and HaeEun Helen Chun, "Expressions of Emotional Support in the Marketplace: Misaligned Preferences in Consumer Support Dynamics," *reject and resubmit*

Chun, HaeEun Helen, Eunsoo Baek, and Deborah MacInnis, "Glimpse into the future Experience: When Is Virtual Reality Sampling Beneficial?," being prepared for submission

Baek, Eunsoo and HaeEun Helen Chun, "Closer Within My Reach: The Backfiring Effect of Interactive Media on Exclusivity Perceptions," being prepared for submission

Kim, Esther and HaeEun Helen Chun, "Human-Automation Hybrid Modalities in Service: The Future of Labor and Implications for Global Labor Mobility," being prepared for submission

Gatnau-Vera, Montserrat, Christopher K. Anderson, HaeEun Helen Chun, "Traveling Far to a Culturally and Geographically Distant Destination? The Effect of Distance on Global Travelers' Destination Choice and Reviews," working paper available, being prepared for submission

Chun, HaeEun Helen, Michael Giebelhausen, and Stacey Robinson, "When Green Equals Stop: How Sustainability Symbolism Mitigates Preference for Indulgent Consumption," being prepared for submission

Cai, Sherry and HaeEun Helen Chun, "Sincere or Exciting? Brand Personality Similarity vs. Complementarity on Brand Alliance Success and Spillover Effects," being prepared for submission

"How Ambient Noise Influences Taste Perception, Social Closeness, and Repatronage Intentions: A Field Study of Crowded Restaurant Experiences" (with Soyeon Yoon and Kate Min), being prepared for submission

“Timing Matters: Unraveling the Impact of Surcharge Information on Consumer Compliance” (with Archer Pan, Esther Kim, and Dilip Soman), being prepared for submission

SELECTED RESEARCH IN PROGRESS

Dharma Life Large-Scale Field Experiment on Sustainability in India, Led by the Society for Consumer Psychology (with Elina Hur, Esther Kim, Stylianos Syropoulos)

“Caring for Your Own People or Community? How Consumers Identify with Companies with Internal vs. External CSR Orientation” (with Alexander Fulmer)

“Valuing a Proximate vs. Distanced Service Provider? The Effect of Digital Tipping on Transparency and Equity” (with Jacob Chestnut and Aaron Adalja)

“Sustainable Consumption: When Consumption Utility Undermines Self-signaling Utilities” (with Marie Ozanne)

“Morality, DEI, and Human-Robot Collaboration” (with Esther Kim)

“Correct, Compensate, or Cultivate: Post-pandemic Corporate Social Responsibility Initiatives in the Hospitality Industry” (with Jenny Le)

PRESENTATIONS AND CONFERENCE PROCEEDINGS

Chun, HaeEun Helen, “Immersive Technology and Consumer Experience,” VinUniversity, Vietnam, April 2023

Kim, Esther, HaeEun Helen Chun, Sunghan Ryu, and Joonhyuk Yang, “How Community-based Trust Helps Increase Backing on Sharing Economy Platforms,” poster to be presented at the *Association for Consumer Research*, October 2023

Kim, Esther and HaeEun Helen Chun, “Effects of Crowdfunding Motivation on Campaign Performance and Campaigner Well-being and Happiness: A Transformative Consumer Research (TCR) Perspective,” poster presentation at the *Society for the Study of Motivation*, Washington, DC, May 25, 2023

Kim, Esther and HaeEun Helen Chun, “Human Employees vs. Automation Technology in Services: The Future of Labor and Implications for Global Labor Mobility,” *Frontiers in Service Preconference Workshop on “Human-Robot Interactions in Service”*, Amsterdam, June 15, 2023

Kim, Esther, HaeEun Helen Chun, Sunghan Ryu, and Joonhyuk Yang, “How Community-based Trust Helps Increase Backing on Sharing Economy Platforms,” *Frontiers in Service Conference*, Amsterdam, June 17, 2023

Kim, Soo, Lauren Min, Kate Min, and HaeEun Helen Chun, “Expressions of Emotional Support in the Marketplace: Misaligned Preferences in Consumer Support Dynamics” (Session on Gifting-Dynamics That Do Not Fit the Mold—Challenges and Resolutions), *Association for Consumer Research*, October 2022

Gelbrich, Katja, HaeEun Helen Chun, Alina Kerath, and Julia Hagel, "Increasing Customer Outcomes through Virtual Companions in Digital Services, 12th *SERVSIG*, June 16-18, 2022

Chun, HaeEun Helen, "Forward-looking Consumer Behavior" at *Cornell Marketing Club*, April 11, 2022

Hur, Elina, Sarah Lim, and HaeEun Helen Chun, "When Sound Fools You to Work Less" at the *Society for Consumer Psychology conference*, March 2022

Gelbrich, Katja, HaeEun Helen Chun, and Kerath, Alina, "Imbuing Digital Services with a Human Touch: The Positive Effects of Digital Companions" at the *17th International Research Symposium on Service Excellence in Management Symposium (QUIS 17)*, 2022

Giebelhausen, Michael, HaeEun Helen Chun, Stacey Robinson, "When Green Equals Stop: How Sustainability Symbolism Mitigates Preference for Indulgent Consumption" at the *Journal of Marketing Research Mitigation in Marketing Workshop*, September 2021

Chun, HaeEun Helen "Looking Forward: Temporal Perspectives of Consumption Experiences and Enjoyment," Faculty Speaker, *Cornell Club of Greater Buffalo*, Cornell University, May 2021

Ozanne, Marie and HaeEun Helen Chun, "Doing Green or Buying Green?" invited for working paper presentation at the Association for Consumer Research, 2021

Chun, HaeEun Helen "Forward-looking Consumer Behavior," Seminar Series at the Department of Consumer Science, Seoul National University, April 2021

Chun, HaeEun Helen, Eunsoo Baek, and Deborah MacInnis, "Pre-consumption Virtual Reality Enhances Storytelling" at the *Frontiers in Service Conference*, 2021

Chun, HaeEun Helen, "Virtual Reality and Experiential Marketing," Center for Hospitality Research Advisory Board meeting, Cornell University, November 2020

Chun, HaeEun Helen, "Glimpse into the Future Experience: When is Virtual Reality Sampling Beneficial?" Brownbag seminar, Kellogg School of Management, Northwestern University, May 2020

Chun, HaeEun Helen, Eunsoo Baek, and Deborah MacInnis, "Glimpse into the Future Experience: When is Virtual Reality Sampling Beneficial?" presented at the Association for Consumer Research, October 2020

Wirtz, Jochen, Makarand Mody, Stephanie Liu, HaeEun Helen Chun, and Kevin Kam Fung So, "The Convergence of Business Models: The Formula for Competing Successfully in the New Economy?" at the *Frontiers in Service Conference*, Singapore, July 2019

Wirtz, Jochen, Stephanie Liu, HaeEun Helen Chun, Makarand Mody, and Kevin Kam Fung So, "P2P Sharing Platforms" at the *MSOM (Manufacturing and Service Operations Management) Conference*, July 2019

Wirtz, Jochen, HaeEun Helen Chun, Stephanie Liu, Makarand Mody, and Kevin Kam Fung So, "Platform Business Models in the Sharing Economy: Integration, Synthesis, and Research Agenda," at *QUIS 16 (Advancing Service Research and Practice)*, Karlstad, Sweden, June 2019

Park, Joowon, HaeEun Helen Chun, and Manoj Thomas, "Defensive Arousal Neglect: Why Consumers Fail to Regret Unhealthy Consumption" at the *European Association for Consumer Research*, Ghent, Belgium, June 2018

Chun, HaeEun Helen, "From Anticipation to Memory: Transforming Consumer Experience in the Digital Era" at the *Cornell SC Johnson College of Business Alumni Event*, San Francisco, January 2018

Chun, HaeEun Helen, Eunsoo Baek, and Deborah MacInnis, "When Does Virtual Reality Help or Harm as a Communication Tool?" at the *Cornell Hospitality Research Summit*, Ithaca, October 2017

Giebelhausen, Michael and HaeEun Helen Chun, "Of Righteousness and Righteous Indignation: How the Sacrifice Required by Sustainability Initiatives Affects Satisfaction of Compliant and Non-compliant Consumers" at *QUIS 15*, Porto, Portugal, June 2017

Chun, HaeEun Helen and Michael Giebelhausen, "Reduce, Reuse, Recycle, Be Responsible? The Unexpected Impact of Sustainable Packaging on Food Consumption," at the *25th annual Frontiers in Service Conference*, Bergen, Norway, June 2016

Chun, HaeEun Helen, Kristin Diehl, and Deborah J. MacInnis, "Enhancing Consumption Enjoyment in Real Time: An Intriguing Upside of Savoring the Future," *Society for Consumer Psychology Winter Conference*, St. Pete Beach, FL, February 2016

Chun, HaeEun Helen and Manoj Thomas, "Do Dieters Regret Unhealthy Consumption? The Effect of Behavioral Regulation Goals on Consumption Regret," *Society for Consumer Psychology Winter Conference*, St. Pete Beach, FL, February 2016

Chun, HaeEun Helen, "Encouraging and Nudging Sustainable Behaviors," an invited **Keynote** for the *Academy of International Hospitality Research Conference (Sustainable Hospitality: Guests on Earth)*, at Stenden University of Applied Sciences, Leeuwarden, the Netherlands, 2015

Chun, HaeEun Helen, "Consumers' Unconscious Responses to Food Packaging and Branding Strategies," an invited speech at the *International Food Cluster Forum*, Seoul, Korea, 2014

Chun, HaeEun Helen and Yue Woon Hiang, "Managing Service Experience with a Right Match with Complimentary Gifts," the *Cornell Hospitality Research Summit*, Ithaca, 2014

Chun, HaeEun Helen and Yue Woon Hiang, "Free Drink or Free Mug? Managing Service Experience with Complimentary Gifts," at the *23rd Annual Frontiers in Services Conference*, University of Miami, FL, June 2014

Giebelhausen, Michael, HaeEun Helen Chun, "Of Righteousness and Righteous Indignation: How the Price of Participating in Pro-social Programs Affects Satisfaction via Pride and Anger," at the *23rd Annual Frontiers in Services Conference*, University of Miami, FL, June 2014

7Chun, HaeEun Helen, "Reduce, Reuse, Recycle, Be Responsible? The Effect of Sustainable Packaging on Food Consumption," at *Cornell University Family Fellows Program*, April 2014

Giebelhausen, Michael, HaeEun Helen Chun, and Joseph J. Cronin, "Of Pride and Pro-social Participation: How Co-creation of Green Outcomes Influences Service Satisfaction via Self-signaling," at the *American Marketing Association Summer Educators' Conference*, Boston, Massachusetts, 2013*

*Awarded the Best Paper in the Social Responsibility & Sustainability Track

Chun, HaeEun Helen and Michael Giebelhausen, "The Impact of Sustainable Packaging on Consumption Behavior in a Service Context," at *Cornell Hospitality Research Summit*, 2012

Kwortnik, Robert and HaeEun Helen Chun, "Lifting from Lodging," at *Cornell Hospitality Research Summit*, Ithaca, NY, 2012

Giebelhausen, Michael and HaeEun Helen Chun, "Self-service Sustainability: Rewards and Risks of Green Programs Requiring Customer Co-production," at *Cornell Hospitality Research Summit*, Ithaca, NY, 2012

Liu, Yeyi, Andreas B. Eisingerich, and HaeEun Helen Chun, "Brand Ability, Social Responsibility, and Consumer Involvement: When Is Being Transparent Beneficial to a Brand?" the *American Marketing Association Winter Marketing Educators' Conference*, St. Petersburg, Florida, 2012

Chun, HaeEun Helen and Michael Giebelhausen, "Sustainable Hospitality: A Land of Contradictions," *QUIS 12 (International Research Symposium on Service Excellence in Management Conference)*, Ithaca, NY, 2011

Hae Eun Chun, Patrick, Vanessa M., and Deborah J. MacInnis, "Affective Forecasting and Self-Control: Why Anticipating Pride Wins over Other Emotions in a Self-Regulation Context," Working Paper Session, *Society for Consumer Psychology*, New Orleans, Louisiana, 2008

Chun, Hae Eun, Vanessa M. Patrick, and Deborah J. MacInnis, "Affective Forecasting and Self-Control: How Predicting Future Feelings Influences Hedonic Consumption," Presented at the 25th *Annual University of Houston Doctoral Symposium*, 2007

Chun, Hae Eun, Vanessa M. Patrick, and Deborah J. MacInnis, "Affective Forecasting and Self-Control: Why Anticipating Pride Wins over Other Emotions in a Self-Regulation Context," Poster Session, Presented at the *Emotions, Decision-Making, and the Brain Conference*, University of Southern California, 2007

Chun, Hae Eun, Vanessa M. Patrick, and Deborah J. MacInnis (2007), "Making Prudent vs. Impulsive Choices: The Role of Anticipated Shame and Guilt on Consumer Self-Control," in G. J. Fitzsimons and V. G. Morwitz (Eds), *Advances in Consumer Research*, 34, 715-719

Chun, Hae Eun, Vanessa M. Patrick, and Deborah J. MacInnis, "Making Prudent vs. Impulsive Choices: The Role of Anticipated Shame and Guilt on Consumer Self-Control," Presented at *Association for Consumer Research Conference*, Orlando, Florida, 2006

TEACHING EXPERIENCE

Consumer Behavior, Undergraduate Elective

- Spring 2020: 4.88 (31), 5.00 (27)
- Spring 2019: 4.94 (32), 4.89 (31)
- Fall 2017: 5.00 (34), 4.69 (31)
- Spring 2017: 5.00 (37), 4.86 (43)
- Spring 2016: 4.95 (38), 4.92 (35)
- Spring 2015: 4.77 (34), 4.50 (39)
- Spring 2014: 4.82 (40), 4.74 (41)
- Spring 2011: 4.94 (85)
- Spring 2010: 4.54 (95)

*Mean instructor rating out of 5.0
(class size)

Consumer Behavior, Graduate Elective

- Spring 2020: 5.00 (10), 4.83 (7)
- Spring 2019: 5.00 (14), 4.89 (10)
- Fall 2017: 5.00 (12), 5.00 (8)
- Spring 2017: 5.00 (10), 5.00 (4)
- Spring 2016: 5.00 (7), 4.80 (6)
- Spring 2015: 5.00 (11), 5.00 (6)
- Spring 2014: 5.00 (6), 4.50 (3)

Marketing Management for Services, Marketing Core

- Spring 2019: 4.83 (65)
- Fall 2016: 4.87 (66)
- Fall 2015: 4.97 (67)
- Fall 2014: 4.92 (60)
- Fall 2010: 4.82 (54)
- Fall 2009: 4.30 (62)

Marketing Principles, Elective

- Fall 2020: 4.69 (96)
- Fall 2013: 4.90 (65)
- Fall 2010: 4.89 (41)
- Fall 2009: 4.50 (50)

Marketing Fundamentals, Marshall School of Business (USC) Marketing Core

- Summer 2007: 4.59 (40)

PROFESSIONAL SERVICE

Reviewing for Journals

Service Science (Associate Editor, Retail, Hospitality, Tourism & Entertainment Track, 2019 onwards)

Journal of Service Research (Editorial Review Board, 2019 onwards)

Korean Management Review (Editorial Review Board, 2020 - 2023)

Journal of Hospitality & Tourism Research (Editorial Review Board, - 2020)

Psychology & Marketing

Journal of Marketing

Journal of Consumer Research

Journal of Consumer Psychology
Journal of Marketing Research
Marketing Letters
Journal of Behavioral Decision Making
Journal of International Marketing
European Journal of Marketing
Journal of Service Management
Journal of Hospitality & Tourism Research
Journal of Marketing Management
The Service Industries Journal
Tourism Analysis: An Interdisciplinary Journal
Center for Hospitality Research Report
Journal of Consumer Research, Trainee Reviewer (2008-2009)

Special Issue-Journal Editing

Co-editor of the Special Issue on “Evolving Service Thinking” at the Journal of Service Management (2019)

Keynote Conference Speech

“Encouraging and Nudging Sustainable Behaviors” at the *Academy of International Hospitality Research Conference*, Stenden University of Applied Sciences, Leeuwarden, The Netherlands, 2015

Panelist, Moderator, Conference Session Chair & Discussant

Panelist, Interdisciplinary Research and Challenges, VinUniversity, April 2023.

Panelist, Sustainability, VinUniversity, April 2023.

Guest speaker, Human-centered Service Design Thinking, VinUniversity, April 2023.

Delegate/Speaker, The High-level Thematic Debate of the General Assembly (UNGA) on “Putting Sustainable and Resilient Tourism at the Heart of an Inclusive Recovery,” *UN and UNWTO (United Nations World Tourism Organization)*, April 2022.

Panelist, Hotelie Launchpad Faculty Panel on Career Paths, September 2023.

Moderator, *HEC Fireside Chat* with Brooke O’Berry, Vice President of Digital Customer Experiences at Starbucks, “Curating Loyalty through Digital Engagement and Personalization,” March 2021.

Moderator, *eCornell/CHR Webinar* on “What Keeps Us Coming Back: How to Build Consumer Loyalty,” April 2021.

Moderator, *eCornell/CHR Webinar* on “Hospitality Marketing: How to Adjust Your Marketing approach and Messaging Globally and Regionally Post Covid-19,” July 2020.

Panelist, *Cornell Hotel Society (CHS) Chicago Chapter*, “Chicago Builds Resilience: How the Local Hospitality Industry is Adapting to Change,” June 2020.

Co-organizer, *Behavioral Research in Hospitality Seminar*, SHA, Cornell University, 2018 .

Faculty Consortium Fellow (Speaker/Panelist) at *the 25th Annual SERV SIG Doctoral Consortium*, 2018.

Participant, the *Thought Leadership-Hospitality and Tourism Forum* (invitation only), the Ohio State University, Columbus, Ohio, May 10-11, 2018.

Roundtable Faculty Participant at the Technology Hospitality Entrepreneurship Roundtable, Cornell University, April 17-18, 2018.

Faculty Participant at the CHR Analytics Research Symposium, Cornell University, New York, NY, November 12, 2018.

Session Moderator, Opportunities in the Era of Disruption at *the Cornell Hospitality Research Summit*, 2017.

Chair, Session on Digital Forces for Business Model Innovation at *the 25th Annual Frontiers in Service Conference*, 2016.

Chair, Session on Brand Management and Customer Focus at *the Cornell Hospitality Research Summit*, 2012.

Chair, Session on Service Excellence at *QUIS 12 (the 12th International Research Symposium on Service Excellence in Management)*, 2011.

Discussant, *Consumer Behavior in Hospitality Conference*, Boston University, 2017.

Executive Education

Domaine Chandon, Brand Relationships and Customer Journey Management, Ithaca, NY 2023

The Global Business Travel Association (GBTA) Global Leadership Program, Digital Marketing and Consumer Journey, 2023

James Beard Foundation WEL, Marketing and Consumer Behavior, 2022, 2023

Four Seasons General Managers Academy. Hotel Marketing and Customer Journey, Toronto, Canada 2022

ESCP-Cornell Professional Development Program, Marketing, Ithaca, NY 2021, 2022, 2023

Omnichannel Leadership Program, Customer Journey, Cornell Tech, 2022

General Managers Program, Evolving Market and Consumer Insights, 2018

Professional Development Program, Strategic Marketing for Hospitality, 2018

Reviewing for Conferences

2022 Society for Consumer Psychology conference program committee

CBSIG Conference

Society for Consumer Psychology

AMA Summer Marketing Educators' Conference

AMA Winter Marketing Educators' Conference

Association for Consumer Research

Society for Marketing Advances

Design & Emotion Conference

Service for the Academic Field

Committee Member, The SERVSIG 2024 Emerging Scholar Award Committee, American Marketing Association, 2023-2024

Membership Committee, Association for Consumer Research, 2019-present

Service at Northwestern University

Medill IMC Curriculum Review Committee, Spring 2020

Medill IMC Strategy Faculty Search Committee, Fall 2019-Spring 2020

Service at Nolan, College, and Cornell University

SC Johnson College of Business Marketing Seminar Series Co-organizer, Fall 2017-Spring 2019, Fall 2020-Spring 2021

Committee Assignment

JCB Marketing Search Committee Chair, 2023-2024

JCB Behavioral Economics Search Committee Member, 2022-2024

JCB Marketing Search Committee Co-chair, 2022-2023

JCB Promotion & Tenure Committee Member, 2022-2023

JCB Leadership Council on Combating Racism and Promoting Diversity, Inclusion, Equity, and Belonging. September 1, 2020 - present

Nolan Faculty Policy Committee, July 1, 2020 - present

Nolan Graduate Committee Member, 2023 to Present

JCB Faculty Policy Committee, 2020 - 2023

University Appeals Panel, 2020 - 2022

SHA Reappointment Committee Chair (Mid-tenure), 2021 Fall

SHA MMH Admissions Selection Committee, July 1, 2020 - June 30, 2023

SHA Services Marketing Search Committee Chair, 2018 Fall-2019 Spring

SHA Reappointment Committee Chair (Sr. lecturer), 2018 Fall-2019 Spring

SHA Real Estate Search Committee Member, 2018 Fall-2019 Spring

SHA Undergraduate Admissions Selection Committee, 2014-present

SHA Service Operations Management Search Committee, 2017

SHA Teaching Excellence Task Force, 2017

SHA Marketing Area Search Interviewer, 2015

Cornell Club Faculty Advisor, Global Research & Consulting Group, 2023-present

Cornell Club Faculty Advisor, Operation Smile (Cornell Chapter), 2010

Cornell Club Faculty Advisor, Korean Business Association, 2010

HSMAI - Sales & Marketing Case Competition Judge, 2015

Faculty Advisor (Transition Advisor), SHA, 2010-present

Faculty Fellow, Cornell Institute for Healthy Futures (CIHF), 2015-present

Faculty Fellow, Meridian 180, Cornell Law School, 2012-present

Graduate Faculty, SHA, 2010-present

Academic Advising

Esther Kim, Dissertation Committee Chair

Jing Ma, Dissertation Committee Chair

Natalie Verdigué ('24), Master's Thesis Committee Member, Human-centered Design

Paulina Endara, Dissertation Committee Member

Grace Jung ('23), Master's Thesis Committee Member

Lilia Fromm ('22), Honors Thesis Committee Chair

Jing Ma ('23), Master's Thesis Committee Chair

Sherry Cai ('22), Master's Thesis Committee Chair
Yue Liang ('22), Master's Thesis Committee Member
Frances Wang ('22), Master's Thesis Committee Member
Elna Hur, Marketing, Dissertation Committee Member
Montserrat Gatnau-Vera ('20), Master's Thesis Committee Member
Aetheline Chua ('18), Honors Thesis Committee Chair
Yutong (Angel) Meng, Master's Thesis Committee Member
Annabelle Louise Kielty ('17), Independent Study Advisor
Jae Ho Suh ('16), Independent Study Advisor
Alexander Fulmer ('15), Honors Thesis Committee Chair
Michael Herman ('15), Independent Study Advisor
Elizabeth Blau ('14), Master's Thesis Committee Member
Nathan Kim ('14), Independent Study Advisor
Joshua Jeng ('12), Honors Thesis Committee Chair
Yue Woon Hiang ('11), Honors Thesis Committee Chair
Fiona Yu ('11), Honors Thesis Committee Member

Service for Cornell-VinUni Project

Mentor, Cornell-VinUni Early Faculty Development Program, 2021-2023

Consultant, Cornell Delegation Visit to VinUniversity, April, 2023

OTHER PROFESSIONAL EXPERIENCE

Social Survey Analyst (L2) Certificate, Human Resources Development Service, Korea (2000)
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ACADEMIC AFFILIATIONS

American Marketing Association, Association of Consumer Research, Society for Consumer Psychology, Services Special Interest Group (SERVSIG) of the American Marketing Association