

## Helen HaeEun Chun

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

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**Associate Professor of Service Marketing, Cornell University**

Peter and Stephanie Nolan Hotel School, SC Johnson College of Business, Ithaca, NY

**Associate Professor of Marketing, Northwestern University**

Medill School of Journalism, Media, and Integrated Marketing Communications  
Kellogg School of Management, courtesy, Evanston, IL

**Visiting Scholar, New York University**

Marketing Department, Stern School of Business, New York, NY

**Assistant Professor of Services Marketing, Cornell University**

Hotel School, SC Johnson College of Business, Ithaca, NY

### EDUCATION

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**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

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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

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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, *12<sup>th</sup> 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

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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

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Gelbrich, Katja, Alina Kerath, and HaeEun Helen Chun, "Connecting with Digital Companions: The Differing Roles of Perceived Goal-Relevant Similarity and Humanlikeness in Fostering Enjoyment and Positive WOM", under review

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

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

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

Gatnau-Vera, Montserrat, Christopher K. Anderson, 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 to the *Cornell Hospitality Quarterly*

Fulmer, Alexander and HaeEun Helen Chun "Does Consumer Excitement about Free Products Fade over Time? The Strategic Use of Price Promotions to Maximize Consumer Excitement," being prepared for submission

## SELECTED RESEARCH IN PROGRESS

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“Paying It Forward: Signaling Effects of Campaigner’s Prosocial Behavior on Crowdfunding Platforms” (with Sunghan Ryu, Joonhyuk Yang, and Esther Kim)

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

“Local and Global: Evolving Travel Motivations, Travel Behavior, and Platform Engagement” (with Esther Kim and Unnati Narang)

“Different Shades of Green: Psychological Consequences of Doing Green or Buying Green” (with Marie Ozanne)

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

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

“When Sound Fools You to Work Less” (with Elina Hur and Sarah Kim)

## PRESENTATIONS AND CONFERENCE PROCEEDINGS

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Kim, Soo, Lauren Min, Kate Min, and 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, Helen Chun, Alina Kerath, and Julia Hagel, “Increasing Customer Outcomes through Virtual Companions in Digital Services, 12<sup>th</sup> *SERVSIG*, June 16-18, 2022

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

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

Gelbrich, Katja, 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, 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, Helen “Looking Forward: Temporal Perspectives of Consumption Experiences and Enjoyment,” Faculty Speaker, *Cornell Club of Greater Buffalo*, Cornell University, May 2021

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

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

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

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

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

Chun, 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 *23<sup>rd</sup> 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 *23<sup>rd</sup> 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 25<sup>th</sup> 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

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### 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

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#### Reviewing for Journals

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

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

Korean Management Review (Editorial Review Board, 2020 onwards)

Journal of Marketing

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Marketing Research

Marketing Letters

Psychology & Marketing

Journal of Hospitality & Tourism Research

Journal of Behavioral Decision Making

Journal of International Marketing

European Journal of Marketing

Journal of Hospitality & Tourism Research

Journal of Marketing Management

The Service Industries Journal

Journal of Service Management

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

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.

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 SERVSIG 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

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

*James Beard Foundation WEL*, Marketing Strategies, 2022

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

*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 at Northwestern University

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

Service at SHA 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 Co-chair, August-December 2022  
JCB Promotion & Tenure Committee Member, September-December 2022  
JCB Leadership Council on Combating Racism and Promoting Diversity, Inclusion, Equity,  
and Belonging. September 1, 2020 - present  
University Appeals Panel, July 1, 2020 - June 30, 2022  
SHA Faculty Policy Committee, July 1, 2020 - June 30, 2023  
JCB Faculty Policy Committee, July 1, 2020 - June 30, 2023  
SHA Reappointment Committee Chair (Mid-tenure), 2021 Fall  
SHA MMH Admissions Selection Committee, July 1, 2020 - June 30, 2021  
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  
HSMAl - 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  
Club Faculty Advisor, Operation Smile (Cornell Chapter), 2010  
Club Faculty Advisor, Korean Business Association, 2010  
Academic Advising  
*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*

#### OTHER PROFESSIONAL EXPERIENCE

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Social Survey Analyst (L2) Certificate, Human Resources Development Service, Korea (2000)  
Consulting/research projects sponsored by Hanssem Corp. and SK Telecom (2000, 2001)

#### ACADEMIC AFFILIATIONS

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