

# Jooyoung Park

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## **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

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## **RESEARCH INTERESTS**

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

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## **PUBLICATIONS AND CONFERENCE PROCEEDINGS**

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*

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## **MANUSCRIPTS UNDER REVIEW/REVISION**

Park, Jooyoung and William M. Hedgcock "Focusing on Desirability versus Feasibility: The Influence of Fit between Goal Progress and Goal Construal on Subsequent Self-Regulation," Revising for 2<sup>nd</sup> review at *Journal of Consumer Psychology*

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

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

Chung, Sunghun and Jooyoung Park "The influence of brand personality and relative brand identification on brand loyalty," Submitted for 2<sup>nd</sup> review at *Canadian Journal of Administrative Sciences*

Chung, Sunghun and Jooyoung Park “The Impact of Morality versus Competence Ambivalence on Corporate Evaluations: The Role of Social Distance between Company and Consumer,” Revising for 2nd review at *Canadian Journal of Administrative Sciences*

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### **MANUSCRIPTS IN PREPARATION**

Park, Jooyoung, Fang-Chi Lu, and William M. Hedgcock “Forward versus Backward Planning: The Fit between Chronological Order of Planning and Mindset Abstraction,” In preparation for *Psychological Science*

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

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### **SELECTED WORK IN PROGRESS**

Park, Jooyoung and William M. Hedgcock “The “Left-to-Right Effect” of Product Location on Consumer Judgment” (3 studies completed)

Park, Jooyoung and William M. Hedgcock “The Influence of Vertical Product Positions on Consumer Judgment” (3 studies completed)

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

Park, Jooyoung and William M. Hedgcock “The Effects of (Un)accomplished Goal Actions on Risk Taking Behavior” (1 study completed)

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### **CONFERENCE PRESENTATIONS/POSTERS**

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

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

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

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

Lu, Fang-Chi, Jooyoung Park, and Dhananjay Nayakankuppam (2012) “An Exclusionary or Integrative Approach to Goal Conflict: The Moderating Role of Mindset Abstraction,”

Association for Consumer Research Annual Conference (in a competitive paper session), Vancouver, BC, Canada.

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

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

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

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

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

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

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## **HONORS AND AWARDS**

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

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## **TEACHING EXPERIENCE**

<b>Teaching Assistant: Co-Instructor (University of Iowa)</b>	<b>2010 - 2014</b>
Introduction to Marketing Strategy, Undergraduate	
- Shared responsibility for course development and implementation	
- Student Evaluation of Teaching - median score 5.93 (out of 6)	Spring 2013
- Student Evaluation of Teaching - median score 5.56 (out of 6)	Fall 2012
- Student Evaluation of Teaching - median score 5.92 (out of 6)	Spring 2012
- Student Evaluation of Teaching - median score 4.90 (out of 6)	Fall 2011

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

**Teaching Assistant and Grader (University of Iowa)**

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

**Teaching Assistant and Grader (KAIST)**

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

**PROFESSIONAL SERVICE**

**Reviewer**

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

**Professional Membership**

Association for Consumer Research  
 Society for Consumer Psychology

**PROJECT EXPERIENCE**

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