

JUNGHWA (JENNY) HONG, Ph.D.

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EDUCATION

Ph.D. in Marketing, 2015

BINGHAMTON UNIVERSITY, the State University of New York at Binghamton, New York

- Major in Marketing. Minor in Psychology
- Dissertation: “Variety Seeking and Analytic Processing in the Experiential Category of Taking Vacations”
Committee Chair: Dr. Kalpesh Desai, Committee: Dr. Subimal Chatterjee, Dr. Manoj Agarwal

M.S. in Retailing and Consumer Sciences, 2011

UNIVERSITY OF ARIZONA, Tucson, Arizona

- Thesis: “Roles of Consumer’s Brand Storytelling in Brand Evaluation”
- Committee Chair: Dr. Anita Bhappu, Committee: Dr. Sabrina Helm, Dr. Emily Butler

B.A. in Political Science and International Relations, 2007

SOOKMYUNG WOMEN’S UNIVERSITY, Seoul, Korea

- Summa cum Laude. Minor in Business Administration.

MIYAZAKI INTERNATIONAL UNIVERSITY, Kyushu, Japan 2006

- Study abroad

PROFESSIONAL APPOINTMENTS

Associate Professor of Marketing, Fall 2022

Soules College of Business, the University of Texas at Tyler, Texas

Assistant Professor of Marketing, Fall 2016 – Summer 2022

Soules College of Business, the University of Texas at Tyler, Texas

Senior Lecturer, Fall 2015- Spring 2016

Soules College of Business, the University of Texas at Tyler, Texas

Graduate Student Instructor, Fall 2014 - Spring 2015

School of Management, Binghamton University, the State University of New York

Graduate Teaching Assistant, Fall 2012-Spring 2014

School of Management, Binghamton University, the State University of New York

TEACHING INTERESTS

Consumer Behavior, Social Media Marketing/Digital Marketing, Principles of Marketing, Marketing Research

TEACHING EXPERIENCE

Assistant Professor of Marketing, Fall 2016 - Present
SOULES COLLEGE OF BUSINESS, UNIVERSITY OF TEXAS AT TYLER, Texas

- **MARK 3311: Principles of Marketing**
 - Introduce the category management certificate module for “Certified Professional Category Analyst” (CPCA), supporting the Insight Motivated Marketing 360 (IMM 360) curriculum accredited by the Category Management Association. Completed and passed ten modules of CPCA as an instructor.
 - Implement assignments to explore the SAP (Systems, Application & Product) software program (e.g., exercise to create product categories and order specific products in supply chain management)
 - Class for **both** Online class and Face to Face class

- **MARK 3350: Consumer Behavior**
 - Introduce and discuss experimental research methods for marketing research
 - Discuss current topics in consumer research (i.e., how covid-19 influences consumption)
 - Class for **both** Online class and Face to Face class

- **MARK 4345: Social Media Marketing**
 - One of the marketing concentration track
 - Experiential learning via student engagement with various social media platforms
 - Hootsuite social media marketing certification
 - Simulation of social media marketing (by Stukent)

- **MARK 5320: Advanced Marketing Fundamentals (MBA)/ MARK 5375: Special Topics in Marketing (MBA)**
 - Discuss viral ads. using sticky principles via Flipgrid
 - Discuss current topics in Marketing (i.e., how marketers communicate their products during the Covid-19 pandemic, how artificial intelligence will influence marketing and consumers etc.)
 - Marketing plan for the final project

Graduate Student Instructor, Fall 2014- Spring 2015
SCHOOL OF MANAGEMENT, SUNY BINGHAMTON, Binghamton, New York

- **Consumer Behavior**, Fall 2014, Spring 2015
- **Introduction to Marketing (Online)**, Summer 2014

Graduate Teaching Assistant, Fall 2012- Spring 2014
SCHOOL OF MANAGEMENT, SUNY BINGHAMTON, Binghamton, New York

- **Consumer Behavior (MBA)**, Spring 2014
- **Introduction to Marketing (>150 students)**, Spring 2014
- **Product Management**, Fall 2012, Spring 2013

- **International Marketing**, Spring 2013

RESEARCH INTERESTS

Consumer Well-being (e.g., Experiential Purchases, Health Management), Consumer Psychology, Innovative Product Design, WOM (brand storytelling), Cultural Influences, Advertising, and so on

PUBLICATIONS

Byun, K.A., **Hong, J.** and James, K. (2023) “Goal-appeal matchups in advertising and customer satisfaction: Role of felt targetedness” (*Accepted at the Journal of Business Research*)

Hong, J., Ahn, S.Y., Camp, K. and James, K. (2022) “The role of consumer mindsets to reduce health-related stress,” *Journal of Consumer Behavior*. (Online available: <https://doi.org/10.1002/cb.2036>)

Ma, J., **Hong, J.**, Yoo, B. and Yang, J. (2021) “The effects of religious commitment and global identity on purchase intention of luxury fashion products: A cross-cultural study,” *Journal of Business Research*, 137, 244-254. (Online available: <https://doi.org/10.1016/j.jbusres.2021.08.040>)

Wooldridge, B.W., Byun, K., Zhi, P., **Hong, J.** and Swimberghe, K. (2021) “Lessons Learned by the Marketing Discipline during the COVID-19 Pandemic” *Marketing Education Review* (online available: <https://doi.org/10.1080/10528008.2021.1957939>)

James, K., Camp, K., Parker, J., **Hong, J.** and Cao, J. (2021) “Satisfaction in clinics and hospitals: Does context matter?,” *Journal of Marketing Theory and Practice* (Online available: <https://doi.org/10.1080/10696679.2021.1945935>)

Hong, J., Yang, J., Wooldridge, B.R., Bhappu, A.D. (2021) “Sharing consumers’ brand storytelling: Influence of consumers’ storytelling on brand attitude via emotions and cognitions,” *Journal of Product & Brand Management* (online available: <https://doi.org/10.1108/JPBM-07-2019-2485>)

Hong, J. and Byun, K.A. (2021) “The effect of innovative visual design on consumer attitude,” *Australasian Marketing Journal*, 29 (1) 29-40.

Hong, J. and Byun, K.A. (2020) “Attracting prosocial lenders from different cultures to help others in Microlending,” *Journal of Consumer Marketing*, 37 (2), 205-214.

Hong, J. and Desai, K. (2019) “Variety-seeking behavior and information processing in choosing a vacation destination,” *Journal of Travel Research*, 59 (5), 850-863. (Online available: <https://doi.org/10.1177/0047287519862871>.)

Hong, J. and Byun, K.A. (2018) “Communicating design innovativeness: The role of design information presentation on attitudes depending on different thinking styles,” *Journal of Marketing Communications*, 26 (4), 394-413. (Online available: DOI: [10.1080/13527266.2018.1511627](https://doi.org/10.1080/13527266.2018.1511627))

Yang, J., Ma, J., Zhang, Y., and **Hong, J.** (2018) “With whom should you have dinner? A multidimensional framework for understanding political ties in China,” *Business Horizons*, 61 (6)

Ahn, S.Y. and **Hong, J.** (2018) “The moderating effect of visual cues in eWOM on the relationship between perceived risk and purchase intention,” *Journal of Digital Convergence*, 16 (11), 281-288.

Rai, D., Lin C.W., **Hong, J.**, and Goerge Kulick (2017) “The influence of relationship beliefs on gift giving,” *Management & Marketing*, 12 (4), 697-709.

Sternquist, B., Huang, Y., and **Hong, J.** (2009), “Explaining the Relationships between Supplier Dependence, Role Performance, and Retailer Commitment: The Mediating Effects of Economic and Social Satisfaction,” in *Retailing 2009: Strategic Challenges and Opportunities in Uncertain Times*, XII, Joel R. Evans (Ed.), Hempstead, NY: Academy of Marketing Science.

UNDER REVIEWS / R&R AT JOURNALS

Byun, K.A. and **Hong, J.** “Does attractive visual design help reduce negative effects of product recalls?: Beauty premium and beauty penalty in the U.S. automobile recalls,” (*Under review at the Journal of Business Research*)

SELECTIVE WORKING PAPERS/ RESEARCH IN PROGRESS

Rai, D. and Hong, J., “Temporal comparison and brand roles” (one study completed and prepared for the second study).

Hong, J. and Ahn, S.Y., “Consumer consumption on organic products and marketing strategy: Buying organic products for myself or the environment? (one study completed)

Hong, J. and Lin, C.W., “The effects of bicultural identity on product preference: Introjection and projection” (two studies completed and preparation for third data collection)

Hong, J. and Kalpesh Desai, “Willingness to pay debts quickly?: Influence of types of purchase and valence of experience” (three studies completed)

Hong, J. and Jennifer Lee, “The effect of two types of pre-purchase information on consumers’ post-purchase dissatisfaction,” (two studies completed)

Hong, J., Rai, D., and Tsai, C. “Consumers’ perception toward artificial intelligence: investigating the relationship between consumers and innovative products” (theoretical framework development)

CONFERENCE PRESENTATIONS

Hong, J. (2020) “Consumer Well-being with Right Coping Strategy for Health-related Stress,” *Society for Consumer Psychology Conference*.

Byun, K.A. and Hong, J., (2020) “When beauty premium turns into beauty penalty: The influence of visual aesthetics after product recalls,” *Academy of Marketing Sciences*.

Hong, J., and Byun, K.A. (2018), “Investing for the Future of the Poor and Myself: The Effects of Cultural Difference and Future Orientation of Lenders on Prosocial Microfinance,” *American Marketing Association*, AMA winter academic conference in New Orleans, LA.

Hong, J., and Byun, K.A. (2017), “Holistic Thinking and Attitude toward Innovative Design: Role of Information Presentation,” *Academy of Marketing Science Annual Conference*, San Diego, CA

Hong, J., and Byun, K.A. (2017), “Holistic Thinking and Attitude toward Innovative Design: Role of Information Presentation,” *Texas Faculty Marketing Colloquium*, Baylor University, TX

Hong, J., and Lin, C.W. (2015), “The Effects of Bicultural Identity on Product Preference” *Association of Consumer Research (ACR)*, New Orleans, LA.

Hong, J., and Ahn, S.Y. (2015), “Seeing is Believing: The Effects of Picture in Online Review to Reduce Perceived Risk toward Online Store,” *Society of Consumer Psychology Conference (SCP)*, Phoenix, AZ.

Rai, D. and Hong, J., (2015), “Growth vs. Fixed Mindset in Gift Giving Context” *Society for Marketing Advances (SMA)*, San Antonio, Texas

Ahn, S.Y. and Hong, J., (2015), “Boundary Conditions for Unconscious Thought in Consumer Choice: When is it activated and When is it beneficial for consumer choice?,” *Society for Marketing Advances (SMA)*, San Antonio, Texas

Hong, J., Ahn, S.Y., and Eastlick, M.A. (2011), “The Moderating Effects of the Attributes of e-Word-of-Mouth on the Relationship between Perceived Overall Risk and Purchase Intention,” *American Collegiate Retailing Association Conference (ACRA)*, Boston, MA.

Sternquist, B., Huang, Y. and Hong, J., (2009), “Explaining the Relationships between Supplier Dependence, Role Performance, and Retailer Commitment: The Mediating Effects of Economic and Social Satisfaction,” *ACRA/AMS (Academy of Marketing Science) Conference*, New Orleans, LA

RESEARCH GRANT/ AWARDS & HONORS

- Research Grant (\$9,600), Academic Partnerships for Research in Healthcare (2019)

- New Faculty Research Grant (\$5,000), Soules College of Business, University of Texas Tyler (2016)
- Certificate of Achievement, the University of Texas at Tyler (February 2016)
- Travel Awards, the University of Texas at Tyler (2016, 2017, 2018, 2020)
- Graduate/Teaching Assistantship, SUNY Binghamton (2011-2015)
- Graduate Scholars Enhancement, SUNY Binghamton (2011-2015)
- Certificate of Achievement, Retailing and Consumer Sciences, University of Arizona (2011)
- Travel Grants, Division of Retailing and Consumer Sciences, Terry J. Lundgren Center (2009, 2010)
- Swift, Vivian Bancroft Scholarship, University of Arizona (The academic year of 2010-2011)
- Graduate Fellowship, Graduate Tuition & Registration Award, Division of Retailing and Consumer Sciences, School of Family and Consumer Sciences, University of Arizona (Jan. 2009, the academic year of 2009-2010 & 2010- 2011)
- Ruth Cowden Scholarship, College of Agriculture and Life Sciences, University of Arizona (2009)
- Certificate of Excellence Student, Retailing and Consumer Sciences, University of Arizona (2010)

SERVICES

Professional

Journal Reviewer for:

Journal of Marketing Theory and Practice
Journal of Consumer Marketing
Australasian Marketing Journal
Marketing Education Review

Ad-hoc reviewer:

Journal of Business Research

Editorial board:

Marketing Education Review

Reviewer for Conferences:

Journal of Consumer Research (JCR)
American Marketing Association Conference (AMA)
Society for Consumer Psychology (SCP)
Academy of Marketing Science (AMS)

Institutional

The University of Texas at Tyler

- Arts and Performance Complex Committee (since 2019-)

Soules College of Business, the University of Texas at Tyler

- AMA student chapter faculty advisor (Fall 2021-)

- Graduate Curriculum and Assessment Committee (Since 2020-)
- The search committee for Marketing faculty (Fall 2018- Spring 2019)

PROFESSIONAL AFFILIATIONS/MEMBERSHIP

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Academy of Marketing Sciences