

4:00

CURRICULUM VITA  
KYUNG-AH (KAY) BYUN

**PERSONAL DATA**

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Immigration Status: Permanent Resident

**EDUCATION**

Graduate: Ph.D. in Business Administration  
Texas Tech University, May 2014 (expected)  
Major: Marketing

Master of Philosophy in International Relations  
University of Chicago, 2004

Master of Business Administration  
Kyung Hee University, Korea, 2003

Undergraduate: Bachelor of Commerce in International Trade  
Kyung Hee University, Korea, 1998

**SELECTED PROFESSIONAL EXPERIENCE**

1997 - 1999 Marketing Specialist  
Dept. of Marketing and Sales Force Management  
AIG Korea Headquarter, Seoul, Korea

## HONORS, AWARDS AND MEMBERSHIPS

### Fellowships

2013 Fellow, AMA Sheth Foundation Doctoral Consortium, University of Michigan  
2012 Fellow, ISMS Doctoral Consortium, Boston University

### Honors and Awards

2013 AMS Annual Conference Doctoral Student Travel Grant  
2012 Jerry S. Rawls Scholarship, Texas Tech University  
2010 Graduate Assistantship, Texas Tech University  
2003 International Ambassadorial Scholarship, The Rotary Foundation  
2001 Full Graduate Scholarship, Kyung Hee University

### Member

American Marketing Association  
Marketing Science Institute  
Academy of Marketing Science

## DISSERTATION (See Abstracts in Appendix)

Working Title: "Two Essays on Product Recalls: Effects on Post-Recall Sales Dynamics and Consumer Loyalty"

Committee Members: Dr. Mayukh Dass (Chair, Texas Tech University)  
Dr. Dale Duhan (Texas Tech University)  
Dr. Piyush Kumar (University of Georgia)

## RESEARCH

### Research Interest

Product recalls, negativity effects, marketing strategy

### Working Papers

Byun, Kyung-Ah, Dass, Mayukh and Piyush Kumar, "Investigating Post-Recall Sales Dynamics using Functional Data Analysis," Target: *Journal of Marketing Research*

Byun, Kyung-Ah and Mayukh Dass, "An Investigation on the Effects of a Product Recall on Brand Commitment," Target: *Journal of Marketing*

Byun, Kyung-Ah and Junghwan Kim, "Buying the Forthcomings: Prelaunch Information and Self-congruence Model," Target: *Journal of the Academy of Marketing Science*

Fox, Gavin and Kyung-Ah Byun, "A Rhetorical Perspective on Quelling Negative Word-of-Mouth," Target: *Journal of Consumer Psychology*

Rinaldo, Shannon, Dennis Arnett, and Kyung-Ah Byun, "A Resurgence of Psychophysiology Methods: An Overview." Target: *Psychology & Marketing*

### **Under Progress**

Rinaldo, Shannon, Dennis Arnett, Wesley Friske, and Kyung-Ah Byun, "The Use of Psychophysiological Methods in Marketing Research: Do No Harm?" Target: *Journal of Public Policy & Marketing*, under data collection

Byun, Kyung-Ah and Debbie Laverie, "The Way of Design Choices: From the Perspective of Personal and Social Identity," under data collection

Byun, Kyung-Ah and Shannon Rinaldo, "A Study on Location-sharing Intention," under data collection

### **Conference Papers & Proceedings**

Byun, Kyung-Ah and Mayukh Dass, "An Investigation of Post-Recall Sales Dynamics using Functional Data Analysis" in *AMA Summer Marketing Educators' Conference*, Boston, MA (Aug. 9-11, 2013)

Byun, Kyung-Ah and Mayukh Dass, "Investigating Post-Recall Sales Dynamics using Functional Data Analysis" in *Academy of Marketing Science 2013 Annual Conference*, Monterey, CA (May 15-15, 2013)

Byun, Kyung-Ah and Mayukh Dass, "An Investigation on the Effects of Product Recall on Consumer Commitment," in *2013 AMA Winter Marketing Educators' Conference*, Las Vegas, NV, (February 15-17, 2013).

Byun, Kyung-Ah, Junghwan Kim and Gavin Fox, "Buying the Forthcoming: A Prelaunch Information and Value congruence Model," in *2012 AMA Summer Marketing Educators' Conference*, Boston, MA, (August 17-19, 2012)

Byun, Kyung-Ah and Mayukh Dass, "Investigating the Role of Emotional and Cognitive Process on Post Product Recall Purchase," in *2012 INFORMS Marketing Science Conference*, Boston University, (June 7-9, 2012)

### **PROFESSIONAL ACTIVITIES**

Reviewer, *Journal of Electronic Commerce Research* (2012)

Reviewer, 2013 AMA Winter Conference, Consumer Psychology track

Reviewer, 2013 AMA Winter Conference, Consumer Culture Theory Track

Reviewer, 2013 SCP Conference, Consumer Psychology Track

Reviewer, 2012 AMS Conference, Consumer Behavior Track

## TEACHING

### Courses Taught

TEXAS TECH UNIVERSITY

#### Undergraduate

Supply Chain Management

Fall 2012 (Evaluation: 4.23/5.0)

Supply Chain Management

Fall 2013 (scheduled)

### Courses Assisted

TEXAS TECH UNIVERSITY

#### Undergraduate

Marketing Research, Sales Management, Consumer Behavior, Introduction to Marketing

### Courses Interested in Teaching

Marketing Research, Sales Management, Supply Chain Management, Consumer Behavior, Introduction to Marketing

## DOCTORAL COURSEWORK

### Marketing Seminars

Marketing Theory Seminar

Shelby D. Hunt

Marketing Strategies Seminar

Dennis B. Arnett

Consumer Behavior Seminar

Debra Laverie

Theory Building

Dale Duhan

Research Methods

James Wilcox

Theory Testing (Structural Equation Modeling)

Roy Howell

### Statistics Courses

Advanced Statistical Methods

Peter Westfall

Regression Analysis

Peter Westfall

Applied Multivariate Analysis

Peter Westfall

### Economics Courses

Microeconomic Analysis

Terry Von Ende

Econometrics I

Andres Vargas

### Statistical Software Skills

SAS, R, LISREL, STATA

## REFERENCES

### **Dr. Mayukh Dass**

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### **Dr. Piyush Kumar**

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