

JAE (JAEYEON) CHUNG

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EMPLOYMENT

Jesse H. Jones Graduate School of Business, Rice University **July 2018 - present**
Assistant Professor of Marketing

EDUCATION

Ph.D., Marketing, Jun 2018
Columbia Business School, NY, USA

M.Phil., Marketing, Jan 2018
Columbia Business School, NY, USA

M.S., Marketing Science, Aug 2011
Columbia Business School, New York, NY

B.A., Psychology, Dec 2009
University of Michigan, Ann Arbor, MI

RESEARCH INTERESTS

- Digital marketing: VR, AR, Instagram, YouTube, NFT, ChatGPT
- Possessions: ownership, luxury consumption, self-concept
- Alternative forms of resources: windfall time, time slack

PUBLICATION

- Chung, Jaeyeon (Jae), Yu Ding, Ajay Kalra, “I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties” (*Accepted at Journal of Consumer Research*)
- Chung, Jaeyeon (Jae), Leonard Lee, Donald R Lehmann, Claire I Tsai, Spending Windfall (“Found”) Time on Hedonic versus Utilitarian Activities, *Journal of Consumer Research*, 2022;, ucac032, <https://doi.org/10.1093/jcr/ucac032>
- Chung, Jaeyeon (Jae), Gita Venkataramani Johar, Yanyan Li, Oded Netzer, and Matthew Pearson (2021), “Mining Consumer Minds: Downstream Consequences of Host Motivations for Home-

Sharing Platforms,” *Journal of Consumer Research*, (ucab034),
<https://doi.org/10.1093/jcr/ucab034>.

- Chung, Jaeyeon (Jae) and Leonard Lee (2019), “To Buy or to Resist: When Upward Social Comparison Discourages New Product Adoption,” *Journal of the Association for Consumer Research*, <https://www.journals.uchicago.edu/doi/abs/10.1086/703697>.
- Chung, Jaeyeon and Gita V. Johar (2018), “The Seesaw Self: Possessions, Identity (De)Activation, and Task Performance,” *Journal of Marketing Research*, 55(5), 752–65.

BOOK CHAPTER

- Johar, Gita V., Jaeyeon Chung and Liad Weiss (2019), “Our Identities, Our Selves,” invited chapter for Handbook for Research on Identity Theory in Marketing, edited by Mark Forehand and Americus Reed

WORKING PAPERS

- Jun, Youjung, Jaeyeon (Jae) Chung, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers” (*ready for a submission at JMR on April 15th*)
- Kim, Sonia, Jaeyeon (Jae) Chung, Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform” (*passed the initial review process, sent out for an extended review at Psych Science*)
- Chung, Jaeyeon (Jae) and Eric Park, “150 days on OpenSea: Which NFT artwork gets more popular overtime?” (*under review at PNAS*)
- Chung, Jaeyeon (Jae) and Youjung Jun, “Augmented Reality Enhances Self-Brand Connection” (*preparing for a submission at Journal of Marketing*)

WORK IN PROGRESS

- N/A (as of Jan 2023): All projects are currently under the “working papers” category.

MEDIA COVERAGE

- [“Essay: Foster children face a tough journey-but one simple, household item can make it better” Houston Chronicle](#), May 2021
- [“If a burger is meatless, is it really a burger?”](#) Houston Chronicle, Sep 2019

- [“Can shopping like a math whiz make you into one?”](#) Rice Business Wisdom, Jul 2019

CONFERENCE PRESENTATIONS

* denotes presenter.

- Chung, Jaeyeon, Yu Ding, Ajay Kalra*, “I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties” EMAC, May 2023, Denmark
- Chung, Jaeyeon, Yu Ding, Ajay Kalra*, “I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties” NASMEI Conference, Dec 2022, Chennai, India
- Chung, Jaeyeon* and Eric Park, “150 days on OpenSea: Which NFT artwork gets more popular overtime”, International conference on Crypto-marketing (@ Columbia University), Dec 2022, NY, USA
- Kim, Sonia*, Jaeyeon Chung and Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform.” Association for Consumer Research (ACR), Oct 2022, Denver, CO, USA
- Kim, Sonia*, Jaeyeon Chung and Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform.” Competitive Paper, Society for Consumer Psychology (SCP), Mar 2022, Online Conference due to COVID-19
- Chung, Jaeyeon and Yu Ding*, Ajay Kalra “Social Media Influencers: Products Endorsement on Instagram and Consumers Responses”, working paper, Society for Consumer Psychology (SCP), Feb 2020, Huntington Beach, CA, USA
- Jaeyeon Chung*, Youjung Jun, “Augmented Reality Enhances Self-Brand Connection” competitive paper, Association for Consumer Research (ACR), Oct 2019, Atlanta GA, USA
- Jun, Youjung*, Jaeyeon Chung, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers” competitive paper, Association for Consumer Research (ACR), Oct 2019, Atlanta GA, USA
- Jun, Youjung*, Jaeyeon Chung, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers” competitive paper INFORMS Marketing Science, Jun 2019, Rome, Italy
- Jaeyeon Chung*, Youjung Jun, “Augmented Reality Enhances Self-Brand Connection” competitive paper, INFORMS Marketing Science, Jun 2019, Rome, Italy

- Jaeyeon Chung*, Youjung Jun, “Augmented Reality Enhances Self-Brand Connection” competitive paper”, Society for Consumer Psychology (SCP), Feb 2019, Savannah, Georgia, USA
- Jun, Youjung*, Jaeyeon Chung, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers” competitive paper, Society for Consumer Psychology (SCP), Feb 2019, Savannah, Georgia, USA
- Chung, Jaeyeon*, Gita Johar, Yanyan Li, Oded Netzer and Matthew Pearson, “Share My Home? The Downstream Consequences of Motivations to Participate in Sharing Economy,” special session, Association for Consumer Research (ACR), Oct 2018, Dallas, TX, USA
- Chung, Jaeyeon, Gita Johar, Yanyan Li*, Oded Netzer and Matthew Pearson, “Share My Home? The Downstream Consequences of Motivations to Participate in Sharing Economy,” special session, Marketing Science, June 2018, Philadelphia, PA, USA
- Chung, Jaeyeon and Gita Johar*, “News Consumption on Social Media Induces Distinctiveness Seeking,” special session, Association for Consumer Research (ACR), Oct 2017, San Diego, CA, USA
- Chung, Jaeyeon *, Leonard Lee, Don Lehmann and Claire Tsai “How Consumers Use Found Time,” competitive paper, Society for Consumer Psychology (SCP), Feb 2017, San Francisco, CA, USA
- Chung, Jaeyeon *, Leonard Lee, Don Lehmann and Claire Tsai “How Consumers Use Found Time,” working paper, Society for Judgment and Decision Making (SJDM), Nov 2016, Boston, USA
- Chung, Jaeyeon *, Gita Johar, Oded Netzer and Matthew Pearson, “Share My Home? The Downstream Consequences of Motivations to Participate in Sharing Economy,’ working paper, Association for Consumer Research (ACR), Oct 2016, Berlin, DE
- Chung, Jaeyeon * and Leonard Lee, “How Feelings of Envy and Social Comparison Promote Innovation Adoption,” special session, Association for Consumer Research (ACR), Oct 2016, Berlin, DE
- Chung, Jaeyeon *, Leonard Lee, Don Lehmann and Claire Tsai “How Consumers Use Found Time,” competitive paper, Association for Consumer Research (ACR), Oct 2016, Berlin, DE
- Chung, Jaeyeon * and Gita Johar, “The Bounded Self: Effects of Product-Ownership Induced Identity Activation on Product (Un)Related Task Performance,” Society for Consumer Psychology Boutique conference on Identity and Consumption (SCP-Boutique), July 2016, Chicago, USA
- Chung, Jaeyeon *, Leonard Lee, Claire Tsai and Donald Lehmann, “How Consumers Use Found Time,” Behavioral Decision Research in Management Conference (BDRM), Jun 2016, Toronto, Canada

- Chung, Jaeyeon * and Gita Johar, “The Bounded Self: Effects of Product-Ownership Induced Identity Activation on Product (Un)Related Task Performance,” Society for Consumer Psychology (SCP), Feb 2016, FL, USA
- Chung, Jaeyeon * and Leonard Lee, “How Feelings of Envy and Social Comparison Promote Innovation Adoption,” Society for Consumer Psychology (SCP), Feb 2016, FL, USA
- Chung, Jaeyeon* and Gita Johar, “Possessions Constrain the Self-Concept,” special session (session chair), Association for Consumer Research (ACR), Oct 2015, LA, USA
- Chung, Jaeyeon*, Leonard Lee, Claire Tsai and Donald Lehmann, “How Consumers Use Found Time,” working paper, Association for Consumer Research (ACR), Oct 2015, LA, USA
- Chung, Jaeyeon*, Claire Tsai, Leonard Lee and Donald Lehmann, “The Concept of Found Time,” working paper, Association for Consumer Research (ACR), Oct 2015, LA, USA
- Chung, Jaeyeon* and Leonard Lee, “How Feelings of Envy Promote Innovation Adoption,” special session, Association for Consumer Research (ACR), June 2015, Hong Kong, China
- Chung, Jaeyeon* and Gita Johar, “Possessions Constrain the Self-Concept,” special session, Association for Psychological Society (APS), May 2015, NY, USA
- Chung, Jaeyeon* and Leonard Lee, “Envy and Innovation Adoption,” working paper, Association for Psychological Society (APS), May 2015, NY, USA
- Chung, Jaeyeon* and Leonard Lee, “Envy Increases Psychological Social Distancing and Preference for Unique Products,” competitive paper, Society for Consumer Psychology (SCP International), June 2015, Vienna, Austria
- Chung, Jaeyeon* and Leonard Lee, “Social Consequences of Envy,” competitive paper, Association for Consumer Research, Oct 2014, Baltimore, MD, USA
- Chung, Jaeyeon* and Leonard Lee, “The Consequences of Feeling Envy,” poster presentation Association for Psychological Society (APS), May 2014, San Francisco, CA, USA
- Chung, Jaeyeon* and Leonard Lee, “The Consequences of Envy: A Socio-Perceptual Perspective,” poster presentation, Society for Consumer Psychology (SCP), Feb 2014, Miami, FL, USA
- Chung, Jaeyeon* and Donald Lehmann, “How to Make Your Grandma to Exercise,” poster presentation, Association for Consumer Research (ACR), Oct 2014, Chicago, IL, USA

INVITED TALKS

- Chung, Jaeyeon*, Yu Ding, Ajay Kalra, “I Really Know You: How Influencers Can Establish Authenticity Using Self-Disclosure”, Yonsei University, July 2022, Seoul, Korea

- Jun, Youjung*, Jaeyeon Chung, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers”, competitive paper, Trans-Atlantic Doctoral Conference, London Business School, May 2019, London, UK
- Chung, Jaeyeon* and Gita Johar, “The Bounded Self: Effects of Product-Ownership Induced Identity Activation on Product (Un)Related Task Performance,” University of Houston Doctoral Symposium, April 2016, Houston, TX, USA
- Chung, Jaeyeon* and Gita Johar, “Possessions Constrain the Self-Concept,” competitive paper, Trans-Atlantic Doctoral Conference, London Business School, May 2015, London, UK
- Chung, Jaeyeon * and Gita Johar, “Possessions Constrain the Self-Concept,” competitive paper, Annual Whitebox Advisors Graduate Student Conference, Yale University, May 2015, New Haven, CT, USA

HONORS AND AWARDS

- James B. Angell Scholar, University of Michigan (March 2010)
- Psychology Honors, University of Michigan (Dec 2009)
- Graduation with Distinction, University of Michigan (Dec 2009)
- University Honors, University of Michigan (Sep 2007 - Dec 2009)
- Underwood International Students Honors Scholarship, Yonsei University, Korea (June 2008)
- APS 2014 Research Travel Assistance Award \$300 (May 2014)
- 2014 – 2015 Behavioral Research Lab Fellow Grant \$300 (Sep 2014)
- Luxury Education Foundation (LEF) 2014 Scholarship \$12,000 (Dec 2014)
- Paul and Sandra Montrone Doctoral Fellowship \$11,000 (July 2015)
- Deming Doctoral Fellowship \$10,000 (Aug 2015)
- MVPPhD: Columbia Behavioral Lab - Most valuable PhD student award (Oct 2016)
- Chazen Institute of International Business \$10,000 (Aug 2017)
- Chazen Institute of International Business \$10,000 (Sep 2019)

PROFESSIONAL AFFILIATIONS

- Journal of Marketing Research (Reviewer since August 2022)
- Journal of Marketing (Reviewer since January 2020)
- Journal of Consumer Research (Reviewer since 2018)
- Journal of Experimental Social Psychology (Reviewer since August 2015)
- Association for Consumer Research (Reviewer since January 2015)
- Society for Consumer Psychology (Member)
- Association for Psychological Science (Member)

TEACHING EXPERIENCES

I am teaching both undergraduate Marketing class and Buyer Behavior MBA class every spring semester.

- MGMT 688: Buyer Behavior (MBA elective)

- BUSI 380: Marketing (Undergraduate core)

SERVICE

- Rice Business Undergraduate Minor Committee
- Rice Marketing Summer Camp (2022): Organizer
- Rice recruitment committee (2022-2023)