

# JAEYEON (JAE) CHUNG

William S. Mackey Jr. Distinguished Assistant Professor  
Jesse H. Jones Graduate School of Business, Rice University  
McNair Hall 327, Houston, TX 77005  
Office: +01 713-348-5390  
Email: jc134@rice.edu

## EMPLOYMENT

---

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

## EDUCATION

---

**Ph.D., Marketing, Jun 2018** *(2023-24: Maternity Leave)*  
Columbia Business School, NY, USA

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

**M.S., Marketing Science, Aug 2011**  
Columbia Business School, NY, USA

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

## RESEARCH INTERESTS

---

- New technology: NFT, Generative AI, VR, Instagram, YouTube, Polymarket, Cryptocurrency, Humanoids
- Possessions: ownership (time, money, products), self-concept

## PUBLICATION

---

1. **Jaeveon (Jae) Chung** and Eric Park, “How Social Cues Drive Popularity in NFT Art Markets”. at *Journal of Marketing*, (accepted in Jun, 2026) <https://doi.org/10.1177/00222429261460019>
2. **Jaeveon (Jae) Chung**, Yu Ding, Ajay Kalra, Cutting Through the Noise: Why Talking about your Friends Matters More than You Think in Influencer Engagement, *Management in Business Review* (accepted in Nov, 2025)

3. Byung Lee\* and **Jaeyeon (Jae) Chung\***. Reply to: ChatGPT Decreases Idea Diversity in Brainstorming. *Nature Human Behaviour* (2025). Accepted (direct link: scheduled for online publication in April, 2025), <https://doi.org/10.1038/s41562-025-02195-5>  
\* *Denotes equal contribution.*
4. **Jaeyeon (Jae) Chung** and Ajay Kalra, Research: For Influencers, Showing Your Inner Circle Can Boost Engagement, *Harvard Business Review*, September 12, 2024, <https://hbr.org/2024/09/research-for-influencers-showing-your-inner-circle-can-boost-engagement>
5. Byung Lee\* and **Jaeyeon (Jae) Chung\***. An empirical investigation of the impact of ChatGPT on creativity. *Nature Human Behaviour* (2024). <https://doi.org/10.1038/s41562-024-01953-1>  
\* *Denotes equal contribution.*
  - *Featured at:*
    - *The Conversations (The Lead Article)*
    - *Rice Business Wisdom Magazine (The Lead Article)*
    - *Phys.org*
    - *Fast Company*
    - *Rice Magazine*
6. **Jaeyeon (Jae) Chung**, Yu Ding, Ajay Kalra, I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties, *Journal of Consumer Research*, Volume 50, Issue 4, December 2023, Pages 683–703, <https://doi-org.ezproxy.rice.edu/10.1093/jcr/ucad019>
  - *Editor's choice at JCR*
  - *Featured at Rice Business Wisdom Magazine (The Lead Article)*
7. **Jaeyeon (Jae) Chung**, Leonard Lee, Donald R Lehmann, Claire I Tsai, Spending Windfall (“Found”) Time on Hedonic versus Utilitarian Activities, *Journal of Consumer Research*, Volume 49, Issue 6, April 2023, Pages 1118–1139, <https://doi-org.ezproxy.rice.edu/10.1093/jcr/ucac032>
8. **Jaeyeon (Jae) Chung**, Gita Venkataramani Johar, Yanyan Li, Oded Netzer, Matthew Pearson, Mining Consumer Minds: Downstream Consequences of Host Motivations for Home-Sharing Platforms, *Journal of Consumer Research*, Volume 48, Issue 5, February 2022, Pages 817–838, <https://doi-org.ezproxy.rice.edu/10.1093/jcr/ucab034>
9. **Jaeyeon (Jae) Chung** 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>.
10. **Jaeyeon (Jae) Chung** and Gita V. Johar (2018), The Seesaw Self: Possessions, Identity (De)Activation, and Task Performance, *Journal of Marketing Research*, Volume 55, Issue 5, Pages 752-765, <https://journals.sagepub.com/doi/10.1177/0022243718793885>

## BOOK CHAPTER

---

- Johar, Gita V., **Jaeyeon (Jae) 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

---

- **Jaeyeon (Jae) Chung**, Kim, Sonia, Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform” (*submitted for a 3<sup>rd</sup> round review at Journal of Marketing*)
- Jun, Youjung, **Jaeyeon (Jae) Chung**, Gita Johar, “The Backfiring Effect of Virtual Reality for High Sensation Seeking Consumers” (*Minor Revision at Journal of Consumer Psychology*)

## WORK IN PROGRESS

---

- **Jaeyeon (Jae) Chung** and Byung Lee, “Upward vs. Downward Trend: Asymmetry in Cascade Following Behavior at PolyMarket”

Using a mixed-methods design — scraped archival data of 3,564 Polymarket contracts (714,450 price observations) spanning politics, sports, and entertainment, and a controlled experiment — this research identifies a pronounced asymmetry in cascade-following behavior: consumers disproportionately follow rising-price cascades even when evidence is weak, resulting in negative ROI, yet remain well-calibrated when cascades move downward, preserving efficient returns. This directional asymmetry demonstrates how sequential consumer decisions in real-stakes markets systematically diverge from rationality in a direction-dependent manner.

- **Jaeyeon (Jae) Chung** and Youjung Jun, “Deception without Deceivers”

Why does misleading content thrive online, when so much of it comes from creators who never set out to deceive? We propose *deception without deceivers*: under algorithmic pressure to maximize processing fluency and engagement, well-intentioned creators strip nuance from complex topics and produce visually decontextualized content that quietly lowers consumers' epistemic vigilance. We test this with a multi-method design that pairs large-scale multimodal analysis of YouTube health and finance videos — quantifying visual variance, audio–visual sentiment dissonance, and context loss — with a controlled experiment isolating the causal role of the visual layer in consumers' acceptance of misleading claims.

## MEDIA COVERAGE

---

- [“ChatGPT’s Creative Side”](#), Rice Magazine, April, 2025
- “AI Is Making US Better Problem Solvers ” , Owls Have You Know Podcast, Dec 2024
- [“ChatGPT vs. Google: Which is more helpful for creativity?”](#), Fast Company, Nov, 2024
- [“Asking ChatGPT vs Googling: Can AI chatbots boost human creativity”](#), The Conversation, Nov, 2024
- [“AI is providing a fresh perspective to everyday problem”](#) Rice Business Wisdom, Oct, 2024 (featured as the lead article)
- [“Study says ChatGPT could help people with creativity in everyday tasks”](#) Phys.org, Aug, 2024
- [“ChatGPT could help people with creativity in everyday tasks, study says”](#), Rice News, Aug, 2024
- [“What Should Influencers Talk About to Increase Consumer Engagement?”](#) Rice Business Wisdom, Jan 2024 (featured as the lead article)
- [“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.

- Felix Schakols\*, Jaeyeon Chung, Reto Hofstetter, “Add depth vs. breadth: Responses from Managers using AI tool for Identity Transformation in their Work”, competitive paper, EMAC, June 2026, Bath, UK
- Felix Schakols\*, Jaeyeon Chung, Reto Hofstetter, “Add depth vs. breadth: Responses from Managers using AI tool for Identity Transformation in their Work”, poster session, ACR, Oct 2025, Washington DC. USA
- Chung, Jaeyeon\*, “AI Luddites: Consumers Penalize Creative Work Output Generated by Artificial Intelligence” ACR-Asia, July 2024, Bali, Indonesia
- Chung, Jaeyeon\* and others, “Into the Future: Emerging Technologies and Their Implications for Consumers, Industry, and Policy” SCP round table, Mar 2024, Nashville
- Chung, Jaeyeon, Yu Ding, Ajay Kalra\*, “I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties” ACR, Oct 2023, Seattle

- Kim, Sonia\*, Jaeyeon Chung and Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform.” Journal of Marketing Virtual Symposium, Jul 2023, Virtual
- 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, Savanna, 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, Savanna, 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 (SJD), 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\*, Rice Business Partners Faculty Roundtable Discussion: How Can Influencers Boost Consumer Engagement, Rice University, Feb 2025, Houston, USA
- Chung, Jaeyeon\* (invited as a panelist), Career Management Forum for Assistant Professors, Rice University, Feb 2025, Houston, USA
- 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)
- Award for Excellent Research, Rice Business School (May 2024)
- Award for Excellent Research, Rice Business School (May 2025)

## PROFESSIONAL AFFILIATIONS

---

- Serving as a Reviewer in selected journals
  - Journal of Consumer Research
  - Journal of Marketing Research
  - Journal of Marketing
  - PNAS
  - Journal of Experimental Social Psychology
  - Cognition & Memory
- Professional Membership

- Association for Consumer Research
- Society for Consumer Psychology
- Association for Psychological Science

## **TEACHING EXPERIENCES**

---

I have taught both undergraduate Marketing class and Buyer Behavior MBA class every spring semester.

- MGMT 688: Consumer Insights (MBA elective), since 2018-2026
- BUSI 380: Marketing (Undergraduate core), since 2018-Now
- BUSI 400: Digital Marketing (Undergraduate elective). I am teaching digital marketing starting 2027.

## **SERVICE**

---

- Rice Business Undergraduate Committee (2018 - Now)
- Rice Marketing Summer Camp (2022, 2025): Organizer
- Rice recruitment committee (2022-2023)