

JAEYEON (JAE) CHUNG

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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. **Jaeyeon (Jae) Chung**^{*}, Kim, Sonia^{*}, Gita Johar, “How Personalized Video Recommendation Algorithms Induce Consumers to Believe Any Misguided Information on the Platform” *(conditionally accepted at **Journal of Marketing**)*
^{*} *Denotes equal contribution.*
2. **Jaeyeon (Jae) Chung** and Eric Park, “How Social Cues Drive Popularity in NFT Art Markets”. *(forthcoming at **Journal of Marketing**)* <https://doi.org/10.1177/00222429261460019>

3. Byung Lee* and **Jaeyeon (Jae) Chung***. Reply to: ChatGPT Decreases Idea Diversity in Brainstorming. *Nature Human Behaviour* (2025). <https://doi.org/10.1038/s41562-025-02195-5>
* Denotes equal contribution.
4. 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 in 55+ media outlets:*
 - *The Conversations (The Lead Article)*
 - *Yahoo News*
 - *Fast Company*
 - *Harvard Business Review*
 - *Local media outlets: Houston Chronicle, SF Gate, Seattle Post*
 - *International media outlets: Espanol.new, Japan Today, Time of India*
5. **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*
6. **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>
7. **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>
8. **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>.
9. **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>

WORKING PAPERS

- 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*)

Prior research suggests that Virtual Reality (VR) substitutes for physical consumption primarily through sensory habituation. We propose and test a broader alternative explanation grounded in need fulfillment. Specifically, when consumers pursue their strong underlying needs, using a fully immersive VR increases the strength of motivated engagement and facilitates need fulfillment. Six studies test this account. Two field studies, conducted at a VR theme park and the National Museum of Korea, demonstrate that VR fulfills a need rather than merely simulating a specific activity, as its downstream effects extend beyond the directly simulated activity to other consumption experiences serving the same need (e.g., reduced desire for relaxing tea or a massage after a VR meditation). Laboratory experiments, including a Skin Conductance Response (SCR) study, show that the substitution effect is stronger among high-need consumers and driven by heightened motivated engagement. Finally, we document a boundary condition with direct managerial implications—presenting VR as a “teaser” rather than a standalone experience eliminates the need-based substitution effect. The findings advance understanding of how VR fulfills consumers' psychological needs and when it does not.

WORK IN PROGRESS

- Felix Schakols*, **Jaeyeon Chung**, Reto Hofstetter, “Fostering Identity Expansion: How AI-Collaborative Thinking Styles Drive Adoption Among Managers”

This research introduces an identity-based framework to explain managerial resistance to AI in creative work. Drawing on extended self theory, we demonstrate that AI adoption depends on the thinking style employed during human-AI collaboration. Contrasting two collaborative modes—broad, exploratory thinking versus narrow, in-depth analysis—we find that utilizing AI for broad thinking triggers a positive identity transformation. Across three studies with working managers, we show that this exploratory engagement enhances managers' self-perceptions as creative professionals, which significantly drives their adoption intentions.

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

Using 3,564 Polymarket contracts and controlled experiments, this research examines the psychological drivers and consequences of consumers following the “wisdom of the crowd.” We identify a striking directional asymmetry in herding behavior: consumers overwhelmingly follow upward momentum—even on weak signals—resulting in significant monetary losses. However, downward momentum are less likely to be followed. Experimental evidence demonstrates this asymmetry is driven by the ease of mental simulation, while ruling out alternative accounts including FOMO, positivity bias, and in-group conformity. Ultimately, relying on crowd signals is selectively dangerous especially when upward momentum feels most compelling.

- **Jaeveon (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.

PRACTITIONER OUTLETS

- **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)
- **Jaeveon (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>

BOOK CHAPTER

- Johar, Gita V., **Jaeveon (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

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.

- Chung, Jaeyeon* and Eric Park, “Beyond Personal Taste: How NFT Markets Displace Aesthetic Judgment With Social Cue Reliance”, Panel Contribution presentation, ACR-Asia, Oct 2026, Chicago, *Accepted*.
- Chung, Jaeyeon* and 12 others,* workshop: “The Changing Landscape of the Creator Economy: Choices and Decisions”, 13th Triennial Invitational Choice Symposium, August 2026, Colorado, *Accepted*.
- 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 (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*, 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)
- MSI Young Scholar (May 2026)

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 EXPERIENCE

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)