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EDUCATION

Ph.D., Marketing,
Rice University, Houston, TX 2019 (Expected)

MBA, Strategy and Management (Magna Cum Laude),
KDI School of Public Policy and Management, South Korea 2004

BA, Business Administration,
Yonsei University, South Korea 2002

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW (Abstracts in Appendix)

Dholakia, Utpal, Jihye Jung, and Nivriti Chowdhry (2018), “Should I Buy This When I Have So Much? Reflection on Personal Possessions as an Anti-Consumption Strategy,” *Journal of Public Policy and Marketing*, forthcoming.

Han, Kyuhong, Jihye Jung, Vikas Mittal, Jinyong Zyung, and Hajo Adam (2018), “Political Identity and Financial Risk-Taking: Insights from Social Dominance Orientation,” conditionally accepted at *Journal of Marketing Research*.

Jung, Jihye and Vikas Mittal (2018), “Political Identity and Preference for Supplemental Education Programs,” revising for 2nd round review at *Journal of Marketing Research* (Dissertation essay 1).

Song, Xiaobing, Yinlong Zhang, Jihye Jung, and Vikas Mittal (2018), “Consumers’ Preference for User-Designed versus Designer-Designed Products: The Moderating Role of Power Distance Belief,” revising for 2nd round review at *Journal of Marketing Research*.

WORK IN PROGRESS (Abstracts in Appendix)

Jung, Jihye, Biwoong Im, Vikas Mittal, and Shrihari Sridhar, “Terrorism, Just World Belief, and Hedonic Consumption between Liberals and Conservatives,” *four studies completed, manuscript in progress, targeted for Journal of Consumer Research*.

Jung, Jihye, Vikas Mittal, and Karen Page Winterich, “Political Identity, Perceived Control, and Privacy Concerns,” *data collection in progress* (Dissertation essay 2).

Blut, Markus, Jihye Jung, and Vikas Mittal, “The Bias Blind Spot Effect – A Meta-Analytic Review”, *working paper available*.

OTHER PUBLICATIONS

- Mittal, Vikas, Ashwin Malshe, and Shrihari Sridhar (2018), "The Unequal Effect of Partisanship on Brands," *Harvard Business Review* (March 26, 2018) (*Contributor*).
- Jung, Jihye and Vikas Mittal (2017), "How Emotions Influence Decision Making: A Summary," Teaching note, *available at study.net*
- Jung, Jihye and Minhee Kim (2013), "Social Media Analytics: Potentials and Challenges of Big Data," *LG Business Insight* (February 19, 2013) (*Selected as the Best Article*).
- Jung, Jihye and Minhee Kim (2012), "Marketing Strategy in the Age of Consumer Anxiety," *LG Business Insight* (August 27, 2012).
- Jung, Jihye (2012), "Corporate Challenges in the Hyper-Connected World and Coping with Public Opinion Polarization," *LG Business Insight* (April 3, 2012).
- Jung, Jihye (2011), "New Corporate Standards in a Justice-Seeking Society," *LG Business Insight* (June 14, 2011).
- Jung, Jihye (2011), "Open Innovation in Service Businesses Organizations," *LG Business Insight* (March 7, 2011).
- Jung, Jihye (2010), "Who Are the Korean Seniors? Segmenting Older Adults and Understanding Their Potential as a Profitable Consumer Group," *LG Business Insight* (August 8, 2010) (*Selected as the Best Article*).
- Jung, Jihye (2010), "Changes in Population Trend and Their Effects on Economies and Markets: Focusing on the Y Generation, Women and Senior Citizens," In *2020 A Whole New Future*, Hans Media.
- Jung, Jihye (2009), "Inconvenient Truth of Environmental Marketing: Psychology Behind Environmental Consumption and Marketing Strategies," *LG Business Insight* (March 3, 2009) (*Selected as the Best Article*).
- Jung, Jihye (2007), "Customer-Oriented Marketing Paradigm: The Evolving Role of CMO," *LG Business Insight* (March 3, 2009).
- Jung, Jihye (2007), "Segmenting Customers in B2B Markets," *LG Business Insight* (September 28, 2007).
- Jung, Jihye (2006), "Rethinking the ROI of CSR: Four Ways to Improve Productivity of CSR Activities," *LG Business Insight* (April 20, 2006).
- Jung, Jihye (2006), "The Power of Human Network," In *Strategies for Korean Society*, Chunggrim Publishing Co.
- Jung, Jihye (2005), "Web Identity, Another Self in the Cyberspace," In *2010 Korea Trend*, Hankyung Media (*Selected as Book of the Year in Korea*).

PRESENTATIONS (*presenter)

- *Jung, Jihye and Vikas Mittal, “Political Identity and Preference for Supplemental Education Programs,” *Data, Dollars, and Votes: The Intersection of Marketing and Politics*, Georgetown University, May 2018.
- *Jung, Jihye and Vikas Mittal, “Self-versus Other Focus, Political Identity, and Parental Education Spending,” *The 35th Annual Doctoral Symposium*, University of Houston, April 2017.
- *Jung, Jihye and Vikas Mittal, “Moms and Dads: Their Political Identity and Preference for an Educational Program,” *ACR Conference*, Berlin, Germany, October 2016.
- *Tu, Lingjian, Yinlong Zhang, Vikas Mittal, and Jihye Jung, “Are Asian Parents Superior? The Role of Self-Construal in Parental Education Spending,” *AMA Summer Marketing Educators’ Conference*, Chicago, IL, August 2015.
- Jung, Jihye, *Nivriti Chowdhry, and Utpal M. Dholakia, “How Evoking Desire for One’s Possessions Promotes Prudent Shopping Decisions,” *The 33rd Annual Doctoral Symposium*, University of Houston, April 2015.
- *Jung, Kwon and Jihye Jung, “A Typology, Aspiration, and Life Satisfaction of Older Korean Consumers,” *AMA Winter Marketing Educators’ Conference*, Austin, TX, February 2011.
- *Jung, Jihye, “How to Understand Senior Market Consumers,” *Senior Trend Forum*, Seoul, Korea, September 2010.
- *Jung, Jihye, “Importance of Prosumers and Early Adopters in Business,” *U-Prosumer Seminar, Ministry of Commerce, Industry, and Energy*, Seoul, Korea, May 2005.

AWARDS & HONORS

- Fellow, AMA-Sheth Doctoral Consortium, 2015
- Consumer Insights Challenge Award, Georgetown Institute for Consumer Research, 2014
- Doctoral Fellowship, Rice University, 2013 – Present
- Fellow, Dutch Visitors Program, The Ministry of Foreign Affairs, Netherlands, 2011
- Best Article Award, LG Economic and Research Institute, 2009, 2010, 2013
- Fellow, L’Oreal Winter Workshop, 2003
- Distinguished Academic Performance Scholarship, KDI School, 2002-2003
- Distinguished Academic Performance Scholarship, Yonsei University, 2000
- Placed 2nd in the Yonsei Management Case Competition, Yonsei University, 2000
- Winner, The Business Essay Contest, Korean CEO’s Association of Multinational Corporations (KCMC), 2000
- Placed 3rd in the First National Business Case Development Competition, Seoul National University, 2000

PROFESSIONAL EXPERIENCE

LG ECONOMIC RESEARCH INSTITUTE

2004 - 2013

(Think tank for LG, one of the largest South Korean multinational corporations, South Korea)

Consulting Projects

Participated in over 10 consulting projects in several industries: chemical, pharmaceutical, cosmetics, personal care, building and housing materials, hospitality, and international trading.

- Forecast changes in market trends and competitive dynamics and provided guidance for restructuring of business portfolio
- Developed branding and channel strategies
- Developed mid- and long-term business strategies
- Conducted market-feasibility studies for new products and business models
- Administered competitiveness diagnosis of sales and R&D teams

Customer Surveys and Market Research

Designed and implemented multiple market-research projects for specific products and markets.

- Designed and implemented a U.S. Consumer Survey to market a new business item; conducted customer segmentation and conjoint analysis, 2009
- Designed and implemented the annual LG Global Customer Satisfaction Survey for 30 major products and services of LG Corporation; designed questionnaires, supervised and conducted focus-group interviews, conducted in-depth interviews with B-to-B clients, and wrote customer satisfaction reports, 2003, 2004, 2012
- Designed and implemented a competency testing program for major products at LG—smart phone, smart TV, and LTE service; designed evaluation questionnaires, supervised focus-groups and in-depth interviews, and wrote the final report presented to top management, 2012
- Conducted secondary research and in-depth interviews with analysts, local trading office, heads of local branches, local business managers, and consultants to identify future business opportunities in China and India, 2008-2009
- Developed annual industry forecast reports for cosmetics and personal care categories, 2005-2010
- Developed annual global competitor analysis reports for the chemical sector, 2004-2006
- Developed LG master brand management strategy; investigated usage status of Corporate Identity (logos, corporate colors, and typographic palettes) and established guidelines, 2004

Knowledge Provider for Public and Top Management

- Served as an editor of *LG Future Insight*, the monthly trend report issued for the top management executives of LG Corporation, 2010-2013
- Contributed more than 30 marketing reports to *LG Business Insight*, the weekly business and economic magazine for public consumption, 2004-2013
- Appeared in more than 10 media interviews including major broadcasting channels and podcasts, and featured in leading business magazines and newspapers, 2004-2013

TEACHING

Teaching Interests

- Consumer Behavior
- Marketing Research
- Principles of Marketing
- Marketing Strategy
- International Marketing
- Integrated Marketing Communications

Teaching Assistant, KDI School of Public Policy and Management

- Kwon Jung, Marketing Research (Graduate), 2003
- Woochan Kim, Quantitative Methods (Graduate), 2003

INSTITUTIONAL & PROFESSIONAL SERVICE

Conference Reviewer, *Society for Consumer Psychology*, 2017

Consumer Subject (TRC) Pool Manager, Jones Graduate School of Business, Rice University, 2013-2016

Supervised the Compilation of Korean Edition of a Marketing Book:

Ries, Al. and Jack Trout (2008), "The 22 Immutable Laws of Marketing," Businessmap Ed., 2008
 Book Translation: Furlong, Mary (2007), "Turning Silver into Gold: How to Profit in the New Boomer Marketplace," Miraebook Ed., 2007

DOCTORAL COURSEWORK

Marketing

- | | |
|--|-----------------|
| • Seminar in Consumer Behavior | Ajay Kalra |
| • Selected Topics in Marketing Measurement | Wagner Kamakura |
| • Doctoral Marketing Research Seminar | Vikas Mittal |
| • Analytical Models in Marketing I | Amit Pazgal |
| • Empirical Methods for Marketing Research | Wagner Kamakura |
| • Seminar in Judgment and Decision Making | Ajay Kalra |
| • Analytical Models in Marketing II | Amit Pazgal |

Psychology

- | | |
|---|-----------------|
| • Decision Making/Problem Solving | Michael Byrne |
| • Introduction to Social Psychology (audit) | Michelle Hebl |
| • Foundations of Social Psychology | Jaye L. Derrick |

Methodology/ Statistics

- | | |
|--|-----------------------|
| • Introduction to Regression and Statistical Computing | Erzsébet Merényi |
| • Matrix Analysis | Jesse Chan |
| • Advanced Psychology Statistics II | David Lane |
| • Introduction to Maximum Likelihood Estimation | Randolph T. Stevenson |
| • Advanced Maximum Likelihood Estimation | Justin E. Esarey |
| • Meta-Analysis | Frederick L. Oswald |

REFERENCES

Sharad Borle

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Vikas Mittal

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APPENDIX I: DISSERTATION

“The Impact of Political Identity on Consumer Behavior”

Chair: Vikas Mittal

Committee: Sharad Borle, Karen Page Winterich, Randolph T. Stevenson (Political Science)

Consumers seek more than functional needs. Their preference and choices are often motivated by a system of beliefs such as political ideologies, religions, morals, and worldviews. In my dissertation, I focus on political identity and seek to deepen our understanding of its role on consumer behaviors. I investigate whether and when consumers’ political identity influences important choices which are not directly relevant to ideological issues. To address this question, I explore two distinct areas in which political identity influences consumer preferences.

In the first essay, “**Political Identity and Preference for Supplemental Education Programs,**” (revising for 2nd round review at *Journal of Marketing Research*), I examine how parents’ political identity affects their preference and choices of supplemental education programs (SEPs) such as tutorials, educational materials, and summer programs. Based on two educational orientations – conformance-orientation and independence-orientation–, I propose that SEPs with a conformance-oriented pedagogy may be preferred more by conservative parents while SEPs with an independence-oriented pedagogy may be preferred more by liberal parents. This effect of political identity on preference for SEPs is moderated by a person’s self-focus. Counterintuitively, when using political identity to target messages for SEPs, firms should frame messages to focus parents on themselves rather than on children for identity-consistent effects to manifest. This moderating effect of self-focus is replicated whether it is temporarily primed, measured as a chronic state using self-construal, or measured at the cultural level using individualism/collectivism. Seven studies—including a field study at educational institutions—test this theorizing and replicate key results using different measures of political identity and self-focus.

In the second essay, “**Political Identity, Perceived Control, and Privacy Concerns,**” I investigate liberals’ and conservatives’ attitudes toward sharing personal information with companies. As part of using digital products and services, consumers must accept privacy policies that require sharing personal information with providers. Consumers’ concerns about providing personal information is therefore a key issue in their use of firms’ digital products and services. Specifically, I focus on perceived transparency and perceived controllability that a firm’s privacy policy provides customers. I examine how these factors differentially affect liberals and conservatives to mitigate their privacy concerns. I find that liberals’ willingness to share their personal information with companies is influenced by the controllability of the firm’s privacy policy while conservatives’ intention to share personal information is invariant to a company’s privacy policy.

APPENDIX II: RESEARCH ABSTRACTS

Dholakia, Utpal, Jihye Jung, and Nivriti Chowdhry (2018), “Should I Buy This When I Have So Much? Reflection on Personal Possessions as an Anti-Consumption Strategy,” *Journal of Public Policy and Marketing*, forthcoming.

Despite having ample possessions, many Western consumers continue to buy new things. Our central proposition in this research is that one approach to resist shopping temptations and stifle buying urges is to get consumers to reflect on, and evoke momentary desire for, recently used belongings. We contribute to the anti-consumption literature by theorizing that the desire to consume, like willpower, may function as a limited motivational resource. Reflecting about favored personal possessions depletes the overall desire to consume and consequently mitigates desire for subsequent shopping urges. Across four studies, consumers who reflected on their recently used personal belongings experienced less desire for an unexpectedly encountered product, were less likely to buy impulsively and expressed a lower willingness-to-pay for new products. This research broadens the scope of anti-consumption theory. In addition to rejection, restriction, and reclaim, reflection is proposed as a fourth strategy that provides a practical intervention for policymakers, consumer advocates, and consumers to consume prudently.

Han, Kyuhong, Jihye Jung, Vikas Mittal, Jinyong Zyung, and Hajo Adam, “Political Identity and Financial Risk-Taking: Insights from Social Dominance Orientation,” conditionally accepted at *Journal of Marketing Research*.

This research investigates how people’s political identity is associated with their financial risk-taking. We argue that conservatives’ financial risk-taking increases as their self-efficacy increases because of their greater social dominance orientation (SDO), whereas liberals’ financial risk-taking is invariant to their self-efficacy. This key hypothesis is verified in six studies using different measures of political identity, self-efficacy, and financial risk-taking. The studies also use different samples of U.S. consumers, including online panels, a large-scale dataset spanning five election cycles, and a secondary dataset of political donations made by managers at companies. Finally, we articulate and demonstrate the mediating effect of individuals’ focus on the upside potential of a decision among conservatives, but not among liberals.

Song, Xiaobing, Yinlong Zhang, Jihye Jung, and Vikas Mittal, “Consumers’ Preference for User-Designed versus Designer-Designed Products: The Moderating Role of Power Distance Belief,” revising for 2nd round review at *Journal of Marketing Research*.

Anecdotal evidence and extant research show that consumers can prefer both user-designed and designer-designed products. Yet, conditions that moderate such preferences are not well understood. We posit power distance belief (PDB) as a moderator arguing that low-PDB consumers prefer user-designed to designer-designed products because they identify more with user-driven companies. In contrast, high-PDB consumers prefer designer-designed to user-designed products due to these consumers’ stronger trust in designer-driven companies. Five studies examining power distance at both the country and individual level provide convergent support for the proposed moderating effect of PDB. Further, we show that this effect is differentially mediated via trust or identification for designer-designed versus user-designed products.

Jung, Jihye, Biwoong Im, Vikas Mittal, and Shrihari Sridhar, “Terrorism, Just World Belief, and Hedonic Consumption between Liberals and Conservatives,” *manuscript in progress*.

Liberals and conservatives differ in their level of concern and sensitivity toward external threats. This research investigates the role of political identity on consumer spending in response to terrorism threats. Due to their stronger belief in a just world and social system, conservatives may be less likely to seek institutional solutions in response to terrorism; rather, conservatives may focus on personal solutions for coping with the emotional distress by seeking pleasure through hedonic spending. In a series of studies, I find that a heightened threat following a terroristic event increases conservatives’ spending on hedonic options whereas liberals’ preference for hedonic options is invariant or decreasing.

Blut, Markus, Jihye Jung, and Vikas Mittal, “The Bias Blind Spot Effect – A Meta-Analytic Review,” *working paper available*

Using meta-analytic technique, this study examines whether individuals are capable of detecting common biases among others, but are blind to seeing these same biases in themselves. Pronin et al. (2002) introduced the bias blind spot to the literature and find participants in their experiments to rate themselves as less susceptible to various biases than “average Americans.” The present meta-analysis synthesizes empirical studies testing this asymmetry to clarify whether the bias blind spot effect exists. It also quantifies the extent of the effect and tests the underlying mechanisms, ego-defensiveness and bias consciousness, which are discussed to cause the asymmetry. Finally, we examine the impact of the study design (social bias, reference group, debiasing) and the sample composition (age, gender, students) on the magnitude of the bias blind spot effect.