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EDUCATION

University of Illinois at Urbana-Champaign USA Ph.D Candidate in Business Administration Major: Marketing Minor: Social Psychology (Dissertation Proposal Defended on May 14, 2013; Expected Final Defense on June, 2014)	Illinois, From August, 2009
University of Illinois at Urbana-Champaign M.S. (Advertising)	Illinois, USA May 2009
Chung-Ang University B.A. (Advertising & Public Relations), B.A. (Mass Communication: Double)	Seoul, Korea February 2003

RESEARCH INTERESTS

- Consumer Behavior in the Context of Sustainable Consumption and Prosocial Behavior
- Gender and Power in Survival, Consumption, and Coping in Human and Non-human Interactions
- Consumer Behavior, Well-Being and Ecology in Subsistence & Emerging Marketplaces

RESEARCH STATEMENT

My broad interest in sustainability, consumer behavior and consumer well-being has three specific streams. The first research stream focuses on understanding how to better embed sustainability into human consumption practices, using theoretical approaches ranging from social information processing, risk perception, construal level theory and attitude/behavior changes. The second research stream aims to explore human functioning and remedy human ill-being in subsistence marketplaces using psychological and sociological lenses, focusing on ecological factors such as poverty, literacy and social networks with psychological factors such as thinking styles, fate/agency beliefs, and construal levels. The third research stream focuses on the effects of power and gender in human interactions and in human-nonhuman interactions in

the context of consumption, survival, risk perception, and prosocial behavior.

PUBLICATIONS

- Viswanathan, M., S. Sridharan, R. Ritchie, S. Venugopal, and K. Jung. (2012), “Resource-Poor, But Interaction-Rich: Subsistence Marketplace Exchanges and Public Policy Implications,” *Journal of Public Policy & Marketing*, 31 (2), 159 – 177. (Lead Article)
- Viswanathan, M. K. Jung, S. Venugopal, I. Minefee, and I. W. Jung. (2014) “Subsistence and Sustainability: From Micro-Level Behavioral Insights to Macro Level Implications,” *Journal of Macromarketing*, March. (Lead Article)

MANUSCRIPTS UNDER REVIEW

- Jung, K., S. Shavitt, M. Viswanathan, and J. Hilbe. “Effects of Gender of Hurricanes on Death Tolls in the U.S. Since 1950 and Evacuation Decisions” (Status: Under 2nd Round Review at *Proceedings of the National Academy of Sciences*)

WORKING PAPERS

- Jung, K., M. Viswanathan, R. S. Wyer, and D. Albarracin. “Effects of Timing of Purchase and Perceived Proximity of Climate Change on Green Product Purchase” (Status: Revising for Submission to *Journal of Public Policy & Marketing*)
- Jung, K. R. S. Wyer, and M. Viswanathan “Effects of Gender and Power on Choices for Selves and Others: Gender-Matching Perspective” (Status: Manuscript Ready for Submission to *Journal of Consumer Research*)
- Jung, K., M. Viswanathan, and C.Y. Chiu “Three Pathways to Income Gain in Low-Income Communities in India: The Role of Education, Cultural Values and Lay Beliefs” (Status: Manuscript Ready for Submission to *Psychological Science*)

RESEARCH IN PROGRESS

- Jung, K., D. Albarracin. “General to Specific vs. Specific to General: Spillover vs. Licensing Effect of Overpredicting General vs. Specific Green Behavior in the Future on Immediate Member vs. Non-member Behavior” (Status: *Four Studies Completed*)
- Jung, K. and D. Albarracin. “Buying Environmentally Friendly Products vs. Not Buying Environmentally Unfriendly Products: Action-Inaction Construal, Fluency and Outcome Expectancy (Status: *Five Studies Completed and Manuscript in Preparation*).
- Jung, K. “Effects of Genders of Hurricane and Victims on Helping” (Status: *Three Studies Completed and Manuscript in Preparation*)
- Jung, K. “Keyboard and Consumer Valuation in Online Auction” (Status: *One Archival Study and Two Lab Studies Completed*)
- Jung, K. “More Dangerous When Sounding Like Katrina and Sandy: Effects of Phonetic Similarity of Hurricane Names to Katrina and Sandy” (Status: *Two Studies Completed*)
- Jung, K. “Culture of Risk Perception and Preparedness in the World” (Status: *Analyzing EM-DAT The International Disaster Database*)

- Jung, K., S. Venugopal, I. Minefee, and M. Viswanathan. “Effects of Market-Literacy Education on Self-Efficacy, Response-Efficacy and Construal Levels of Low-Income and Low-Literate Consumers” (Status: *T1 and T2 Data Collection/Analysis Completed and T3 Data Collection in Progress*)
- Jung, K. “Effects of Power and Gender on Risk Perception” (Status: *Pretest and One Study Completed*)
- Jung, K. “Too Big to Like: Effects of Size of Logos and Fonts on Perceived Sincerity of Firms’ Good Deeds” (Status: *Two Studies Completed*)
- Venugopal, S., M. Viswanathan, and K. Jung “Effects of Chronic Poverty, Transient Poverty and Social Support on Entrepreneur Intentions and Financial Product Purchase” (Status: *Pretest and T1 Data Collection Completed and T2 Data Collection in Progress*).
- Jung, K. “Global Warming vs. Climate Change: Disbelief, Political Ideology and Sustainable Consumption” (Status: *One Archival Study and Two Lab Studies Completed*)
- Jung, K. “Political Ideology and Sustainable Consumption” (Status: *Pretest and One Study Completed*)
- Jung, K. “How You Browse Predicts Who You Are.” (Status: *One Study Completed*)
- Color vs. Black & White: Effects of Colored vs. Uncolored Representation on Emotion and Risk Perception

CONFERENCE PRESENTATIONS AND WORKSHOPS

- Jung, K., S. Shavitt, and M. Viswanathan (2014), “Effects of Gender of Hurricanes on Death Tolls in the U.S. Since 1950 and Evacuation Decisions” 2014 Winter Conference of the Society for Consumer Psychology, Miami, FL, USA (Competitive Paper)
- Jung, K., R. S. Wyer, and M. Viswanathan (2013), “Gender and Power: Gender-Matching Perspective” 2013 Winter Conference of the Society for Consumer Psychology, San Antonio, TX, USA. (Competitive Paper)
- Jung, K., M. Viswanathan, R. S. Wyer, and D. Albarracin (2012), “Effects of Timing of Purchase and Perceived Proximity of Climate Change on Green Product Purchase” 2012 Annual Conference of the Association for Consumer Research, Vancouver, BC, Canada. (Competitive Paper Session)
- Jung, K., D. Albarracin, and M. Viswanathan (2012), “General to Specific vs. Specific to General: Spillover vs. Licensing Effect of Overpredicting General vs. Specific Green Behavior in the Future on Immediate Member vs. Non-member Behaviors” 2012 Annual Conference of the Association for Consumer Research, Vancouver, BC, Canada. (Poster Session)
- Jung K. and M. Viswanathan (2012), “Effects of Temporal, Social, and Spatial Distance of Environmental Problems on Sustainable Consumption Practices in Subsistence Marketplaces” 4th Subsistence Marketplaces Conference, Loyola University, Chicago, IL, USA.
- Jung K. and M. Viswanathan (2012), “Effects of Presence and Search for Meaning in Life and Levels of Literacy on Income and Well-Being in Subsistence Marketplaces” 4th Subsistence Marketplaces Conference, Loyola University, Chicago, IL, USA.

- KU 10th Annual Summer Institute – Stats Camp (2012), Moderation and Mediation Workshop Certificate, University of Kansas, Lawrence, KS, USA
- 5th Biennial 2012 Marketing & Public Policy Workshop, Atlanta, GA, USA
- Jung K., M. Viswanathan, D. Albarracin, and R. S. Wyer (2011), “The Effects of Interplay between Temporal Distances and Cause-Behavior Ordering on Green Product Buying” 6th International Conference on Persuasive Technology, Ohio State University, Columbus, OH, USA.
- Jung K. and M. Viswanathan (2010), “The Effects of Temporal Distances on Sustainable Consumption Practices” 1st Carlson on Sustainability Conference, University of Minnesota, MN, USA.
- Jung K., S. Sridharan, and M. Viswanathan (2010), “Understanding Sustainability in Subsistence Marketplace” 3rd Subsistence Marketplace Conference, University of Illinois at Chicago, IL, USA.
- Viswanathan, M. and K. Jung (2009), “Well-being at the Intersection of Subsistence and Sustainability” 2009 Annual Conference of the Association for Consumer Research, Pittsburgh, PA, USA.

HONORS AND AWARDS

- 2013. Sudman/Sheth Award for Research Excellence in Marketing, University of Illinois
- 2013. Winner, ACR-Sheth Foundation Dissertation Award (Public-Purpose Track)
- 2013. AMA-Sheth Foundation Doctoral Consortium Fellow, University of Michigan
- 2012. Haring Symposium Fellow, Indiana University
- 2009 – 2013. John M. Jones Fellowship
- 2012. Avinish Chaturvedi Memorial Student Ambassador Award
- 2012. Marketing and Public Policy Preconference Research Workshop Travel Award
- 2013. Graduate College Conference Travel Award, University of Illinois.

RESEARCH ASSISTANTSHIPS

- Madhu Viswanathan, Summer 2008, Fall 2009 – Summer 2011, Summer 2012
- Ravi Mehta, Fall 2011, Spring 2012, Summer 2012
- Hong Yuan, Fall 2011, Fall 2012 – Spring 2013
- Frank Liu, Spring 2012

TEACHING EXPERIENCE

- Instructor, BADM 322: Marketing Research (Fall 2013, Evaluation 3.5/5)
- Teaching Assistant, BADM320: Principles of Marketing (Fall 2009 – Spring 2010)
- Teaching Assistant, BADM322: Marketing Research (Fall 2011 – Fall 2012)

ACADEMIC MEMBERSHIP

- Association for Consumer Research
- Society for Consumer Psychology

- Society for Personality and Social Psychology
- Society for Judgment and Decision Making

PROFESSIONAL SERVICE

- 2010/2011/2013. Ad hoc reviewer. Society for Consumer Psychology Conference.
- 2011/2012/2013. Ad hoc reviewer. Association for Consumer Research Conference

PREVIOUS WORK EXPERIENCE

- 2003 – 2005. Military Officer in Demilitarized Zone (DMZ), Yang-gu, Korea
Platoon Leader (retired as first lieutenant)

SELECTED GRADUATE COURSEWORK AND TRAINING

- Theory and Practice
 - Consumer Information Processing I (Robert S. Wyer, Jr.)
 - Consumer Information Processing II (Robert S. Wyer, Jr.)
 - Current Topics in Consumer Psychology (Robert S. Wyer, Jr.)
 - Culture and Consumer Psychology (Robert S. Wyer, Jr.)
 - Attitudes (Dolores Albarracin)
 - Individual Research and Reading in Psychology (Dolores Albarracin)
 - Advanced Topics in Marketing I – Interorganizational Marketing (William Qualls)
 - Advanced Topics in Marketing II – Managerial Marketing (William Qualls)
 - Math Models in Marketing (Udatta Palekar)
 - Sustainable Marketing Enterprise (Madhu Viswanathan)
 - Sustainable Product and Market Development for Subsistence Marketplace (Madhu Viswanathan)
 - Economic Anthropology (Mahir Saul)
 - Sociocultural Anthropology (F. K. Lehman)
- Method
 - Statistical Method in Psychology (Jesse Spencer-Smith)
 - Empirical Research Methods in Business Administration (Madhu Viswanathan)
 - Applied Regression Analysis (Jinming Zhang)
 - Advanced Statistical Method (Jinming Zhang)
 - Research Method in Advertising and Communication (Patrick Vargas)
 - Moderation and Mediation Analysis Certificate (Andrew Hayes and Kristopher Preacher)
- Lab Participation
 - Action Research Lab of Dolores Albarracin (2009 – 2012)
 - Consumer Research Lab of Sharon Shavitt (2011 – present)

REFERENCES

Madhu Viswanathan

Diane and Steven N. Miller Professor in Business
University of Illinois at Urbana-Champaign
Email: mviswana@illinois.edu

Robert S. Wyer, Jr.

Professor Emeritus of Psychology
University of Illinois at Urbana-Champaign
Chinese University of Hong Kong
Email: mkwyer@ust.hk

Dolores Albarracin

Martin Fishbein Chair in Communication
at the Annenberg School for Communication
University of Pennsylvania
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