

# JIHYE JUNG

Alvarez College of Business  
University of Texas at San Antonio  
One UTSA Circle, Suite 4.06.18  
San Antonio, TX 78249

Email: jihye.jung@utsa.edu

## ACADEMIC POSITION

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*Assistant Professor of Marketing*

Alvarez College of Business, University of Texas at San Antonio

2019 - current

## EDUCATION

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*Ph.D., Marketing,*

Rice University, Houston, TX

*MBA, Strategy and Management (Magna Cum Laude),*

KDI School of Public Policy and Management, South Korea

*BA, Business Administration,*

Yonsei University, South Korea

## RESEARCH INTERESTS

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Consumer Identity, Cultural Differences, Financial Decision Making, Consumer Satisfaction, and Education Decision

## ACADEMIC PUBLICATIONS

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Mittal, Vikas and Jihye Jung (2024) "Revitalizing Educational Institutions Through Customer Focus," *Journal of the Academy of Marketing Science, Forthcoming.*

Mittal, Vikas and Jihye Jung (2023) "Strategic Management of Corporate Political Activism," *Management and Business Review, 3(3), 38-46.*

Fernandes, Daniel, Nailya Ordabayeva, Kyuhong Han, Jihye Jung, and Vikas Mittal (2022), "How Political Identity Shapes Customer Satisfaction," *Journal of Marketing, 86(6), 116-34.*

Jung, Kwon, and Jihye Jung (2022), "Lifestyle segmentation of older Koreans: a longitudinal comparison of segments and life satisfaction," *Asia Pacific Journal of Marketing and Logistics, 34(1), 3-30.*

Jung, Jihye and Vikas Mittal (2021), "Political Identity and Preference for Supplemental Education Programs," *Journal of Marketing Research, 58(3), 559-78.*

Song, Xiaobing, Jihye Jung, and Yinlong Zhang (2021), "Consumers' Preference for User-Designed versus Designer-Designed Products: The Moderating Role of Power Distance Belief," *Journal of Marketing Research, 58 (1), 163-81.*

Jung, Jihye and Vikas Mittal (2020), "Political Identity and the Consumer Journey: A Research Review," *Journal of Retailing*, 96 (1), 55-73.

Han, Kyuhong\*, Jihye Jung\*, Vikas Mittal, Jinyong Zyung, and Hajo Adam (2019), "Political Identity and Financial Risk-Taking: Insights from Social Dominance Orientation," *Journal of Marketing Research*, 56 (4), 581-601.

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*, 37 (2), 260-73.

\*equal authorship

## SELECTED OTHER PUBLICATIONS

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Mittal, Vikas and Jihye Jung (2023) "A Better Way to Manage Corporate Political Activism," *Columbia Law School's Blog on Corporations and the Capital Markets*, Available at: <https://clsbluesky.law.columbia.edu/2023/01/13/a-better-way-to-manage-corporate-political-activism/>

Ordabayeva, Nailya, Daniel Fernandes, Kyuhong Han, Jihye Jung (2021), "How Politics Shapes Consumption Behavior," *Impact at JMR*, April, Available at: <https://www.ama.org/how-politics-shapes-consumption-behavior/>

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 in LGERI**).

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 in LGERI**).

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 in LGERI**).

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).

## BOOK CHAPTERS

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Fernandes, Daniel, Jihye Jung, Nailya Ordabayeva (2024), "A Brief Review of Political Identity," In *Routledge Handbook of Identity & Consumption*, Routledge. *In press*.

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., Korea.

Jung, Jihye (2006), "The Power of Human Network," In *Strategies for Korean Society*, Chunggrim Publishing Co., Korea.

Jung, Jihye (2005), "Web Identity, Another Self in the Cyberspace," In *2010 Korea Trend*, Hankyung Media., Korea. (***Selected as Book of the Year by Kyobo Book Centre and Yes24, the largest bookstore chains in Korea; Selected as Youth recommended books by Publication Industry Promotion Agency of Korea.***)

## CONFERENCE PRESENTATIONS/ TALKS (\*presenter)

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\*Jung, Jihye, Daniel Fernandes, Nailya Ordabayeva, Kyuhong Han, and Vikas Mittal, "How Environmental Uncertainty Shapes Conservatives' and Liberal's Hedonic Consumption," *Marketing Strategy Consortium*, Cologne, Germany, May 2024.

\*Mariappan, Siva Shanmugam, Jihye Jung, "How Power Distance Belief Affect Consumers' Response to Data Breaches, *SCP conference*, Nashville, March 2024.

\*Mariappan, Siva Shanmugam, Jihye Jung, "How Power Distance Belief Affect Consumers' Response to Data Breaches, *2024 AMA Winter Academic Conference*, St.Pete Beach, February 2024.

Jung, Jihye, Daniel Fernandes, Nailya Ordabayeva\*, Kyuhong Han, and Vikas Mittal, "How Environmental Uncertainty Shapes Conservatives' and Liberal's Hedonic Consumption," *La Londe Conference*, the Island of Porquerolles, July 2023.

\*Jung, Jihye, Daniel Fernandes, Nailya Ordabayeva, Kyuhong Han, and Vikas Mittal, "How Uncertainty Shapes Conservatives' and Liberal's Hedonic Consumption," *SCP Conference*, San Juan, March 2023.

Jung, Jihye, Yongseok Kim, \*Emma Gibbons, "Rating Inflation in Two-way Rating Systems – The role of perceived Closeness," *SCP Conference*, San Juan, March 2023.

\*Jung, Jihye, Daniel Fernandes, Nailya Ordabayeva, Kyuhong Han, and Vikas Mittal, "How Uncertainty Shapes Conservatives' and Liberal's Hedonic Consumption," *ACR Conference*, Denver, October 2022.

Fernandes, Daniel, \*Nailya Ordabayeva, Kyuhong Han, Jihye Jung, and Vikas Mittal, “How Political Ideology Shapes Customer Satisfaction,” *ACR Conference*, Seattle, October 2021.

Jung, Jihye, Yongseok Kim, \*Emma Gibbons, “Rating Inflation in Two-way Rating Systems – The role of perceived Closeness,” *ACR Conference*, Seattle, October 2021.

\*Jung, Jihye, “Political Identity and Consumer Behavior,” Korea University, October 2021.

\*Fernandes, Daniel, Nailya Ordabayeva, Kyuhong Han, Jihye Jung, and Vikas Mittal, “How Political Ideology Shapes Choice Satisfaction,” *SCP conference*, February 2021.

\*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 35<sup>th</sup> Annual Doctoral Symposium*, University of Houston, April 2017.

\*Nivriti Chowdhry, Jihye Jung, and Utpal M. Dholakia, “Know Thyself Financially: How Financial Self-Awareness Benefits Consumers,” *SCP conference*, San Francisco, February 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 33<sup>rd</sup> 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**

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- Dean’s Distinguished Research Award, Alvarez College of Business, UTSA, 2024
- Col. Jean Piccione and Lt. Col. Philip Piccione Endowed Faculty Award for Research Excellence (Tenure-Track), Carlos Alvarez College of Business, UTSA, 2023
- Dean’s Distinguished Research Award, Alvarez College of Business, UTSA, 2023
- Endowed 1969 Commemorative Award for Teaching Excellence (Tenure-Track), Carlos Alvarez College of Business, UTSA, 2022
- Dean’s Distinguished Research Award, Alvarez College of Business, UTSA, 2022
- Dean’s Distinguished Research Award, Alvarez College of Business, UTSA, 2021

- Fellow, AMA-Sheth Doctoral Consortium, 2015
- Consumer Insights Challenge Award, Georgetown Institute for Consumer Research, 2014
- Doctoral Fellowship, Rice University, 2013 – 2019
- Fellow, Dutch Visitors Program, The Ministry of Foreign Affairs, Netherlands, 2011
- Best Article Award, LG Economic and Research Institute, 2009, 2010, 2013
- Distinguished Academic Performance Scholarship, KDI School, 2002-2003
- Distinguished Academic Performance Scholarship, Yonsei University, 2000
- 2<sup>nd</sup> Winner, The Yonsei Management Case Competition, Yonsei University, 2000
- 3<sup>rd</sup> Winner, The National Business Case Development Competition, Seoul National University, 2000

## **TEACHING and MENTORING**

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### ***University of Texas at San Antonio – Graduate and Undergraduate Teaching***

Spring 2024	Marketing Research (MKT3083 – 001,003,004; Undergraduate) – Hybrid Marketing Research Design/Application (MKT5063 – 002; Graduate) – Hybrid
Summer 2023	Independent Study (MKT6953; Graduate)
Spring 2023	Marketing Research (MKT3083 – 001,003; Undergraduate) – Hybrid Marketing Research Design/Application (MKT5063 – 001; Graduate) – Hybrid
Fall 2022	Internship in Marketing (MKT4933; Undergraduate)
Spring 2022	Marketing Research (MKT3083 – 001,003,004; Undergraduate) – Hybrid Marketing Research Design/Application (MKT5063 – 001; Graduate) – Hybrid
Spring 2021	Marketing Research (MKT3083 – 001,003,004; Undergraduate) – Online Marketing Research Design/Application (MKT5063 – 001; Graduate) – Online
Spring 2020	Marketing Research (MKT3083 – 001,003,004; Undergraduate) – Traditional in-person Marketing Research Design/Application (MKT5063 – 001; Graduate) – Traditional in-person

### ***University of Texas at San Antonio – PhD Students Mentoring***

- Fall 2022 – present: Siva Shanmugam Mariappan (2<sup>nd</sup> year student)
- Spring 2020 – 2024: Emma Gibbons (Dissertation Committee; placed in Ohio University)

## **INDUSTRY EXPERIENCE**

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LG ECONOMIC RESEARCH INSTITUTE

2004 - 2013

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

### ***Consulting Projects***

*Participated in over 10 consulting projects and involved in building strategic plans in various 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, mid- and long-term business strategies, and market-feasibility studies for new businesses

### ***Customer Surveys and Market Research***

*Implemented multiple market-research projects covering more than 30 brands and global target markets such as India and China.*

### ***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
- Contributed more than 30 marketing reports to LG Business Insight, the weekly business and economic magazine
- Appeared in more than 20 media interviews including major broadcasting channels and podcasts, and featured in leading business magazines and newspapers

## **PROFESSIONAL SERVICE**

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### ***Ad hoc journal reviewer***

- Journal of Marketing Research
- Journal of Marketing
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of Business Ethics
- Journal of Business Research
- Journal of Consumer Behaviour
- Journal of Public Policy and Marketing
- Psychology and Marketing
- Asia Pacific Journal of Marketing and Logistics

### ***Others***

- 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

### ***Selected Institutional Service (UTSA)***

- Organizer of the 1<sup>st</sup> Distinguished Speaker Series in Marketing, (2024), *Marketing Department, Chair*
- Internal reviewer of 2024 Andrew Carnegie Fellow's Program (2024), *UTSA*
- Marketing PhD Strategic Plan Committee(2023), *Marketing Department*
- Marketing Department Faculty Recruitment Committee (2022), *Marketing Department, Chair*