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**

*Assistant Professor of Marketing*   
Alvarez College of Business, University of Texas at San Antonio 2019 - current

**EDUCATION**

*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**

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

**ACADEMIC PUBLICATIONS**

Mittal, Vikas and Jihye Jung (2023) “Strategic Management of Corporate Political Activism,” *Management and Business Review*, *Forthcoming.*

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.

**SELECTED OTHER PUBLICATIONS**

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/>

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 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**

Fernandes, Daniel, Jihye Jung, Nailya Ordabayeva (2023), “A Brief Review of Political Identity,” In *Routledge Handbook of Identity & Consumption,* Routledge.

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*, Chungrim 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)

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 Inflations 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 Inflations 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 35th 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 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

* Dean’s Distinguished Research Award, Alvarez College of Business, UTSA, 2023
* UTSA Carlos Alvarez College of Business Endowed 1969 Commemorative Award for Teaching Excellence (Tenure-Track), 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
* 2nd Winner, The Yonsei Management Case Competition, Yonsei University, 2000
* 3rd Winner, The National Business Case Development Competition, Seoul National University, 2000

##### TEACHING and MENTORING

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

Spring 2023 Marketing Research (MKT3083, Undergraduate) - Hybrid  
 Marketing Research Design/Application (MKT5063, Graduate) – Hybrid

Fall 2022 Internship in Marketing (MKT4933, Undergraduate) – Hybrid

Spring 2022 Marketing Research (MKT3083, Undergraduate) - Hybrid  
 Marketing Research Design/Application (MKT5063, Graduate) – Hybrid

Spring 2021 Marketing Research (MKT3083, Undergraduate) - Online  
 Marketing Research Design/Application (MKT5063, Graduate) – Online

Spring 2020 Marketing Research (MKT3083, Undergraduate) – Face-to-Face 🡪 Online  
 Marketing Research Design/Application (MKT5063, Graduate) – In-person 🡪 Online

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

* Spring 2020 – present: Emma Gibbons (Dissertation Committee Member. Expected completion in 2024; placed in Ohio University)
* Fall 2022 – present: Siva Shanmugam Mariappan (2nd year student)

##### INDUSTRY 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 over10 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.*

***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

##### INSTITUTIONAL & PROFESSIONAL SERVICE

***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 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