

JIHYE JUNG

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

Mobile: (832) 914-3085
Email: jihye.jung@utsa.edu

ACADEMIC POSITION

Assistant Professor of Marketing
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, Social Influence, Financial Decision Making, Consumer Satisfaction and Trust

ACADEMIC PUBLICATIONS

Fernandes, Daniel, Nailya Ordabayeva, Kyuhong Han, [Jihye Jung](#), and Vikas Mittal (2022), "How Political Identity Shapes Customer Satisfaction," *Journal of Marketing*, doi:10.1177/00222429211057508

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

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***).

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 (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).

BOOK CHAPTERS

- 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)

- 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 Gibbson, “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,” *Society for Consumer Psychology*, 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,” *Society for Consumer Psychology*, 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, 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
- Winner, The Business Essay Contest, Korean CEO’s Association of Multinational Corporations (KCMC), 2000
- 3rd Winner, The National Business Case Development Competition, Seoul National University, 2000

TEACHING

University of Texas at San Antonio

- Marketing Research (Undergraduate)
- Marketing Research Design/Application (Graduate)

Teaching Assistant, KDI School of Public Policy and Management

- Marketing Research (Graduate)
- Quantitative Methods (Graduate)

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 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.

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 10 media interviews including major broadcasting channels and podcasts, and featured in leading business magazines and newspapers

INSTITUTIONAL & PROFESSIONAL SERVICE

Ad hoc reviewer

- Journal: *Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Retailing, Journal of Business Ethic, Journal of Public Policy and Marketing, Psychology and Marketing, and Asia Pacific Journal of Marketing and Logistics*
- Conference: *Society for Consumer Psychology*

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