

## JI KYUNG PARK

Alfred Lerner College of Business & Economics  
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### EDUCATION

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Ph.D. in Marketing (Minor: Psychology), University of Minnesota, 2011  
M.A. in Statistics, Columbia University, 2005  
M.B.A., Yonsei University, Seoul, Korea, 2002  
B.A. in English Literature (Minor in Business Administration), Ewha Womans University, Seoul, Korea, 2000

### ACADEMIC POSITIONS

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2019 – Present	Associate Professor of Marketing (with tenure) University of Delaware
2011 – 2019	Assistant Professor of Marketing University of Delaware
2005 – 2011	Teaching Fellow and Research Assistant University of Minnesota

### REFEREED JOURNAL PUBLICATIONS

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**Park, Ji Kyung**, Carlos J. Torelli, Alokparna Basu Monga, and Deborah Roedder John (2019), “Value Instantiation: How to Overcome the Value Conflict in Promoting Luxury Brands with CSR Initiatives,” *Marketing Letters*, 30 (3-4), 307-319.

Kang, Jungyun, **Ji Kyung Park**, and Hakkyun Kim (2018), “The Influence of Implicit Self-Theories on Causal Inferences about Superstitions and Consequences on Subsequent Tasks,” Special Issue on the Science of Extraordinary Beliefs, *Journal of the Association for Consumer Research*, 3(4), 477-489.

**Park, Ji Kyung** and Deborah Roedder John (2018), “Developing Brand Relationships after a Brand Transgression: The Role of Implicit Theories of Relationships,” Special Issue on Brand Relationships, Emotions, and the Self, *Journal of the Association for Consumer Research*, 3(2), 175-187.

**Park, Ji Kyung** and Deborah Roedder John (2018), “Judging a Book by Its Cover: The Influence of Implicit Self Theories on Brand User Perceptions,” *Journal of Consumer Psychology*, 28(1), 56-76.

- John, Deborah Roedder and **Ji Kyung Park** (2016), “Mindsets Matter: Implications for Branding Research and Practice,” *Journal of Consumer Psychology*, 26(1), 153-160 [Invited Article].
- Park, Ji Kyung** and Deborah Roedder John (2014), “I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance,” *Journal of Marketing Research*, 52(2), 233-247.
- Vohs, Kathleen D., **Ji Kyung Park**, and Brandon Schmeichel (2013), “Self-Affirmation Can Enable Goal Disengagement,” *Journal of Personality and Social Psychology*, 104(1), 14-27.
- Park, Ji Kyung** and Deborah Roedder John (2012), “Capitalizing on Brand Personalities in Advertising: Are Signaling or Self-Improvement Ad Appeals More Effective?” *Journal of Consumer Psychology*, 22(3), 424-432.
- Park, Ji Kyung** and Deborah Roedder John (2011), “More than Meets the Eye: The Influence of Implicit versus Explicit Self-Esteem on Materialism,” *Journal of Consumer Psychology*, 21(1), 73-87.
- 2012 C.W. Park Young Contributor Award
- Park, Ji Kyung** and Deborah Roedder John (2010), “Got to Get You into My Life: Do Brand Personalities Rub Off on Consumers?” *Journal of Consumer Research*, 37(4), 655-669.

## CONFERENCE PROCEEDINGS

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- Park, Ji Kyung and Deborah Roedder John (2015), “The Brand Company You Keep: When People Judge You By the Brands You Use”, in *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 181-185.
- Park, Ji Kyung, Alokparna (Sonia) Monga, Carlos J. Torelli, and Deborah Roedder John (2014), “Self-Expansion as a Way of Overcoming the Harmful Effects of Luxury-CSR Incongruity”, in *Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 194-199.
- Park, Ji Kyung and Kathleen Vohs (2013), “Self-Affirmation Has the Power to Offset the Harmful Effects of Money Reminders”, in *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 157-161.
- Park, Ji Kyung, Kathleen Vohs, and Brandon Schmeichel (2013), “Self-Affirmation Can Enable Goal Disengagement”, in *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 255-259.

- Park, Ji Kyung and Deborah Roedder John (2012), "I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance," in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 984-984.
- Park, Ji Kyung and Deborah Roedder John (2010), "Mirror, Mirror on the Wall: Can Brands Make Me the Fairest of Them All?" in *Advances in Consumer Psychology*, Volume 2, eds. Margaret Meg Meloy and Adam Duhachek, Washington, DC: Society for Consumer Psychology, 76-77.
- Park, Ji Kyung and Deborah Roedder John (2009), "The Cinderella Effect: Can Using Brands Really Change Who We Are?" in *Advances in Consumer Psychology*, Volume 1, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, Washington, DC: Society for Consumer Psychology, 222-223.
- Park, Ji Kyung and Deborah Roedder John (2008), "More than Meets the Eye: The Influence of Implicit Versus Explicit Self-Esteem on Materialism," in *Advances in Consumer Research*, Volume 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research, 537-538.

## **INVITED CAMPUS PRESENTATIONS**

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Sungkyunkwan University (2013), University of Delaware (2010 & 2012), Baruch College (2012), University of Arizona (2010), McGill University (2010), Drexel University (2010), Ewha Womans University (2010)

## **OTHER PRESENTATIONS**

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- Park, Ji Kyung (2018), "Role of Mindsets on Consumption Behavior," Lerner College Annual Teaching and Research Showcase, Newark, DE.
- Park, Ji Kyung and Deborah Roedder John (October 2017), "Developing Brand Relationships after a Brand Transgression: The Role of Implicit Theories of Relationships," JACR Special Issue Pre-Conference on Brand Relationships, Emotions, and the Self at the Association for Consumer Research North American Conference, San Diego, CA.
- Park, Ji Kyung and Deborah Roedder John (October 2015), "The Brand Company You Keep: When People Judge You by the Brands You Use," Association for Consumer Research Preconference North American Conference, New Orleans, LA.
- Park, Ji Kyung, Carlos J. Torelli, Alokparna Basu Monga, and Deborah Roedder John (October

2014), “Self-Expansion as a Way of Overcoming the Harmful Effects of Luxury-CSR Incongruity,” Association for Consumer Research North American Conference, Baltimore, MD.

Park, Ji Kyung and Kathleen D. Vohs (October 2013), “Self-Affirmation has the Power to Offset the Harmful Effects of Money Reminders,” Association for Consumer Research North American Conference, Chicago, IL.

Park, Ji Kyung, Kathleen D. Vohs, and Brandon Schmeichel (October 2013), “Self-Affirmation Can Enable Goal Disengagement,” Association for Consumer Research North American Conference, Chicago, IL. (Park co-chaired the session.)

Park, Ji Kyung and Deborah Roedder John (October 2012), “I Think I Can, I Think I Can: Brand Use, Self-Efficacy, and Performance,” Association for Consumer Research North American Conference, Vancouver, Canada.

Park, Ji Kyung and Deborah Roedder John (February 2010), “Mirror, Mirror on the Wall: Can Brands Make Me the Fairest of Them All?” Society for Consumer Psychology Conference (Dissertation Proposal Competition Award Winner Presentation), St. Pete Beach, FL.

Park, Ji Kyung and Deborah Roedder John (February 2009), “The Cinderella Effect: Can Using Brands Really Change Who We Are?” Society for Consumer Psychology Conference, San Diego, CA.

Park, Ji Kyung and Deborah Roedder John (October 2008), “More than Meets the Eye: The Influence of Implicit versus Explicit Self-Esteem on Materialism,” Association for Consumer Research North American Conference, San Francisco, CA.

## **TEACHING EXPERIENCE**

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### *University of Delaware*

- Introduction to Marketing (Undergraduate), 2011-2020
- Consumer Behavior (Undergraduate), 2015
- Marketing Management (MBA), 2015, 2019

### *University of Minnesota*

- Introduction to Marketing (Undergraduate), 2008 & 2010

## **PROFESSIONAL SERVICE AND MEMBERSHIP**

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### *Reviewing – Refereed Journals*

- *Journal of Consumer Research*, 2009 – present
- *Journal of Marketing Research*, 2012 – present
- *Journal of Consumer Psychology*, 2016 – present
- *Journal of the Association for Consumer Research*, 2017

### *Reviewing – Conference Papers*

- Association for Consumer Research, 2008 – 2012
- Society for Consumer Psychology, 2009
- American Marketing Association, 2009

### *Research Initiatives*

- Society for Consumer Psychology Advisory Panel: 2012 – 2014

### *Professional Membership*

- Association for Consumer Research, 2006 – present
- Society for Consumer Psychology, 2009 – present

## **UNIVERSITY SERVICE**

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- Committee on Committees and Nominations, 2018 -2019
- Member, BUAD Department Chair Search Committee, 2017
- Chair, BUAD Department Undergraduate Curriculum Committee, 2015 – 2016
- Member, BUAD Department Chair Search Committee, 2013
- Member, Marketing Search Committee, 2013
- Member, BUAD Department Undergraduate Curriculum Committee 2013
- Department of Business Administration Subject Pool Administrator, 2012 – 2013

## **AWARDS AND HONORS**

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- Outstanding Scholarship Award, Department of Business Administration, University of Delaware, 2014
- C.W. Park Young Contributor Award, *Journal of Consumer Psychology*, 2012
- Excellence in Teaching Award, Carlson School of Management, University of Minnesota, 2010
- AMA Sheth Doctoral Consortium Fellow, 2010
- Honorable Mention, Society for Consumer Psychology Dissertation Proposal Competition, 2009
- Carlson School of Management Dissertation Fellowship, University of Minnesota, 2009
- Vaile Fellowship for Outstanding Ph.D. Student Recognition, University of Minnesota, 2008
- McNamara Women’s Fellowship, University of Minnesota, 2008
- Haring Symposium Representative, Indiana University, 2008
- Henrickson Fellowship for Research Excellence, University of Minnesota, 2007

## **INDUSTRY WORK EXPERIENCE**

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- *Interbrand (Brand Consultancy), Seoul Office in Korea*; Researcher, 2002 – 2003