

## JI KYUNG PARK

Alfred Lerner College of Business & Economics  
University of Delaware, Newark, DE 19716  
Office: (302) 831-1777 | jipark@udel.edu

### EDUCATION

---

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

---

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

---

- Park, Ji Kyung** and Stewart Shapiro (2021), “Promoting the Ambiguity of a Public Health Crisis Can Facilitate Adjustment: The Joint Influence of an Ambiguous Message Focus and Implicit Self-Theories,” *Health Communication*.
- 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

---

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**

---

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

#### **CONFERENCE PRESENTATIONS**

---

- 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**

---

### *University of Delaware*

- Introduction to Marketing (Undergraduate), 2011-2023
- Consumer Behavior (Undergraduate), 2015
- Marketing Management (MBA), 2015, 2019

### *University of Minnesota*

- Introduction to Marketing (Undergraduate), 2008 & 2010

## **PROFESSIONAL SERVICE AND MEMBERSHIP**

---

### *Reviewing – Refereed Journals*

- *Journal of Consumer Psychology*
- *Journal of Marketing Research*
- *Journal of Consumer Research*
- *Journal of the Association for Consumer Research*

### *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

## **UNIVERSITY SERVICE**

---

- Marketing Area Head, 2021 – 2023
- 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**

---

- 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**

---

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