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**JOOWON PARK**

Assistant Professor of Marketing  
The University of Utah | David Eccles School of Business  
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**EMPLOYMENT**

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- 2017 - 2020 Assistant Professor of Marketing, City University of Hong Kong
- 2020 - Assistant Professor of Marketing, The University of Utah

**EDUCATION**

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- Cornell University, Samuel Curtis Johnson Graduate School of Management  
Ph.D., Marketing, August 2017
- Korea Advanced Institute of Science and Technology  
B.A., *summa cum laude*, Information Technology Business, 2010

**RESEARCH INTERESTS**

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- Affect, Method of Payment, Financial Decision Making, Numerical Cognition

## PUBLICATIONS

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- Banker, Sachin, Joowon Park, and Eugene Y. Chan (2023), “The Moral Foundations of Cryptocurrency: Evidence from Twitter and Survey Research,” in *Frontiers in Psychology*, 14.
- Park, Joowon, Sachin Banker, Tamara Masters, and Grace Yu-Buck (2023), “Person vs. Purchase Comparison: How Material and Experiential Purchases Evoke Consumption-Related Envy in Others,” in *Journal of Business Research*, 165, 114014.
- Park, Joowon and Sachin Banker (2023), “Bitcoin-Denominated Prices Reduce Preference for Vice Products,” in *Marketing Letters*, 34 (2), 309 – 19.
- Park, Joowon, Clarence Lee, and Manoj Thomas (2021), “Why Do Cashless Payments Increase Unhealthy Consumption? The Decision-Risk Inattention Hypothesis,” in *Journal of the Association for Consumer Research*, 6 (1), 10-20.
- Banker, Sachin and Joowon Park (2020), “Evaluating prosocial COVID-19 messaging frames: Evidence from a field study on Facebook,” in *Judgment and Decision Making*, 15 (6), 1037-43.
- Chun\*, HaeEun Helen, Joowon Park\* and Manoj Thomas\* (2019), “Cold Anticipated Regret versus Hot Experienced Regret: Why Consumers Fail to Regret Unhealthy Consumption,” in *Journal of the Association for Consumer Research*, 4 (2), 125-35.  
\*equal contribution
- Moon, Junghoon, Joowon Park, Gu Hyun Jung, and Young Chan Choe (2010), “The Impact of IT Use on Migration Intention in Rural Communities,” *Technological Forecasting and Social Change*, 77 (8), 1401-11.
- Choe, Young Chan, Joowon Park, Miri Chung, and Junghoon Moon (2009), “Effect of the Food Traceability System for Building Trust: Price Premium and Buying Behavior,” *Information Systems Frontiers*, 11 (2), 167-79.

## BOOK CHAPTERS

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- Thomas, Manoj and Joowon Park (2014), “The Precision Effect: How Numerical Precision Influences Everyday Judgments,” in *Neuroeconomics, Judgment, and Decision Making*, eds. Evan A. Wilhelms and Valerie F. Reyna, Psychology Press.
- Park, Joowon, Sooran Jo, and Junghoon Moon (2009), "Towards Understanding a Successful Adoption of Blog-based Knowledge Management Systems: A Socio-psychological Approach," in *Handbook of Research on Social Interaction Technologies and Collaboration Software: Concepts and Trends*, eds. Tatyana Dumova and Richard Fiordo, IGI Global. 486-95.

## WORKS UNDER REVIEW / WORKING PAPER / RESEARCH IN PROGRESS

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- “The Psychology of Cashless Payments,” with Manoj Thomas and Sachin Banker, manuscript being revised for submission.
- “Review Rating Paradox: When Higher Review Ratings Backfire,” with Junha Kim and Joseph K. Goodman, data collected from multiple studies.
- “Number Stability,” with Tatiana Sokolova, data collected from multiple studies.
- “Inflation as Motivation,” with Junha Kim, Arul Mishra, and Himanshu Mishra, data collected from multiple studies.
- “Reduced Financial Flexibility in Monetarily Flexible System,” with Junha Kim, data collected from multiple studies.
- “Is Patience Virtue?” with Junha Kim, data collected from one study.
- “Justifiable Credit Card.” with Junha Kim and Wenkai Song, data collected from multiple studies.

## CONFERENCE PRESENTATIONS

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- “Better to Converge Low than Diverge High: When Higher Review Ratings Backfire,” *Society for Consumer Psychology*, Las Vegas, 2025.
- “Review Rating Paradox: When Higher Review Ratings Backfire,” *Society for Judgment and Decision Making*, New York, 2024.
- “Review Rating Paradox: When Higher Review Ratings Backfire,” *Association for Consumer Research*, Paris, 2024.
  - “Stars in the City of Light: Illuminating the Gaps in Reviews and Ratings,” special session co-chair.
- “The Moral Foundations of Cryptocurrency,” *Association for Consumer Research*, Seattle, 2023.
- “Why Does Card Payment Increase Unhealthy Shopping? Inattention to Health Risks,” Annual ISMS Marketing Science Conference, Rome, 2019.
- “Why Consumers Fail to Regret Unhealthy Consumption: Counteracting Appraisals of Regret,” *European ACR Conference*, Ghent, 2018
- “The Regret Mitigation Effect of Reflective Thinking: Towards a Better Understanding of Post-Consumption Regret,” *Trans-Atlantic Doctoral Conference*, London, 2014
- “Reducing Psychological Distance Can Reduce Credit Card Overspending,” *Society for Consumer Psychology*, San Antonio, 2013.
- "Do Emotions Decrease or Increase Present Bias in Monetary Decisions?" *Association for Consumer Research*, Vancouver, 2012.
- “Habitually Consistent, Contextually Inconsistent: Dispositional and Contextual Determinants of Financial Decisions,” *Association for Consumer Research*, St. Louis, 2011.

## INVITED RESEARCH PRESENTATIONS

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- “Understanding Bitcoin and Exploring Research Opportunities,” U-Y Symposium, Apr 14, 2023.
- “Why Do Cashless Payments Increase Unhealthy Consumption? The Decision-Risk Inattention Hypothesis,” Behavioral Pricing Webinar, Feb 17, 2021.
- “The Effect of Mildly Painful Affective Responses on Consumer Behavior, The University of Utah, 2019.
- “Experiential Envy vs. Material Envy,” ACBM CB Young Scholar Forum, The Hong Kong Polytechnic University, 2018.
- “Unwarranted Regret: Arousal and Scope Neglect,” City University of Hong Kong, 2016.

## TEACHING

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- Department of Marketing, University of Utah  
Undergraduates: BCOR Marketing  
Principles of Marketing
- Department of Marketing, City University of Hong Kong  
Undergraduates: Marketing  
PhD classes: Consumer Behavior Seminar
- Johnson Graduate School of Management, Cornell University  
Graduate: Marketing

## **PROFESSIONAL SERVICE - EXTERNAL**

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- Reviewer:  
Journal of Consumer Research  
Journal of Marketing Research  
Journal of the Association for Consumer Research  
Food Policy  
Journal of Economic Psychology  
Journal of Financial Services Marketing  
Association for Consumer Research  
Society for Consumer Psychology
- Conference Co-Chair, Society for Consumer Psychology Doctoral Consortium, St. Peters Beach, FL, February 2016.
- Program Committee, Society for Consumer Psychology, February 2022.

## **PROFESSIONAL SERVICE - INTERNAL**

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- Faculty Search Committee, University of Utah, 2022, 2023.
- Executive Education Committee, University of Utah, 2023-2024.
- Marketing OOCF faculty supervisor, University of Utah, 2021 - 2024.
- Undergraduate Honors Thesis Supervisor, University of Utah, 2025 -.
- Established and Managed Behavioral Marketing Participant Pool, City University of Hong Kong, 2018 - 2020.
- Mentor for Young Scholar Program, City University of Hong Kong, 2017 - 2020.