

## HANYONG PARK

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### ACADEMIC POSITION

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Assistant Professor of Marketing	2019 - present
Department of Marketing	
Broad College of Business, Michigan State University	

### EDUCATION

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Ph.D.	Marketing, The University of Texas at San Antonio, USA, 2019
M.S.	Fashion Merchandising, Seoul National University, Korea, 2012,
B.S.	Industrial Engineering, Seoul National University, Korea, 2006

### RESEARCH INTERESTS

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Behavioral Pricing  
Numerical Information Processing  
Scarcity and Consumer Decision Making

### JOURNAL PUBLICATIONS

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**Hanyong Park**, Ashok K. Lalwani, and David H. Silvera, "The Impact of Resource Scarcity on Price-Quality Judgments," Forthcoming, *Journal of Consumer Research*.

### MANUSCRIPTS IN ADVANCED REVIEW PROCESS

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**Hanyong Park** and Rajesh Bagchi, "Bundle Pricing (abridged title)," Invited for 2<sup>nd</sup> round revision at the *Journal of Consumer Research*.

**Hanyong Park**, Jaehwan Kwon, and Rajesh Bagchi, "Technology Adoption (abridged title)," Invited for 2<sup>nd</sup> round revision at the *Journal of Consumer Psychology*.

### SELECTED WORKING MANUSCRIPTS AND WORK ON PROGRESS

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Behavioral Pricing/Numerical Information Processing-related

"Price Distribution and Numbers (abridged title)," with Rajesh Bagchi, Target: *Journal of Consumer Research*.

"Number Format and Perceptions (abridged title)," with Rajesh Bagchi, Target: *Journal of Consumer Research*.

"Numbers and Magnitude Perception (abridged title)," with JaeHwan Kwon, Target: *Journal of Consumer Research*.

"Product Assortment and Numbers (abridged title)," with JaeHwan Kwon, Target: *Journal of Consumer Research*.

“Sense of Numbers (abridged title),” with JaeHwan Kwon and Rajesh Bagchi, Target: *Science*.

“Culture and Numbers (abridged title),” with Jaehoon Lee, Target: *Journal of Consumer Research*.

“Numbers and Feelings (abridged title),” with Dengfeng Yan, Target: *Journal of Consumer Psychology*.

#### Scarcity and Consumer Decision Making-related

“Type of Scarcity and Price Perceptions (abridged title),” with Ashok K. Lalwani, Target: *Journal of Consumer Research*.

“Product Unavailability and Consumer Choice (abridged title),” with Dengfeng Yan and David Silvera, Target: *Journal of Marketing Research*.

“Scarcity and Choice Behavior (abridged title),” with David H. Silvera, Target: *Journal of Consumer Research*.

#### **CONFERENCE PUBLICATIONS AND PRESENTATIONS (\* presenter)**

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**Hanyong Park\***, Ashok Lalwani, and David Silvera (2018), “You Get What You Pay For? The Impact of Scarcity Perception on Price-Quality Judgments,” *Society for Consumer Psychology (SCP) Annual Conference*, Individual papers session, Dallas, TX, USA.

**Hanyong Park\***, Ashok Lalwani, and David Silvera (2017), “The Effect of Resource Scarcity on Price-Quality Judgments,” *Texas Marketing Faculty Research Colloquium*, Baylor University, Waco, TX, USA.

**Hanyong Park\*** and David Silvera (2016), “Preference Versus Freedom: Two Psychological Meanings of Scarcity and Their Influences on Consumer Choice,” *Association for Consumer Research (ACR) Annual Conference*, Competitive Papers Session, Berlin, Germany.

**Hanyong Park\***, David Silvera, and Ashok Lalwani (2016), “Deliberate First or Act First? The Effect of Self-Construal on Goal Pursuit,” *Association for Consumer Research (ACR) Annual Conference*, Working Papers Session, Berlin, Germany.

#### **HONORS AND AWARDS**

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Granted a role to mentor UTSA College of Business doctoral students on program success and job market preparation, 2018-2019

5<sup>th</sup> year funding received, College of Business, The University of Texas at San Antonio, 2017-2018

35<sup>th</sup> Annual UH (University of Houston) Doctoral Symposium Fellow, 2017

AMA-Sheth Foundation Doctoral Consortium Fellow, 2017

Research Fellowship, College of Business, The University of Texas at San Antonio, 2013-2019

Academic Excellence Scholarship, Seoul National University (graduate), 2010-2011

Academic Excellence Scholarship, Seoul National University (undergraduate), 2003-2006

#### **GRANTS**

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Carolan Research Institute Grant received (\$10,000), 2018

Carolan Research Institute Grant received (\$15,000), 2017

Carolan Research Institute Grant received (\$14,500), 2016

## **TEACHING INTERESTS**

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### Undergraduate courses

Consumer Behavior  
Marketing Research

Principles of Marketing  
Marketing Strategy

### Graduate/Ph.D. courses

Consumer Behavior  
Experimental Design

Judgment and Decision Making

## **COURSES TAUGHT**

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### Principles of Marketing

Undergraduate, The University of Texas at San Antonio  
5 sections (Fall 2015, Spring 2016, Fall 2016, Fall 2017, Fall 2018)

## **PROFESSIONAL SERVICE**

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Competitive paper reviewer, Association for Consumer Research (ACR), 2019  
Individual papers reviewer, Society for Consumer Psychology (SCP), 2018  
Working papers reviewer, Society for Consumer Psychology (SCP), 2018  
Working papers reviewer, Association for Consumer Research (ACR), 2017  
Working papers reviewer, Association for Consumer Research (ACR), 2016  
Working papers reviewer, Association for Consumer Research (ACR), 2015