

HANYONG PARK

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ACADEMIC POSITION

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

EDUCATION

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

Behavioral Pricing
Numerical Information Processing
Scarcity and Consumer Decision Making

JOURNAL PUBLICATIONS

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

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

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

SELECTED WORKING MANUSCRIPTS AND WORK ON PROGRESS

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)

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

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

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

35th 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

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

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

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

TEACHING INTERESTS

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

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

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