

## HANYONG PARK

632 Bogue Street Rm N342, Department of Marketing, Eli Broad College of Business, Michigan State University

East Lansing, MI 48824

Phone: (517) 432-6469 | Email: [parkhan4@msu.edu](mailto:parkhan4@msu.edu) / [belcantoguy@naver.com](mailto:belcantoguy@naver.com)

### 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

---

**Park, H.**, Ashok A. K., and Silvera D. H. (2020), "The Impact of Resource Scarcity on Price-Quality Judgments," *Journal of Consumer Research*, 46(6), 1110-1124.

### MANUSCRIPTS IN ADVANCED REVIEW PROCESS

---

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

**Hanyong Park**, Jaehwan Kwon, and Rajesh Bagchi, "Technology Adoption (abridged title)," Revising for minor revision, *Journal of Consumer Psychology*.

### 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  
 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

---

Summer Research Grant received (\$20,000), 2020, Michigan State University  
 Carolan Research Institute Grant received (\$10,000), 2018, UTSA  
 Carolan Research Institute Grant received (\$15,000), 2017, UTSA  
 Carolan Research Institute Grant received (\$14,500), 2016, UTSA

## 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)

### Digital Marketing (MKT 412)

Undergraduate, Michigan State University, currently teaching (Spring 2020)

### Consumer Behavior (MKT 302)

Undergraduate, Michigan State University, currently teaching 2 sections (Spring 2020)

## PROFESSIONAL SERVICES

---

Department Faculty Recruiting Committee Member, Department of Marketing, Michigan State University, 08/01/2019-present  
 Undergraduate Program Committee Member, Department of Marketing, Michigan State University, 08/01/2019-present

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