

## 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)

### 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.	Clothing and Textiles, 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  
Technology and Consumer Decision Making  
Resource Scarcity

### JOURNAL PUBLICATIONS

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- **Hanyong Park**, Ashok K. Lalwani, and David H. Silvera (2020), "The Impact of Resource Scarcity on Price-Quality Judgments," *Journal of Consumer Research*, 46(6), 1110-1124.
- **Hanyong Park** and JaeHwan Kwon, "The Numerical Precision Effect: How Precision of Attribute Information Affects Adoption of New Technology Products," Forthcoming (published online, 04 March 2021, <http://doi.org/10.1002/jcpy.1234>), *Journal of Consumer Psychology*.

### MANUSCRIPTS IN ADVANCED REVIEW PROCESS

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- **Hanyong Park**, JaeHwan Kwon, and Rajesh Bagchi, "Is '4 for \$16' Better Than '4 for \$15'? The Price Divisibility Effect in Multi-pack Deal Purchase," Revising for 2<sup>nd</sup> round revision, *Journal of Consumer Research*.
- JaeHwan Kwon, Dhananjay Nayakankuppam, and **Hanyong Park**, "Distortion in Evaluative Space," Revising for 2<sup>nd</sup> round revision, *Journal of Consumer Research*.

### SELECTED WORK IN PROGRESS

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#### Technology and Consumer Decision Making-related

- **Hanyong Park**, Joy Lin, and Junghan Kim, "The Use of Mobile Device and Consumer Price Perceptions (abridged title)," Target: *Journal of Consumer Research*.

- **Hanyong Park**, Joy Lin, and Junghan Kim, “The Use of Mobile Device and Willingness to Pay (abridged title),” Target: *Journal of Consumer Psychology*.
- **Hanyong Park** and Sunme Lee, “The Use of Mobile Device and Variety Seeking (abridged title),” Target: *Journal of Consumer Research*.
- Joy Lin, **Hanyong Park**, and JaeHwan Kwon, “The Use of Mobile Device and Choice Deferral (abridged title),” Target: *Journal of Consumer Psychology*.

#### **Behavioral Pricing/Numerical Information Processing-related**

- **Hanyong Park**, JaeHwan Kwon, Jorge Pena, and Rajesh Bagchi, “The Numerical Range Effect,” Target: *Journal of Consumer Research*
- **Hanyong Park** and JaeHwan Kwon, “Numbers and Assortment (abridged title),” Target: *Journal of Marketing Research*.
- **Hanyong Park** and JaeHwan Kwon, “Multiplication Order Effect (abridged title),” Target: *Journal of Consumer Research*.
- **Hanyong Park** and JaeHwan Kwon, “Number Multiplications and Magnitude Perception (abridged title),” Target: *Journal of Consumer Research*.
- **Hanyong Park** and JaeHwan Kwon, “Sense of Numbers (abridged title),” Target: *Science*
- JaeHwan Kwon and **Hanyong Park**, “Zero in Numbers and Magnitude Perception (abridged title),” Target: *Journal of Consumer Research*.

#### **Resource Scarcity-related**

- **Hanyong Park** and David H. Silvera, “The Option Scarcity Effect: When Little Creates Variety,” Manuscript being revised for submission to the *Journal of Consumer Research*.
- **Hanyong Park**, Dengfeng Yan, and David H. Silvera, “Does Product Unavailability Stimulate or Suppress Variety Seeking? The Moderating Role of Preference Certainty,” Manuscript being revised for submission to the *Journal of Marketing Research*.
- **Hanyong Park**, “Money versus Time Scarcity and Price-Quality Tradeoffs (abridged title),” Target: *Journal of Consumer Research*.

#### **Other (projects with doctoral students at MSU)**

- Brand Activism, with Xiaoxu Wu
- Social Media Videos, with Michael Wu

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

- **Hanyong Park\***, JaeHwan Kwon, and Rajesh Bagchi (2020), “The Numerical Precision Effect: How Precision of Attribute Information Affects Adoption of New Technology Products,” *Association for Consumer Research (ACR) Annual Conference*, Competitive Papers Session, Virtual.

- **Hanyong Park\***, Ashok K. Lalwani, and David H. 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 K. Lalwani, and H. 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 H. 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 H. Silvera, and Ashok K. 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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- Summer Research Grant received (\$20,000), 2021, Michigan State University
- 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

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- Undergraduate courses  
 Consumer Behavior  
 Marketing Research  
 Marketing Strategy  
 Principles of Marketing  
 Digital Marketing
- Graduate/Ph.D. courses  
 Consumer Behavior  
 Experimental Design  
 Judgment and Decision Making

## **COURSES TAUGHT**

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- Principles of Marketing (MKT 3013)  
Undergraduate, The University of Texas at San Antonio  
5 sections in Fall 2015, Spring 2016, Fall 2016, Fall 2017, and Fall 2018  
Guest lecture: Marketing Research (undergraduate), the University of Texas at San Antonio, 2016, 2017
- Digital Marketing (MKT 412)  
Undergraduate, Michigan State University, Spring 2020
- Consumer Behavior (MKT 302)  
Undergraduate, Michigan State University, Spring 2020 (2 sections), Spring 2021 (2 sections)
- Seminar in Consumer Behavior (MKT 912)  
Doctoral, Michigan State University, Spring 2021

## **PROFESSIONAL SERVICES**

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- Doctoral Program Committee Member, Department of Marketing, Michigan State University, 10/12/2020-present
- 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

## **PROFESSIONAL EXPERIENCES**

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- Researcher in “Green Retailing” project requested by TESCO Homeplus and AIEES (Asian Institute for Energy, Environment, and Sustainability), played a role in developing a Green Retailing Index, Seoul, Korea, 2011-2012
- Process scheduler for overseas oil plant construction, Daelim Industrial Co. Ltd., Seoul, Korea, 2007

## **PROFESSIONAL AFFILIATIONS**

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- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)