

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.	Clothing and Textiles, Seoul National University, Korea, 2012
B.S.	Industrial Engineering, Seoul National University, Korea, 2006

RESEARCH INTERESTS

Behavioral Pricing
Numerical Information Processing
Technology and Consumer Decision Making
Resource Scarcity

JOURNAL PUBLICATIONS

- **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

- **Hanyong Park**, JaeHwan Kwon, and Rajesh Bagchi, “Multipack Pricing (abridged title),” Revising for 2nd round revision, *Journal of Consumer Research*.
- JaeHwan Kwon, Dhananjay Nayakankuppam, and **Hanyong Park**, “Distortion in Evaluative Space (abridged title),” Revising for 2nd round revision, *Journal of Consumer Research*.

SELECTED WORK IN PROGRESS

Technology and Consumer Decision Making-related

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

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

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-Constraint 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

- 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

- 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

- 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

- 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

- 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

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