

HANYONG PARK

632 Bogue Street Rm N342, Department of Marketing, Eli Broad College of Business, Michigan State University
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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 [Major: Fashion Merchandising], Seoul National University, Korea, 2012
B.S. Industrial Engineering, Seoul National University, Korea, 2006

RESEARCH INTERESTS

Pricing
Numerical Cognition/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 (2022)," *Journal of Consumer Psychology*, 32(1), 69-76.
- **Hanyong Park**, JaeHwan Kwon, and Rajesh Bagchi, "Is '4 for \$16' Better than '4 for \$15.30'? The Price Divisibility Effect in Multipack Purchases," Forthcoming, *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS (* presenter)

- **Hanyong Park***, JaeHwan Kwon, and Rajesh Bagchi (2023), "The Price Divisibility Effect in Multipacks," *Society for Consumer Psychology (SCP) Annual Conference*, Special Session, San Juan, PR, USA.
- **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.

GUEST PRESENTATIONS

- Invited Talk, Graduate Seminar on Special Topics in Marketing Research, Department of Marketing, Korea University, Seoul, Korea, Fall 2021

HONORS, AWARDS, AND FELLOWSHIPS

- Granted a role to organize workshops and instruct/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

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|-------------------|-------------------------|
| Consumer Behavior | Principles of Marketing |
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Marketing Research

- Graduate/Ph.D. courses
Consumer Behavior Judgment and Decision-Making
Experimental Design

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), Spring 2022 (3 sections), Spring 2023 (2 sections)
- Seminar in Buyer Behavior (MKT 912)
Doctoral, Michigan State University, Spring 2021, Spring 2023

PROFESSIONAL SERVICES

| Level | Role | Service | Term |
|---|---------------------------|---|-------------------------|
| Department | Dissertation Committee | • Member, Xiaoxu Wu's Dissertation Committee | 2023-present |
| | Coordinator/ Organizer | • SONA Behavioral Lab | 2022-present |
| | | • Inaugural Job Market Workshop for Marketing Ph.D. Students | 2022 |
| | Co-host Faculty | • Byington Speaker Series | 2023-present |
| | Speaker | • Lunch & Learn Series | 2022 |
| | Committee Member | • Department Reappointment/Tenure/Promotion Committee | 2023-present |
| | | • Department Doctoral Program Committee | 2020-present |
| | | • Department Undergraduate Program Committee | 2019-2022 |
| | | • Department Faculty Annual Evaluation Committee | 2022-present |
| | | • Department Faculty Recruiting Committee | 2019-2020, 2020-2021 |
| • Department Doctoral Student Admission Committee | | 2020-2023 | |
| MSU | Faculty Representative | • Department Doctoral Student Admission Sub-committee | 2020-2022 |
| | | • University Council and Faculty Senate | 2023-present |
| | | • 53rd Annual Haring Symposium at Kelly School of Business, Indiana University at Bloomington | 2023 |
| Academic Community | Reviewer | • Competitive Papers, Association for Consumer Research (ACR) | 2019 |
| | | • Individual Papers, Society for Consumer Psychology (SCP) | 2018 |
| | | • Working Papers, Society for Consumer Psychology (SCP) | 2018 |
| | | • Working Papers, Association for Consumer Research (ACR) | 2015, 2016, 2017 |

PROFESSIONAL EXPERIENCES

- 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)
- American Marketing Association (AMA)